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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Temel İletişim** | |  | 1 | 2+0 | 2 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu dersin genel amacı, iletişim sürecini tanımlayarak, insan ve insanlar arasında, tutum, yargı, düşünce ve duygu bildirişimi olan iletişimi; kurumsal, kavramsal ve bir yaşam biçimi olarak kavratmaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1- İletişim kavramlarını ve yöntemlerini bilir.  2- İletişim kurduğu kişilerde, ikna, tutum ve davranış değişimini sağlar.  3- İkna etmede önüne çıkacak engelleri yenebilme becerisini gösterir.  4- Sağlıklı bir iletişim kurmanın yollarını öğrenir. | | | | | | | Dersin İçeriği | Ders iletişimin tanımı, iletişimin kültür boyutları, iletişim sürecinin unsurları, iletişim türleri, temel iletişim modelleri gibi konuları ele alır. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İletişim kavramı ve süreci | | | | | | | 2 | Dil, kültür ve iletişim | | | | | | | 3 | İletişim modelleri | | | | | | | 4 | İletişim türleri | | | | | | | 5 | Kişilerarası iletişim | | | | | | | 6 | Kurum içi iletişim | | | | | | | 7 | Kitle iletişim araçları ve türleri | | | | | | | 8 | Kurumsal iletişim | | | | | | | 9 | İletişim ve halkla ilişkiler | | | | | | | 10 | Siyasal iletişim | | | | | | | 11 | Medya okuryazarlığı | | | | | | | 12 | Uluslararası iletişim | | | | | | | 13 | Yeni iletişim teknolojileri | | | | | | | 14 | İletişim ve etik | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Akbulut, E. (2017). *İletişime Giriş*. Atatürk Üniversitesi Yayınları.  Oskay, Ü. (2017). *İletişimin ABC’si*. İnkılap Kitabevi. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 5 | | 5 | 3 | | 2 | 4 | | 2 | - | | 3 | 2 | | 4 | | **ÖÇ2** | 4 | | 5 | 3 | | 2 | 4 | | 2 | - | | 4 | 2 | | 4 | | **ÖÇ3** | 4 | | 5 | 3 | | 2 | 4 | | 2 | - | | 3 | 2 | | 4 | | **ÖÇ4** | 4 | | 5 | 3 | | 2 | 4 | | 2 | - | | 4 | 2 | | 4 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Temel İletişim | 4 | 5 | 3 | 2 | 4 | 2 | - | 4 | 2 | 4 | |