Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
JOU204	Theories of Interactive Media	4	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to explore concepts such as digitalisation, interactivity and convergence, which radically changed the nature as well as use of the media, and to examine, from a critical point of view, the implications of these concepts for the lives of individuals, interpersonal communication, society and social order.
Content	See Topics
References	Dilruba Çatalbaş Ürper (2011) Ağ toplumu Kimin Toplumu,Pazarlama İletişimi, Kış. Kerem Rızvanoğlu, (2011), Herkes için Web" mümkün mü?: Evrensel Kullanılabilirlik ve Tasarım, Pazarlama İletişimi, Kış. Donna Harraway (1985) "A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century", Socialist Review. Frank Webster (2006) Theories of the Information Society, 3rd ed., Routledge: New York. Haluk Geray, İletişim ve Teknoloji, Ütopya Yayınevi, Ankara, 2003, ss. 7-27 Manovich, Lev (2001) The Language of New Media. Cambridge: MIT Press. Manuel Castells (2005) Ağ Toplumunun Yükselişi, Bilgi Üniversitesi Yayınları, İstanbul. Manuel Castells (1996) La société en réseaux, L'ere de l'information, Fayard, Nicholas Negroponte (1996) Dijital Dünya, İstanbul: Türk Henkel Dergisi Yayınları. Nilüfer Timisi, Yeni İletişim Teknolojileri ve Demokrasi, Dost Kitabevi, Ankara, 2001, ss. 33-58. Van Dijk, Jan (2006) The Network Society, 2nd ed. London: Sage. Online sources: Alain Seban, « Médias traditionnels, nouveaux médias », http://www.ddm.gouv.fr/IMG/pdf/rabat251004.pdf Edward J. Downes, Sally J. McMillan, Defining Interactivity, New Media and Society, 2000, Vol2(2):157-179. http://eduspaces.net/seducr/files/9787/23998/Downes.pdf

Theory Topics

Week	Weekly Contents
1	Introduction
2	Media and technology in the media theories
3	Paradigms of old media and new media
4	The concept of interactivity and interactive media
5	Human-computer interaction
6	User interface: Design, usability and ergonomy
7	Mid-term exam

Week	Weekly Contents
8	Reality, virtual reality, simulated reality
9	Identity, representation and body in the cyberspace
10	Cybernetic organisms and cyborg theory
11	Surveillance and panopticon in the age of interactive media
12	Digital culture, digital literacy
13	Mobile communication, mobility, connection and sociality
14	New media art: Conceptual art, virtual art, performance and installation