Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 601	Communication Theories and Models	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	This course aims to cover the models and theories of communication in the content of general social theory and contribute the students to gain critical awareness.
Content	Week 1: On Importance of Media Studies Week 2: Media Effects Theories (Socialization, Cultivation, Agenda-Setting etc.) Week 3: Theories relating to Consuming Power (Two Way Flow, Uses and Gratifications, Cultural Capital, Media Literacy. Week 4: Normative Media Theories (Authoritarian, Liberal, Social Responsibility) Week 5: Normative Media Theories (ex-Soviet Communist/Totalitarian, Democratic Participation) Week 6: Hallin ve Mancini's Three Model (Trilogy) and Political Economy of the Media(Cultural Industries, Public Sphere) Week 7: Political Economy of the Media (Media Imperialism, Propaganda Model) Week 8: Midterm Week 9: Representation (Semiology, Ideology, Hegemony, Gender, Sexuality, Representations of Race and Ethnicity) Week 10: Postmodernism (Image, Hyper reality) Week 11: Information and Surveillance Society Week 12: New Media (Convergence/Remediation). Week 13: Presentation Week 14: Presentation
References	Alemdar Korkmaz ve Erdoğan İrfan, Öteki Kuram, Erk Yayınları, 2005. Fiske John, İletişim Çalışmalarına Giriş. Çev., S. İrvan, ss.185-194. İnceoğlu Y ve Çomak ve N.(eds.), Metin Çözümlemeleri, Ayrıntı Yayınları, 2009. Küçük M (der), Medya, İktidar İdeoloji. Ankara: Ark/Bilim ve Sanat Mutlu Erol. Kitle İletişim Kuramları, Ankara: Ütopya, 2005. Laughey Dan, Medya Çalışmaları:Teoriler ve Yaklaşımlar, Kalkedon Yayınları, 2010.

Theory Topics

Week	Weekly Contents
1	On Importance of Media Studies
2	Media Effects Theories (Socialization, Cultivation, Agenda-Setting etc.)
3	Theories relating to Consuming Power (Two Way Flow, Uses and Gratifications, Cultural Capital, Media Literacy.
4	Normative Media Theories (Authoritarian, Liberal, Social Responsibility)
5	Normative Media Theories (ex-Soviet Communist/Totalitarian, Democratic Participation)
6	Hallin ve Mancini's Three Model (Trilogy) and Political Economy of the Media(Cultural Industries, Public Sphere)
7	Political Economy of the Media (Media Imperialism, Propaganda Model)
8	Midterm
9	Representation (Semiology, Ideology, Hegemony, Gender, Sexuality, Representations of Race and Ethnicity)
10	Postmodernism (Image, Hyper reality)
11	Information and Surveillance Society
12	New Media (Convergence/Remediation).
13	Presentation
14	Presentation