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 thecommunication 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#.Wd4l4Y-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
1	The meaning and importance of mass communication
2	Communication process and communication model
3	Persuasion theories
4	Mass media effects
5	Effects theories
6	Bullet Theory

Week	Weekly Contents
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