

Content

| Course Code | Course Name     | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------|----------|--------|----------|-----|--------|------|
| JOU305      | Media Economics | 5        | 3      | 0        | 0   | 3      | 4    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                |
| Course Type             | Compulsory                                                                                                                                                                             |
| Course Level            | Bachelor Degree                                                                                                                                                                        |
| Objective               | The aim of the course is to describe the main concepts of media economics including all subsectors and to gain a critical perspective on the theoretical background of media in Turkey |
| Content                 | The details of the course can be found in topics                                                                                                                                       |

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| References | <p>Alev Söylemez, Medya Ekonomisi ve Türkiye Örneği, Ankara, Haberal Eğitim Vakfı, 1998</p> <p>Gülseren Adaklı, Türkiye’de Medya Endüstrisi / Neoliberalizm Çağında Mülkiyet ve Kontrol İlişkileri, Ankara, Ütopya Yayınevi, 2006</p> <p>Semra Atılğan, Basın İşletmeciliği, İstanbul Beta Basım Yayın Dağıtım A.Ş., 1999</p> <p>Ben Bagdikian, Boston, The New Media Monopoly, Beacon Press, 2004</p> <p>Richard J. Barnet - John Cavanagh, Küresel Düşler İmparator Şirketler ve Yeni Dünya Düzeni, çev.Gülden Şen, İstanbul, Sabah Kitapları</p> <p>T. Uğur Dai, Basın İşletmelerinin Finansal Yapısı, İstanbul, Beta Basım Yayım Dağıtım A.Ş., 2008</p> <p>Selçuk Demirebulak, 21. Yüzyıl Eşiğinde Türkiyemizde Medya Ekonomisi, 1995</p> <p>Nadine Toussaint Desmoulins, Economie des média, Medya Ekonomisi, İstanbul İletişim Yayınları, 1993</p> <p>Gillian Doyle, Media Ownership: The Economics and Politics of Convergence and Concentration in the UK and European Media, London, Sage Publication, 2002</p> <p>GERAY, Haluk, İletişim ve Teknoloji: Uluslararası Birikim Düzeninde Yeni Medya Politikaları, Ankara, Ütopya, 2003</p> <p>Yasemin İnceoğlu, Uluslararası Medya, İstanbul, Der Yayınları, 2004</p> <p>Beybin Kejanlıoğlu, Türkiye’de Medyanın Dönüşümü, Ankara, İmge Kitabevi, 2004</p> <p>Armand Mattelard, İletişimin Dünyasallaşması, İstanbul, İletişim Yayınları, 2001</p> <p>Robert G. Picard, Media Economics Concepts and Issues, New York, Sage Publications, 1989</p> <p>RAMONET, Ignacio, La Tyrannie de la communication, Paris, Gallimard, 2001</p> <p>Levent Yaylagül, Kitle İletişiminin Ekonomi Politikası, Ankara, Dalbaz Yayıncılık, 2006</p> <p>Aydın Çam, İlke Şanlıer Yüksel, “Türkiye’de Medyanın 2002 Sonrası Dönüşümü: Ekonomi Politik Bir Yaklaşım, Neoliberal Muhafazakar Medya içinde, ed. U.Uraz Aydın, Ayrıntı, 2015-10-14</p> <p>Ceren Sözeri, “Türkiye’de Medya-İktidar İlişkileri Sorunlar ve Öneriler”, İstanbul Enstitüsü, 2015, <a href="http://platform24.org/Content/Uploads/Editor/T%C3%BCrkiye%E2%80%99de%20Medya-%C4%B0ktidar%20%C4%B0li%C5%9Fkileri-BASKI.pdf">http://platform24.org/Content/Uploads/Editor/T%C3%BCrkiye%E2%80%99de%20Medya-%C4%B0ktidar%20%C4%B0li%C5%9Fkileri-BASKI.pdf</a></p> |
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### Theory Topics

| Week | Weekly Contents                                                   |
|------|-------------------------------------------------------------------|
| 1    | Introduction to the media economics                               |
| 2    | The theories of media economics and the concepts                  |
| 3    | The factors affecting the media economics from inside and outside |
| 4    | The Structures of Media Markets                                   |
| 5    | Media Markets Concentration                                       |
| 6    | Media Markets in the World                                        |
| 7    | Press Economy                                                     |

| Week | Weekly Contents                                                                            |
|------|--------------------------------------------------------------------------------------------|
| 8    | Mid-Term                                                                                   |
| 9    | Radio and Television Economy                                                               |
| 10   | New Media Economy                                                                          |
| 11   | Analysis of Media Economy in Turkey: Market Structures, Companies and Income Distributions |
| 12   | Analysis of Media Economy in Turkey: Regulatory Bodies and Public Service Broadcasting     |
| 13   | Analysis of Media Economy in Turkey: Examples                                              |
| 14   | Sustainability of Alternative Media and the business models                                |