

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							
Course Type							
Course Level							
Objective							
The course aims to provide the students a background on the communication and media theories, the structural and ethical problems of the media, and to acquire a human rights-based approaches to producing content in new media that are part of marketing communication.							
Introduction and a short background of media and communication theories							
Normative theories of press							
Media Effects Theories							
Political Economy of the media in Turkey							
Media ethics							
Political communication and media							
Regulations against discrimination and discrimination in the media							
Content							
Midterm							
Media and hate speech							
Sport industries and media							
Advertising industry and media							
Cinema industry and media							
Alternative media and its examples in Turkey							
New media and ethical issues							
Süleyman İrvan, "Medya Etiki ve Meşrûluk Sınırları", Birikim, (Sayı : 117 - Ocak 1999)							
<a href="http://www.birikimdergisi.com/birikim-yazi/5328/medya-etiki-ve-mesr%C3%BBluk-sinirlari#.Wd4l4Y-0Ps0">http://www.birikimdergisi.com/birikim-yazi/5328/medya-etiki-ve-mesr%C3%BBluk-sinirlari#.Wd4l4Y-0Ps0</a>							
"Journalism a victim of cosy relations between politics and media", Untold Stories: How Corruption and Conflicts of Interest Stalk the Newsroom, EJN, p.63							
Sevilay Çelenk, Ayrımcılık ve Medya, <a href="http://nefretsoylemi.org/detay.asp?id=2651&amp;bolum=makale">http://nefretsoylemi.org/detay.asp?id=2651&amp;bolum=makale</a>							
References							
Futbol değil iş: endüstriyel futbol, Ahmet Talımcılar, İletişim kuram ve araştırma dergisi, Sayı 26 Kış-Bahar 2008, s.89-114							
Reklam Endüstrisinin Topografyası: Türkiye Örneği, Senem Gençtürk Hızal, İletişim Araştırmalar, 2005							
Rekabet Kurumu Sinema Hizmetleri Sektör Raporu 2016, <a href="http://www.rekabet.gov.tr/File/?path=ROOT%2F1%2FDocuments%2FG%2C3%BCCncl%2FSinema+Sekt%C3%BCr+Raporu_06.04.2016.pdf">http://www.rekabet.gov.tr/File/?path=ROOT%2F1%2FDocuments%2FG%2C3%BCCncl%2FSinema+Sekt%C3%BCr+Raporu_06.04.2016.pdf</a>							
Alternatif Medyanın Eleştirel Bir Teorisine Doğru, Christian Fuchs, Ayrıntı Dergi, Ağustos 14, 2015, <a href="http://ayrintidergi.com.tr/alternatif-medyanin-elestirel-bir-teorisine-dogr/">http://ayrintidergi.com.tr/alternatif-medyanin-elestirel-bir-teorisine-dogr/</a>							

## 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

**Week****Weekly Contents**

- 11 Mass Media Cartel in Globalization Process
- 12 Relationship of Big Media Companies, politics and big capital
- 13 Presentations
- 14 Presentations