

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
JOU305	Media Economics	5	3	3	3	3	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The aim of the course is to give the theoretical background and the specific concepts of the media economics, to analyze the costs and market structures of media in terms of different sub-sectors and gain a critical perspective on the political economy of the media in Turkey
Content	Introduction to the media economics The theories of media economics and the concepts The factors affecting the media economics from inside and outside Ther Structures of Media Markets Media Markets Concentration Media Markets in the World Press Economy Midterm Radio and Television Economy New Media Economy Analysis of Media Economy in Turkey: Market Structures, Companies and Income Distributions Analysis of Media Economy in Turkey: Regulatory Bodies and Public Service Broadcasting Analysis of Media Economy in Turkey: Examples Sustainability of Alternative Media and the business models
References	Alev Söylemez, Medya Ekonomisi ve Türkiye Örneği, Ankara, Haberal Eğitim Vakfı, 1998 Gülseren Adaklı, Türkiye’de Medya Endüstrisi / Neoliberalizm Çağında Mülkiyet ve Kontrol İlişkileri, Ankara, Ütopya Yayınevi, 2006 Semra Atılğan, Basın İşletmeciliği, İstanbul Beta Basım Yayın Dağıtım A.Ş, 1999 Ben Bagdikian, Boston, The New Media Monopoly, Beacon Press, 2004 Richard J. Barnet - John Cavanagh, Küresel Düşler İmparator Şirketler ve Yeni Dünya Düzeni, çev.Gülden Şen, İstanbul, Sabah Kitapları T. Uğur Dai, Basın İşletmelerinin Finansal Yapısı, İstanbul, Beta Basım Yayım Dağıtım A.Ş, 2008 Selçuk Demirbulak, 21. Yüzyıl Eşiğinde Türkiyemizde Medya Ekonomisi, 1995 Nadine Toussaint Desmoulins, Economie des média, Medya Ekonomisi, İstanbul İletişim Yayınları, 1993 Gillian Doyle, Media Ownership: The Economics and Politics of Convergence and Concentration in the UK and Europeen Media, London, Sage Publication, 2002 GERAY, Haluk, İletişim ve Teknoloji: Uluslararası Birikim Düzeninde Yeni Medya Politikaları, Ankara, Ütopya, 2003

	Yasemin İnceoğlu, Uluslararası Medya, İstanbul, Der Yayınları, 2004
	Beybin Kejanlıoğlu, Türkiye'de Medyanın Dönüşümü, Ankara, İmge Kitabevi, 2004
	Armand Mattelard, İletişimin Dünyasallaşması, İstanbul, İletişim Yayınları, 2001
	Robert G. Picard, Media Economics Concepts and Issues, New York, Sage Publications, 1989 RAMONET, Ignacio, La Tyrannie de la communication, Paris, Gallimard, 2001
	Levent Yaylagül, Kitle İletişiminin Ekonomi Polisi, Ankara, Dalbaz Yayıncılık, 2006
	Aydın Çam, İlke Şanlıer Yüksel, "Türkiye'de Medyanın 2002 Sonrası Dönüşümü: Ekonomi Politik Bir Yaklaşım, Neoliberal Muhafazakar Medya içinde, ed. U.Uraz Aydın, Ayrıntı, 2015-10-14
	Ceren Sözeri, "Türkiye'de Medya-İktidar İlişkileri Sorunlar ve Öneriler", İstanbul Enstitüsü, 2015, http://platform24.org/Content/Uploads/Editor/T%C3%BCrkiye%E2%80%99de%20Medya-%C4%B0ktidar%C4%B0li%C5%9Fkileri-BASKI.pdf

Theory Topics

Week	Weekly Contents
1	Introduction to the media economics
2	The theories of media economics and the concepts
3	The factors affecting the media economics from inside and outside
4	The Structures of Media Markets
5	Media Markets Concentration
6	Media Markets in the World
7	Press Economy
8	Mid-Term
9	Radio and Television Economy
10	New Media Economy
11	Analysis of Media Economy in Turkey: Market Structures, Companies and Income Distributions
12	Analysis of Media Economy in Turkey: Regulatory Bodies and Public Service Broadcasting
13	Analysis of Media Economy in Turkey: Examples
14	Sustainability of Alternative Media and the business models

