

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM225	Theories of Communication	3	3	0	0	2	5

Prerequisites

Admission Requirements

Language of Instruction French

Course Type Compulsory

Course Level Bachelor Degree

Objective The aim of this course is to learn the development of the concept of mass communication; to have knowledge about the basic theoretical approaches in the field of mass communication. In the light of these, the course aims to provide the necessary knowledge and skills to understand and criticize the issues and problems in the field.

Content During the course, the structure, logic and scientific approaches of the theories and schools that emerged in the field of communication throughout the historical process will be examined.

References
Alemdar,K,Erdoğan,İ,İletişim ve Toplum, Bilgi Yayınları,Ankara, 1990
McQuail,D,Windhal,S, Kitle İletişim Modelleri, İmge Yayınları,Ankara, 1997
O'Sullivan, T ,Hartley ,J, Saunder,D, Montgomery,M, Fiske,J, Key Concepts in Communication and Cultural Studies, Routledge,NY,1994
Morva, O., Chicago Okulu: Pragmatik Sosyal Teoride İletişimin Keşfi. İstanbul: Doruk, 2013
Mattelart A. ve M. Mattelart, İletişim Kuramları. İstanbul: İletişim, 1998
Fiske,J, İletişim Çalışmalarına Giriş, Ark Yayınları,Ankara, 1994

Theory Topics

Week	Weekly Contents
1	Introduction and sharing the course syllabus
2	An overview of the concepts of theory and school (école)
3	Strong effects
4	Chicago School
5	Functionalism and Limited effects
6	Return of powerful effects
7	UNESCO: New World Information and Communication Order
8	Midterm exam
9	Political economy of communications
10	Frankfurt School and the culture industry
11	Habermas and communicative action
12	Cultural studies and reception
13	Technology oriented approaches
14	Overview