

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	
Course Type	
Course Level	Masters Degree
Objective	
Content	
References	

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.
14	Project studies.