

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 511	Media Critics	2	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	<p>Introduction and a short background of media and communication theories</p> <p>Normative theories of press</p> <p>Media Effects Theories</p> <p>Political Economy of the media in Turkey</p> <p>Media ethics</p> <p>Political communication and media</p> <p>Regulations against discrimination and discrimination in the media</p> <p>Midterm</p> <p>Media and hate speech</p> <p>Sport industries and media</p> <p>Advertising industry and media</p> <p>Cinema industry and media</p> <p>Alternative media and its examples in Turkey</p> <p>New media and ethical issues</p>
References	<p>Süleyman İrvan, "Medya Etiki ve Meşrûluk Sınırları", Birikim, (Sayı : 117 - Ocak 1999)</p> <p>http://www.birikimdergisi.com/birikim-yazi/5328/medya-etiki-ve-mesr%C3%BBluk-sinirlari#.Wd4l4Y-0Ps0</p> <p>"Journalism a victim of cosy relations between politics and media", Untold Stories: How Corruption and Conflicts of Interest Stalk the Newsroom, EYN, p.63</p> <p>Sevilay Çelenk, Ayrımcılık ve Medya, http://nefretsoylemi.org/detay.asp?id=2651&bolum=makale</p> <p>Futbol değil iş: endüstriyel futbol, Ahmet Talimciler, İletişim kuram ve araştırma dergisi, Sayı 26 Kış-Bahar 2008, s.89-114</p> <p>Reklam Endüstrisinin Topografyası: Türkiye Örneği, Senem Gençtürk Hızal, İletişim: Araştırmalar, 2005</p> <p>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</p> <p>Alternatif Medyanın Eleştirel Bir Teorisine Doğru, Christian Fuchs, Ayrıntı Dergi, Ağu 14, 2015, http://ayrintidergi.com.tr/alternatif-medyanin-elestirel-bir-teorisine-dogru/</p>

Theory Topics

Week	Weekly Contents
1	The meaning and importance of mass communication

Week	Weekly Contents
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