

**Content**

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 511	Media Critics	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	Issues that will be covered: the meaning and importance of mass communication; communication process and communication models; mass media effects; effects theories; Bullet Theory; Silence Spiral; modern theories, McLuhan, Postman, Chomsky, Baudrillard, Mass Media Cartel in Globalization Process, Relationship of Big Media Companies, politics and big capital...etc.
References	

## Theory Topics

Week	Weekly Contents
1	The meaning and importance of mass communication
2	Communication process and communication model
3	Persuasion theories
4	Mass media effects
5	Effects theories
6	Bullet Theory
7	Silence Spiral
8	Mid Term
9	Modern theories: McLuhan, Postman,
10	Modern theories:Chomsky, Baudrillard
11	Mass Media Cartel in Globalization Process
12	Relationship of Big Media Companies, politics and big capital
13	Presentations
14	Presentations