Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 623	Intercultural Communication	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	The purpose of this course is to explain conceptual dimensions of globalization. In this course, globalization of culture will be defined. Economic, politic and cultural basis of Globalized World will be analyzed. The roles of notions of the theorists of “network society” and “technological determinism” in the creation of the myth of communication society will be interrogated. Furthermore, it will be discussed that how modern sociologists and anthropologists analyze global culture and communication. All these discussions will be analyzed by using examples of CNN International and CNN Turk.
Content	(Subject Headings)
References	Nilgün Tutal, Küreselleşme İletişim Kültürlerarasılık, 2006, Kırmızı Yayınları. JohnTomlinson, Küreselleşme ve Kültür, 2000, Ayrıntı yay. John Tomlinson, Kültürel Emperyalizm, 1999, Ayrıntı yay. Armand Mattelart, La mondialisation de la communication. 1996, Paris: PUf. ……., La communication-monde, 1999. Paris. La Découverte.

Theory Topics

Week	Weekly Contents
1	Basics notions on Globalization
2	Social, economic and cultural context of globalization
3	Technical Communication as a player in globalization
4	Myth communication
5	Information society
6	Intercultural communication and new communication technologies
7	Different paradigms and theories
8	Midterm
9	Civilization, diversity, universalism, particularism and exotism
10	Cultural gobalization and identity conflicts
11	Cultural Imperialism
12	Conflict between civilizations: Example of CNN Int.
13	The End of Eurocentrism?
14	Communication as normative value and ethics principles of the encounter with the other