

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SIY 681	Process of Social Influence and the Media	1	2	0	0	2	4

Prerequisites

Admission Requirements

Language of Instruction Turkish

Course Type Compulsory

Course Level Masters Degree

Objective

The course examines social influence processes on the basis of researches conducted in the social psychology laboratories and in connection with a media interrogation perspective. Throughout the course, students will be invited to critically analyze contemporary issues of media. How can we define a social behavior? Why do individuals conform or obey? How can we explain the role of media in shaping the public opinion? How social influence processes are used in development of persuasive strategies?

Week 1. Introduction: The media as an instrument to social influence.

Week 2. Theoretical approaches: The production of group norms.

Week 3. Theoretical approaches: Conformity and Obedience.

Week 4. Social Influence and Media Effects: Propaganda, Politics and Society.

Week 5. Journalism and Its Functions: Media Effects.

Week 6. Journalism and The Agenda-Setting Function of Mass Media.

Week 7. The social impact of Turkish TV series.

Week 8. Turkish Cinema.

Week 9. Exam.

Week 10. Evolution of the social network and new persuasion strategies I.

Week 11. Evolution of the social network and new persuasion strategies II.

Week 12. The new functions of the Media.

Week 13. Project studies.

Week 14. Project studies.

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The Internet Society (ISOC), <http://www.isoc.org/isoc/>

Pew Internet & American Life Project, <http://www.pewinternet.org/>

Internet Usage Statistics, <http://www.internetworldstats.com/stats.htm>

Oxford Internet Institute, University of Oxford, <http://www.oii.ox.ac.uk/>

## References

## Theory Topics

### Week

### Weekly Contents

- 1 The media as an instrument to social influence.
- 2 Theoretical approaches: The production of group norms.
- 3 Theoretical approaches: Conformity and Obedience.
- 4 Social Influence and Media Effects: Propaganda, Politics and Society.
- 5 Social Influence and Media Effects: Propaganda, Politics and Society.
- 6 Journalism and The Agenda-Setting Function of Mass Media.
- 7 The social impact of Turkish TV series.
- 8 Turkish Cinema.
- 9 Exam
- 10 Evolution of the social network and new persuasion strategies I.
- 11 Evolution of the social network and new persuasion strategies II.
- 12 The new functions of the Media.
- 13 Project studies.
- 14 Project studies.