

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|---------------|----------|--------|----------|-----|--------|------|
| CO-E 511 | Media Critics | 2 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| 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 |
| References | Süleyman İrvan, "Medya Etiki ve Meşrûluk 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, EJN, p.63 Sevilay Çelenk, Ayrımcılık ve Medya, http://nefretsoylemi.org/detay.asp?id=2651&bolum=makale Futbol değil iş: endüstriyel futbol, Ahmet Talimciler, 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, Ağu 14, 2015, http://ayrintidergi.com.tr/alternatif-medyanin-elestirel-bir-teorisine-dogru/ |

Theory Topics

| Week | Weekly Contents |
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| 1 | The meaning and importance of mass communication |

| Week | Weekly Contents |
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| 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 |