



**FINAL INTERNATIONAL UNIVERSITY- FACULTY OF EDUCATIONAL SCIENCES**

**English Language Teaching Program Course Outline  
2024-2025 Fall Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Total Credit	ECTS	Pre-requisite
ELTP009	ENGLISH IN MASS COMMUNICATION	Area Elective	2	0	0	2	4	None
<b>Instructor</b>	Dr. Narjes Azimi			<b>Assistant</b>			None	
<b>E-mail address</b>	<a href="mailto:narjes.azimi@final.edu.tr">narjes.azimi@final.edu.tr</a>			<b>E-mail address</b>			.....	
<b>Office No.</b>	AS 125			<b>Office No.</b>			.....	
<b>Office Telephone No.</b>				<b>Office Telephone No.</b>			.....	
<b>Office hours</b>	Tuesdays 11.00-12.00			<b>Office hours</b>			.....	
<b>Web Address</b>	staff.final.edu.tr/Narjes.Azimi			<b>Web Address</b>			.....	

<b>Course Description</b>	<p>This course explores the critical role of English as a global language in the field of mass communication. It focuses on developing advanced language skills necessary for effective journalism, public relations, advertising, and digital media. Students will learn to craft clear, engaging, and impactful content tailored to diverse audiences across various media platforms. The curriculum emphasizes the principles of persuasive communication, storytelling, and ethical media practices, while honing grammar, vocabulary, and professional writing techniques. By the end of the course, students will be equipped to communicate confidently and creatively in the dynamic world of mass communication.</p>
<b>General objective of the course</b>	The aim of this course is to develop students' knowledge of English in mass communication studies and enable them to prepare understanding media in new way through critical theories of mass communication.

**LEARNING OUTCOMES**

	L.O.	
		More specifically, on successful completion of this course the students will
<b>Knowledge</b>	1	Develop proficiency in using English for effective verbal and written communication in media contexts. (PO1, PO2, PO9)
	2	Master the art of crafting compelling stories and persuasive messages tailored to diverse audiences. (PO1, PO2, PO4, PO10)
	3	Enhance understanding of media-specific vocabulary, media theories and stylistic conventions. (PO1, PO2, PO9, PO10)
	4	Apply ethical principles and cultural sensitivity when communicating through various media platforms. (PO1, PO2, PO3, PO4)
<b>Skills</b>	5	Demonstrate the ability to critically analyze and edit media content for clarity, accuracy, and impact. (PO1, PO2, PO6, PO9,PO10)
	6	Acquire skills in creating professional content for print, digital, and broadcast media. (PO1, PO2, PO9, PO10)
	7	Understand the role of tone, structure, and format in shaping audience perception. (PO1, PO2, PO4, PO6, PO9)
	8	Cultivate the ability to manage communication crises effectively using clear and concise language. (PO1, PO2, PO3, PO6)
<b>Values, Attitudes and Behaviors</b>	9	Explore the interplay between language and visual elements in multimedia storytelling.(PO3, PO9, PO10 )
	10	Build confidence in public speaking and interpersonal communication for professional media engagements. (PO1, PO2, PO6, PO7,PO9)

<b>Coursebook(s) and Supplementary Materials</b>	McQuail's Mass Communication Theory By Denis McQuail · 2010 , free pdf texts, videos, documentaries and some audio books from the internet.
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\*All other lecture materials will be available via FIU LMS (lms4.final.edu.tr)

**CONTENT & WEEKLY SCHEDULE**

WEEK	Topics	L.O.
Week 1	Introduction to the mass communication theories	2

Week 2	Magic Bullet Theory ( Hypodermic Needle Theory)	2, 8, 9, 10
Week 3	Cultivation theory, Uses And Gratification Theory	3, 7, 9, 10
Week 4	Agenda setting theory, framing theory	2, 3, 4, 9
Week 5	Two-Step Flow Theory,	2, 3, 5, 8
Week 6	Spiral of silence theory, cognitive dissonance theory	1, 5, 7, 9
Week 7	review	2, 4, 5, 6
Week 8	<b>Midterm</b>	
Weeks 9	Multi step flow theory, Two step flow theory	2, 4, 7, 10
Week 10	Media Logic Theory, Media Dependence Theory, Soviet Media Theory	3, 8, 9, 10
Week 11	Libertarian Theory, . Argumentation Theory, Authoritarian Theory	1, 4, 5, 6
Week 12	Direct Effects Theory, . Gatekeeping Theory, Imagined Communities	6, 7, 8, 10
Week 13	Knowledge Gap Theory, Modernization Theory	2, 3, 4, 6
Week 14	Muted Group Theory, Social Responsibility Theory	2, 4, 6, 7
Week 15	Symbolic Interactionism, Direct Effects Theory, review	2, 3, 5, 7
Week 16	<b>Final Exam</b>	
<b>TEACHING - LEARNING APPROACH</b>	This course is based on home assignments (weekly reading of articles, identifying highlights, drafting summaries), classroom practice (pair/group work, peer feedback, collaborative writing) as well as giving a presentation on the final paper.	

#### REQUIREMENTS

- This is a 4 ECTS course. Students should spend an average of 2 hours per week.
- You are expected to come to class prepared to demonstrate effective participation in class discussions.
- There is a strong continuous assessment dimension to this course. Students are strongly advised to attend all classes. 75% attendance is a requirement for a pass grade.
- The medium of teaching and learning is English only.
- Students should avoid plagiarism, which is intentionally failing to give credit to sources used in writing (or speaking) regardless of whether they are published or unpublished. Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence.
- All references should be formatted using the APA System.

#### TIME SPENT FOR THE COURSE AND ECTS CREDIT CALCULATION

Activity	Number	Time (hour)	Total time (hour)
Lecture Hours	16	2	32
Self-Study	14	1	14
writing assignments	3	3	15
Midterm Exam Preparation	1	12	4
Final Exam Preparation	1	14	5
Total time spent			5
Total time spent / 25(hours)			75
ECTS Credits			4

#### METHODS OF ASSESSMENT

Student success will be evaluated as the following:

Type of assessment	Number	Weight (%)	Total (%)
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Attendance and in-class activities	1	10	10	
Midterm Exam assignment	1	40	40	
Final Exam	1	30	30	
Presentation assignment	1	20	20	
<b>Grand Total</b>			100	