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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Basic Communication** | |  | one | 2+0 | 2 | 4 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | The general aim of this course is to define the communication process, communication between people and people, which is the communication of attitude, judgment, thought and emotion; institutional, conceptual and as a way of life. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1- Knows the concepts and methods of communication.  2- It provides persuasion, attitude and behavior change in the people with whom it communicates.  3- Demonstrates the ability to overcome obstacles in persuasion.  4- Learns the ways to establish a healthy communication. | | | | | | | Course Content | The course covers topics such as the definition of communication, the cultural dimensions of communication, the elements of the communication process, types of communication, and basic communication models. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Communication concept and process | | | | | | | 2 | Language, culture and communication | | | | | | | 3 | Communication models | | | | | | | 4 | Types of communication | | | | | | | 5 | Interpersonal communication | | | | | | | 6 | Internal communication | | | | | | | 7 | Mass media and its types | | | | | | | 8 | Corporate communications | | | | | | | 9 | Communication and public relations | | | | | | | 10 | political communication | | | | | | | 11th | media literacy | | | | | | | 12 | international communication | | | | | | | 13 | new communication technologies | | | | | | | 14 | Communication and ethics | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** |  |  | | --- | | Akbulut, E. (2017). *Introduction to Contact* . Ataturk University Press.  Oskay, U. (2017). *The ABC of communication* . Revolution Bookstore. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | 5 | | 5 | 3 | | 2 | 4 | | 2 | - | | 3 | 2 | | 4 | | **LO2** | 4 | | 5 | 3 | | 2 | 4 | | 2 | - | | 4 | 2 | | 4 | | **LO3** | 4 | | 5 | 3 | | 2 | 4 | | 2 | - | | 3 | 2 | | 4 | | **LO4** | 4 | | 5 | 3 | | 2 | 4 | | 2 | - | | 4 | 2 | | 4 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | Basic Communication | 4 | 5 | 3 | 2 | 4 | 2 | - | 4 | 2 | 4 | |