

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		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.					
Content		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					
		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 Etik ve Mesrûluk Sınırları", Birikim, (Sayı : 117 - Ocak 1999)					
		http://www.birikimdergisi.com/birikim-yazi/5328/medya-etiki-ve-mesr%C3%BBluk-sinirlari#.Wd4I4Y-0Ps0					
		"Journalism a victim of cosy relations between politics and media", Untold Stories: How Corruption and Conflicts of Interest Stalk the Newsroom, EIJN, p.63					
		Sevilay Çelenk, Ayrımcılık ve Medya, http://nefretsoylemi.org/detay.asp?id=2651&bolum=makale					
		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, http://www.rekabet.gov.tr/File/?path=ROOT%2F1%2FDocuments%2FG%C3%BCncel%2FSinema+Sekt%C3%B6r+Raporu_06.04.2016.pdf					
		Alternatif Medyanın Eleştirel Bir Teorisine Doğru, Christian Fuchs, Ayrıntı Dergi, Ağı 14, 2015, http://ayrintidergi.com.tr/alternatif-medyanin-elestirel-bir-teorisine-dogru/					

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