**PRE101 - JRB103 - RTC101**

**INTRODUCTION TO COMMUNICATION’’   INDIVIDUAL COURSE DESCRIPTION**

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| --- | --- |
| **Course Unit Title** | **Introduction to Communication (Communication Faculty)** |
| **Course Unit Code** | **APRE 101.1**  |
| **Type of Course Unit** | **Compulsory** |
| **Level of Course Unit** | **Associate Degree** |
| **Number of ECTS Credits Allocated** | **4 ECTS** |
| **Theoretical (hour/week)** | **3** |
| **Practice (hour/week)** | **-** |
| **Laboratory (hour/week)** | **-** |
| **Year of Study** | **4** |
| **Semester when the course unit is delivered** | **1** |
| **Name of Lecturer (s)** | **Assoc. Prof. Dr. Neriman Saygılı** |
| **Mode of Delivery** | **Face to Face** |
| **Language of Instruction** | **Turkish** |
| **Prerequisites and co-requisites** | **None** |
| **Recommended Optional Program Components** | **None** |
| **Work Placement(s)** | **None** |
| **Objectives of the Course** | **During the semester the students will learn the basic principles of the communication and mass communication.** |
| **Learning Outcomes** | **1. To learn communication definition of basic concepts.****2. To learn kind of the communications.****3. To learn mass communication systems.****4. To learn journalism, journalist and technical systems.****5. To learn Radio and Television broadcasting systems.** |
| **Course Contents** | **During the semester the students will learn the basic principles of the communication and mass communication. This system’s another name is face to face/non face to face.** |
| **Weekly Detailed Course Contents** | **WEEKS** | **TOPICS** |
| **Theoretical Courses** | **Application** |
| **1** | **Intorduction to Communication** | **Approaches of communication, definition of concepts** |
| **2** | **What kind of  communications?** | **Analysing of the face to face/non face to face** |
| **3** | **Basic components of the mass communication systems** | **The analysis of the mass communication system** |
| **4** | **Introduction to journalism** | **Approaches of journalism, definition of concepts** |
| **5** | **Journalism and political sciences** | **Case study; analysing regimes for Journalism** |
| **6** | **Journalism and technology** | **Case study; printing technology** |
| **7** | **Revision** | **Questions, answers and discussions** |
| **8** | **Midterm  exam** |  |
| **9** | **Introduction to Radio Broadcasting Systems** | **Approaches of Radio Broadcasting definition of concepts** |
| **10** | **Radio broadcasting and technology** | **Case study; AM, FM and digital systems** |
| **11** | **Introduction to television broadcasting systems** | **Approaches of television broadcasting definition of concepts** |
| **12** | **Television broadcasting and technology** | **Case study, NTSC, PAL, SECAM, HD** |
| **13** | **Journalism, Radio-TV and Law Systems** | **Case study; Law and Freedom** |
| **14** | **Revision** | **Questions, answers and discussions** |
| **15** | **Final Exam** |  |
|  |  |  |
| **Textbook / Material / Recommended Readings** | **TEXT BOOKS:****‘‘İletişim ve Kitle İletişimi’’ Neriman Saygılı GAÜ Yayınları, Girne/2006****HELP BOOKS****‘‘İletişim Çalışmalarına Giriş’’ John Fiske, Ark Yayınları, İstanbul, 1994** |
| **ASSESSMENT** |
| **Semester (Year) Interior Activities** | **Number** | **Semester (year) Note the% Contribution to** |
| **reports** | **10** | **20** |
| **Midterm exam** | **1** | **80** |
|  |  |  |
| **TOTAL** |  | **100** |
| **Semester (year) Grades of Domestic Contribution Activities** | **40** |
| **Semester (year) of the Final Exam grade Contribution** | **60** |
|  | **TOTAL** | **100** |
| **Course Learning, Teaching and Assessment Activities in the FrameworkCalculation of the workload** |
| **Activities** | **Number** | **Duration (hour)** | **Total Workload(hour)** |
| **Hours per week (theoretical)** | **14** | **3** | **42** |
| **Hours per week (Application)** |  |  |  |
| **Presenting of observations and  practices as report** | **10** | **1** | **10** |
| **The preparation and presentation of the report, research paper.** |  |  |  |
| **internet and library research.** | **10** | **2** | **20** |
| **Preparing  and presentations of homework.** | **1** | **9** | **9** |
| **Quiz****Preparation for quiz** |  |  |  |
| **Supervision****a)  Midterm Examination****b)Self-study for exam** | **1****1** | **1****15** | **16** |
| **Final Exam****a) Exam****b)  individual studies for exam** | **1****1** | **1****20** | **21** |
| **TOTAL WORKLOAD (hour)=118** |
| **AKTS CREDIT COURSE = Total Work Load(hour)/(30 hours/AKTS)= 118/30 = 3.9=4** |

**“INTRODUCTION TO COMMUNICATION” INDIVIDUAL COURSE DESCRIPTION**

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| --- | --- |
| **Course Unit Title** | Introduction to Communication |
| **Course Unit Code** | JRB 103 |
| **Type of Course Unit** | Compulsory |
| **Level of Course Unit** | Undergraduate Degree |
| **Number of ECTS Credits Allocated** | 5 ECTS |
| **Theoretical (hour/week)** | 3 |
| **Practice (hour/week)** | - |
| **Laboratory (hour/week)** | - |
| **Year of Study** | 1 |
| **Semester when the course unit is delivered** | 1 |
| **Name of Lecturer (s)** | Dr. İzlem Ali Kanlı |
| **Mode of Delivery** | Face to Face |
| **Language of Instruction** | English |
| **Prerequisities and co-requisities** | None |
| **Recommended Optional Programme Components** | None |
| **Work Placement(s)** | None |
| **Objectives of the Course** | The course is designed to provide students with a broad overview of the functions of communication. It will explore communication between individual people, in groups and in organizations. The purpose of mass communication will also be explored. |
| **Learning Outcomes** | 1. Define concepts of communication.
2. Identify the main processes of interpersonal communication.
3. Identify the main processes of small group communication.
4. Identify the main processes of organisational communication.
5. Identify the main elements of mass communication.
6. Identify elements of effective communication.
 |
| **Course Contents** | Patterns of communication, processes of communication, interpersonal communication, communication in small groups, communication in organisations, mass communication theories, effective communication. |
|    **Weekly Detailed Course Contents** |  **WEEKS** |  **TOPICS** |
| **Theoretical Courses** | **Application** |
| 1 | Introduction to the course, readings.  | Identifying themes. |
| 2 | Components of communication  | Processes of communication |
| 3 | Interpersonal communication | Case study and reporting |
| 4 | The Johari Window | Practical demonstration |
| 5 | Communication in small groups  | Case study and analysis |
| 6 | Effective communication in small groups  | Case study and analysis |
| 7 | Organizational structure | Scenario on organisation |
| 8 | Mid Term Project |   |
| 9 | Communication in organisations  | Case study and analysis |
| 10 | Mass communication characteristics | Identifying characteristics |
| 11 | Mass media effects | Film, case study analysis |
| 12 | Mass media agenda setting | Film, case study analysis |
| 13 | Effective communication | Analysis of techniques. |
| 14 | Revision and Preparing for the exam |   |
| 15 | Final Exam |   |
|   |   |   |
| **Textbook / Material / Recommended Readings** | \*The course reader.-Allyn and Bacon, Interpersonal Communication, Department of Communication Studies, University of Iowa.-Denis McQuail, (1994). Mass Communication Theory*,* 3rd ed, Sage,-Dimbleby Richard, (1998). More Than Words : An Introduction to Communication,  Routledge. |
| **ASSESSMENT** |
| **Semester (Year) Interior Activities** | **Number** | **Semester (year) Note the% Contribution to** |
| **Quiz** |   |   |
| **Mid term project** | **1** | **40** |
|   |   |   |
|   |   |   |
| **TOTAL** |   |   |
| **Semester (year) Grades of Domestic Contribution Activities** |    |
| **Semester (year) of the Final Exam grade Contribution                                                         1** | **60** |
|   | **TOTAL** | **100** |
| **Course Learning, Teaching and Assessment Activities in the FrameworkCalculation of the workload** |
| **Activities** | **Number** | **Duration (hour)** | **Total Workload(hour)** |
| Hours per week (theoretical) | 14 | 3 | 42 |
| Hours per week (Application) |   |   |   |
| Presenting of observations and laboratory practices as report |   |   |   |
| The preparation and presentation of the report, research paper. |   |   |   |
| internet and library research. | 20 | 2 | 40 |
| Preparing for classes / homework. | 20 | 3 | 60 |
| QuizPreparation for quiz | 1 | 5 | 5 |
| Supervisiona)  Midterm Examinationb)Self-study for exam |   1 |  1 |   1 |
| Final Exama) Examb) Individual studies for exam |  1  |  1  | 2 |
| **TOTAL WORKLOAD (hour)=152** |
| **AKTS CREDIT COURSE = Total Work Load(hour)/(30 hours/AKTS)= 152/30 = 5.06** |