**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
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| RPS 502 | Information Society and Organizational Communication | 2 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Masters Degree |
| Objective | The world is globalized, on economic and cultural sense. Political, cultural and economic structures as well as they try to adapt to the globalization, they also resists to that. Since the 1970s, there is a frequently repeated detection telling that the world is turning into a global village. Thanks in part to the rapid development of new communication technologies, today's societies are directly having face to that future perspective seen as a utopia. In the global world, trade, economics, communication and culture are not shaped anymore according to the codes of the past. Social, cultural, economic and communicative possibilities of co-operation are increasing between cultures and nations. The cases such as the global market, global culture, global economy, global environmental awareness, global citizenship arise. This course will be discussed in the context of these new cases. |
| Content | We treat these subtitles on this course:<br>- Industrial and post-industrial societies<br>- interculturality<br>- different cultural approaches<br>- national culture<br>- regional culture<br>- corporate culture, organizational culture, temporal and spatial culture<br>- professional culture<br>- culture depending on individual structures<br>- intercultural communication<br>market segments matching with cultural difference, consumption of cultural/ symbolic difference , the use of media by cultural differences<br>- public policy in intercultural communication and cultural citizenship plurality communicative, standards and assessments of political power on intercultural communication<br>- language (language preference of hard work, competence in the use of harsh language work malcompréhensions and translation problems<br>- the group dynamics<br>- attitudes to foreign workers appointed against the other culture<br>values ??of trust, negotiation, gift<br>- practices which can be used to develop interculturality |

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| References | Alemdar, Korkmaz ve Erdoğan, İrfan (2002). Öteki Kuram . Ankara: Erk yayınları.<br>Benedict, Ruth (1994)ç Kılıç ve Krizantem. Çev. Türkan Turgut. İstanbul: İş Bankası yay.<br>Cassirer, Ernst (1997). İnsan Üstüne Bir Deneme. Çev. Necla Arat, İstanbul: Yapı Kredi Yayınları.<br>Connolly , William E. (1995). Kimlik ve Farklılık . çev: Ferma Lekesizalın, İstanbul; Ayrıntı<br>Dacheux, Eric (2001)."Etudier le marketing à la lumière de la communication". L'Année sociologique 2001/2, vol.51, s.411-427.<br>Güvenç, Bozkurt (1994). İnsan ve Kültür. İstanbul: Remzi Kitabevi.<br>Elhajji M. ve Aparu D., (2007). "Communication interculturelle et nouvelles formes de négociation de la citoyenneté". Diogène 2007/4, no 220, Presses Universitaire de France, p.110-117.<br>Hall, Edward T (1984). Le langage silencieux. Editions du Seuil. Paris. P.235<br>Halpern, Catherine (2010). "Vers des identités mondialisées". Sciences Humaines, No.222, Janvier 2010, pp.34-37.<br>Haviland, William A., Prins ve diğerleri (2008). Kültürel Antropoloji. İstanbul: Kaktüs Yayınları.<br>Huntington, Samuel (). Medeniyetler Çatışması ve Dünya Düzeninin Yeniden Kurulması. İstanbul: Okuyan Us yayınları.<br>Kağıtçıbaşı, Çiğdem (1979). İnsan ve İnsanlar. Sosyal Psikolojiye Giriş. İstanbul: Cem Ofset Yayıncılık ve Matbaacılık A.ş.<br>Kymlicka, Willy (1998) Çokkültürlü Yurttaşlık. İstanbul: Ayrıntı yay.<br>Nowicki, Johanna (2005) "Communication interculturelle et construction identitaire européenne", Hermes, Sayı:41, ss.131-138.,<br>Mattelart, Armand (1999). La Communication-monde. Paris: La Découverte.<br>Rogers,Everett M., Hart ve diğerleri (2002). "Edward T. Hall and The History of Intercultural Communication: The United States and Japan" in Keito Communication Review no:24, 2002, p.3-26.<br>Rycroft, Charles (1989). Psikanaliz Sözlüğü. Çev. Sağman Kayatekin, Ankara:Ara Yayıncılık.<br>Timisi, Nilüfer (2003). Yeni İletişim Teknolojileri ve Demokrasi, Ankara:Dost Yayınları.<br>Tutal, Nilgün (2006). Küreselleşme İletişim Kültürlerarasılık İstanbul: Kırmızı yay.<br>Zıllıoğlu, Merih (1993) İletişim nedir? İstanbul: Cem yay. |

**Theory Topics**

| Week | Weekly Contents |
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