Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 681	Process of Social Influence and the Media	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	The course examines social influence processes on the basis of researches conducted in the social psychology laboratories and in connection with a media interrogation perspective. Throughout the course, students will be invited to critically analyze contemporary issues of media. How can we define a social behavior? Why do individuals conform or obey? How can we explain the role of media in shaping the public opinion? How social influence processes are used in development of persuasive strategies?
Content	Week 1. Introduction: The media as an instrument to social influence. Week 2.Theoretical approaches: The production of group norms. Week 3. Theoretical approaches: Conformity and Obedience. Week 4. Social Influence and Media Effects: Propaganda, Politics and Society. Week 5. Journalism and Its Functions: Media Effects. Week 6. Journalism and The Agenda-Setting Function of Mass Media. Week 7. The social impact of Turkish TV series. Week 8. Turkish Cinema. Week 9. Exam. Week 10. Evolution of the social network and new persuasion strategies I. Week 11. Evolution of the social network and new persuasion strategies II. Week 12. The new functions of the Media. Week 13. Project studies. Week 14. Project studies.

References	BEAUVOIS Jean-Léon, Relations humaines groupes et influence sociale, Presses Universitaires de Grenoble, Grenoble 1995 BON Le Gustave, La psychologie des foules, PUF Quadrige, 5é ed. Paris, 1995 DEUTCH Morton, Les théories en psychologie sociale, Mouton, Paris, 1972 TIMOTY E Cook, The Functions of the Press in a Democracy. In Geneva Overholser and Kathleen Hall Jamieson (eds.), The Press New York: Oxford University Press, 2005, pp. 115-119. RUBIN Alan M., Media Uses and Effects: A Uses and Gratifications Perspective. In Jennings Bryant and Dolf Zillmann (eds.), Media Effects: Advances in Theory and Research (Hillsdale: Lawrence Erlbaum Publishers 1994, pp. 417-436. FISCHER Gustave-Nicholas, Les concepts fondamentaux de la psychologie sociale, Presses de l'Université de Montréal, BORDAS, Paris, 1987 GERGEN Kenneth et JUTRAS Slyvie, Psychologie Sociale, VIGOT, 2e éd. Paris, 1992 KAĞITÇIBAŞI Çiğdem, İnsan ve İnsanlar, Sosyal Psikolojiye Giriş, Sosyal Bilimler Derneği Yayınları (G-8), Sevinç Matbaası, Ankara, 1976 BELLENGER Lionel, La persuasion, PUF, Collection que sais-je?, Paris, 1992. SHEARON A. et a.l. , The Invasion from Mars: Radio Panics America. In Milestones in Mass Communication Research: Media Effects 1995 pp. 45-65. CIALDINI Robert B., İknanın Psikolojisi, traduit par Fevzi Yalım, MediaCat Kitapları, Ankara, 2001. CIALDINI Robert B. Influence: Science and Practice, Allyn & Bacon, 2003. CIALDINI Robert B., Harnessing the Science of Persuasion, Harvard Business Review; Vol. 79 Issue 9, 2001, pp72-79. HOGAN Kevin, The Psychology of persuasion: how to persuade others to your way of thinking, Pelican Publisging Company, Gretna, Louisiana, 2002. LEVINE Robert V., Power of Persuasion: How we're bought and sold, John Wiley&Sons, New Jersey, 2003. JOHNSTON D: Deirdre, The art and science of persuasion, Madison, Wis, Mc Graw Hill, 1994. Jowett Garth, O'Donnell Victoria, Propaganda and persuasion, Sage, London, 1986. The Internet Society (ISOC), http://www.isoc.org/isoc/ Pew Internet & American Life Project, http://www.pewinternet.org/ Internet Usage Statistics, http://www.internetworldstats.com/stats.htm Oxford Internet Institute, University of Oxford, http://www.oii.ox.ac.uk/

Theory Topics

Week	Weekly Contents
1	The media as an instrument to social influence.
2	Theoretical approaches: The production of group norms.
3	Theoretical approaches: Conformity and Obedience.
4	Social Influence and Media Effects: Propaganda, Politics and Society.
5	Social Influence and Media Effects: Propaganda, Politics and Society.
6	Journalism and The Agenda-Setting Function of Mass Media.
7	The social impact of Turkish TV series.
8	Turkish Cinema.
9	Exam.
10	Evolution of the social network and new persuasion strategies I.
11	Evolution of the social network and new persuasion strategies II.
12	The new functions of the Media.
13	Project studies.

Week	Weekly Contents
14	Project studies.