

## Content

| Course Code | Course Name                   | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-------------------------------|----------|--------|----------|-----|--------|------|
| JOU204      | Theories of Interactive Media | 4        | 2      | 0        | 0   | 2      | 4    |

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|------------------------|--|
| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Course Level            | Bachelor Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Objective               | This course aims to explore concepts such as digitalisation, interactivity and convergence, which radically changed the nature as well as use of the media, and to examine, from a critical point of view, the implications of these concepts for the lives of individuals, interpersonal communication, society and social order.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Content                 | See Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| References              | <p>Dilruba Çatalbaş Ürper (2011) Ağ toplumu Kimin Toplumu,Pazarlama İletişimi, Kış.</p> <p>Kerem Rızvanoğlu, (2011), Herkes için Web” mümkün mü?: Evrensel Kullanılabilirlik ve Tasarım, Pazarlama İletişimi, Kış.</p> <p>Donna Harraway (1985) "A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century", Socialist Review.</p> <p>Frank Webster (2006) Theories of the Information Society, 3rd ed., Routledge: New York.</p> <p>Haluk Geray, İletişim ve Teknoloji, Ütopya Yayınevi, Ankara, 2003, ss. 7-27</p> <p>Manovich, Lev (2001) The Language of New Media. Cambridge: MIT Press.</p> <p>Manuel Castells (2005) Ağ Toplumunun Yükselişi, Bilgi Üniversitesi Yayınları, İstanbul.</p> <p>Manuel Castells (1996) La société en réseaux, L'ère de l'information, Fayard,</p> <p>Nicholas Negroponte (1996) Dijital Dünya, İstanbul: Türk Henkel Dergisi Yayınları.</p> <p>Nilüfer Timisi, Yeni İletişim Teknolojileri ve Demokrasi, Dost Kitabevi, Ankara, 2001, ss. 33-58.</p> <p>Van Dijk, Jan (2006) The Network Society, 2nd ed. London: Sage.</p> <p>Online sources:</p> <p>Alain Seban, « Médias traditionnels, nouveaux médias », <a href="http://www.ddm.gouv.fr/IMG/pdf/rabat251004.pdf">http://www.ddm.gouv.fr/IMG/pdf/rabat251004.pdf</a></p> <p>Edward J. Downes, Sally J. McMillan, Defining Interactivity, New Media and Society, 2000, Vol2(2):157-179.</p> <p><a href="http://eduspaces.net/seducr/files/9787/23998/Downes.pdf">http://eduspaces.net/seducr/files/9787/23998/Downes.pdf</a></p> |

## Theory Topics

| Week | Weekly Contents                                                          |
|------|--------------------------------------------------------------------------|
| 1    | Introduction                                                             |
| 2    | Media and technology in the media theories                               |
| 3    | Paradigms of old media and new media                                     |
| 4    | The concept of interactivity and interactive media                       |
| 5    | Human-computer interaction                                               |
| 6    | User interface: Design, usability and ergonomics                         |
| 7    | Mid-term exam                                                            |
| 8    | Reality, virtual reality, simulated reality                              |
| 9    | Identity, representation and body in the cyberspace                      |
| 10   | Cybernetic organisms and cyborg theory                                   |
| 11   | Surveillance and panopticon in the age of interactive media              |
| 12   | Digital culture, digital literacy                                        |
| 13   | Mobile communication, mobility, connection and sociality                 |
| 14   | New media art: Conceptual art, virtual art, performance and installation |