

DOCTORAL PROGRAM IN MEDIA STUDIES

FIRST SEMESTER			T	U	L	Y	E
MES	601	Theories of Media and Culture	3	0	0	3	10
MES	661	Advanced Communication Research and Scientific Ethics	3	0	0	3	10
		Free Elective (All Courses)	3	0	0	3	10
		Extra Elective (All Courses)					
						9	30

SECOND SEMESTER			T	U	L	Y	E
MES	600	Seminal Works in Media Studies	3	0	0	3	10
MES	626	Media Industry and Political Economy Approach	3	0	0	3	10
		Free Elective (All Courses)	3	0	0	3	10
		Extra Elective (All Courses)					
						9	30

THIRD SEMESTER			T	U	L	Y	E
MES	680	Seminar	0	0	0	0	20
		Free Elective (All Courses)	3	0	0	3	10
		Extra Elective (All Courses)					
						3	30

FOURTH SEMESTER			T	U	L	Y	E
MES	699	Thesis	3	0	0	0	150
							150

Total Credits and Course Numbers to be Completed	
Yeditepe Credit:	21
ACTS:	240
Total Course Number:	7+1 Seminar + Thesis

ELECTIVE COURSES			T	U	L	Y	E
MES	622	Persuasion and Propaganda	3	0	0	3	10
MES	627	Digital Media and Culture	3	0	0	3	10
MES	628	Representation and Power in Media	3	0	0	3	10
MES	641	Media Ethics and Criticism	3	0	0	3	10
MES	643	Media and Consumer Society	3	0	0	3	10
MES	682	Special Topics in Media Studies	3	0	0	3	10

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Theories of Media and Culture	MES 601	1	3 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	Ph.D. Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	<ul style="list-style-type: none"> -Name key theories and theorists in media and cultural studies. - Identify major paradigms in media and cultural studies. - Describe relationships among media, culture, politics, economy and ideology. - Relate contemporary and historical contexts of media texts and cultural products. - Define, repeat, organize, interpret, analyze and categorize major body of thoughts in media and cultural studies.
Content	<p>This course is to examine the emergence and evolution of media and cultural theories within a historical and social framework. In this direction, facts will be handled as a whole within the framework of the relationship with the economic, political and social system, rather than the view that media and culture as an independent variable. The main theories and theorists in the field of media and culture will be examined through dominant paradigms and critical paradigm categorizations, which will be expanded by applying current events, events and examples without departing from the historical context.</p>

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Major theories and theorists in media and cultural studies are named, categorized and compared.	1, 2, 3, 5		

2) Mainstream and critical approaches and perspectives to media and cultural studies are evaluated.	1,2,13		
3) Media texts and cultural products are questioned, discussed and criticized.	1, 13		
4) The relationships among media, culture, politics, economy and ideology are demonstrated, interpreted and explained.	1, 3		
5) Theories of media and cultural studies are assessed and analyzed within their historical contexts.	3,13		
6) The relationships between new media and forms of representation, social movements, globalization, and cultural texts are constructed	3, 6, 13		

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion
Assessment Methods:	A: Presentations B: Written Reports C: Discussions D: Final Paper

COURSE CONTENT		
Week	Topics	Study Materials
1	Course policy, expectations, requirements & introduction. An overview of Media and Cultural Studies	
2	Dominant Paradigms in Media and Cultural Studies	Read: Kellner & Durham pp.ix-xxxviii.
3	Culture, Ideology and Hegemony: K. Marx & F. Engels, A. Gramsci <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp.9-12 & pp.13-17.
4	Culture, Ideology and Hegemony: W. Benjamin & M. Horkheimer and T. Adorno <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp.18-40 & pp.41-71
5	Culture, Ideology and Hegemony: J. Habermas & L. Althusser <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: : Kellner & Durham pp.73-78 & pp. 79-87
6	Social Life and Cultural Studies: R. Barthes & M. McLuhan & G. Debord <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp.99-106 & pp.117-121

7	Social Life and Cultural Studies: A. Dorfman and A. Mattelart & R. Williams & D. Hebdige <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp.122-129 & pp. 131-143 & 144-162
8	Social Life and Cultural Studies: S. Hall & I. Ang <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp. 163-173 & pp.174-194
9	Book Discussions led by students. (Each presentation 20 minutes)	
10	The Politics of Representation: L. Mulvey & R. Dyer & b. hooks <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp.342-352 & pp. 353-365 & pp. 366-380
11	The Politics of Representation: P. Gilroy & C.T. Mohanty & N.G. Canclini <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp.381-395 & pp. 396-421 & pp. 422-444
12	The Postmodern Turn and New Media: J. Baudrillard & F. Jameson & A. McRobbie <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp. 453-481 & pp.482-519 & pp. 520-532
13	The Postmodern Turn and New Media: M. Poster & H. Jenkins <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp. 533-548 & pp. 549-576
14	Globalization and Social Movements: A. Appadurai & A. Sreberny & J. Martin-Barbero <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp.584-603 & pp. 604-625 & pp. 626-657
15	Globalization and Social Movements: J. N. Pieterse & J. Straubhaar & R.Kahn & D. Kellner <i>Discussion on a key theorist in Media and Cultural Studies</i>	Read: Kellner & Durham pp. 658-680 & pp. 681-702 & pp. 703-725

RECOMMENDED SOURCES	
Textbook	Required readings: Kellner, Douglas M. & Durham Meeknashi Gigi (2006),

	Adventures in <i>Media and Cultural Studies: KeyWorks</i> , ed. M.G. Durham & D.M. Kellner, MA: Blackwell Pub.
Additional Resources	<p>Bracci, Sharon L. (2003), Ethical Issues in Media Production, Media Studies in <i>A Companion to Media Studies</i>, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 115-136.</p> <p>Canclini, Néstor Garcia (1992), Culture and Power: The State of Research in <i>Culture and Power: A Media, Culture, Society Reader</i>, ed. Scannel et. al., London: Sage Pub., pp. 17-47.</p> <p>Chen, Kuan-Hsing (1992), Post-Marxism: Critical Postmodernism and Cultural Studies in <i>Culture and Power: A Media, Culture, Society Reader</i>, ed. Scannel et. al., London: Sage Pub., pp.73-89.</p> <p>Corner, John & Hawthorn, Jeremy (1993), Communication Studies: An Introductory Reader, London: Edward Arnold, pp. 172-177.</p> <p>Fitzgerald, Thomas K. (1992), Media, Ethnicity and Identity in in <i>Culture and Power: A Media, Culture, Society Reader</i>, ed. Scannel et. al., London: Sage Pub., pp.112-133.</p> <p>Franklin, S., Lury C., & Stacey J. (1992), Feminism and Cultural Studies in in <i>Culture and Power: A Media, Culture, Society Reader</i>, ed. Scannel et. al., London: Sage Pub., pp.90-111.</p> <p>Jensen, Klaus Bruhn (1992), The Politics of Polysemy: Television News, Everyday Consciousness and Political Action in in <i>Culture and Power: A Media, Culture, Society Reader</i>, ed. Scannel et. al., London: Sage Pub., pp.218-238.</p> <p>Huesca, Robert (2003), From Modernization to Participation: The Past and Future of Development Communication in Media Studies in <i>A Companion to Media Studies</i>, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 50-71.</p> <p>Livingstone, Sonia (2003), The Changing Nature of Audiences: From the Mass Audience to the Interactive Media User in Media Studies in <i>A Companion to Media Studies</i>, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 337-359.</p> <p>Mattelart, Armand (2003), Realpolitik and Utopias of Universal Bonds: For a Critique of Technoglobalism in Media Studies in <i>A Companion to Media Studies</i>, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 548-</p>

	<p>564.</p> <p>Moore, Shaun (1992), Texts, Readers and Contexts of Reading in in <i>Culture and Power: A Media, Culture, Society Reader</i>, ed. Scannel et. al., London: Sage Pub., pp.138-157.</p> <p>Nerone, John (2003), Approaches to Media History Media Studies in <i>A Companion to Media Studies</i>, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 93-114.</p> <p>Nightingale, Virginia (2003), The Cultural Revolution in Audience Research in Media Studies in <i>A Companion to Media Studies</i>, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 360-381.</p> <p>Scannel, P., Schlesinger, P. & Sparks, C. (1992), Introduction in <i>Culture and Power: A Media, Culture, Society Reader</i>, London: Sage Pub., pp. 1-14.</p> <p>Taylor, Lisa & Willis Andrew (1999), Intertextuality in <i>Media Studies: Texts, Institutions and Audiences</i>, MA: Blackwell Pub., pp. 80-87.</p> <p>Taylor, Lisa & Willis Andrew (1999), Ideology in <i>Media Studies: Texts, Institutions and Audiences</i>, MA: Blackwell Pub., pp. 29-38.</p> <p><i>Key Concepts in Communication and Cultural Studies</i>, Eds. Tim O'Sullivan, John Hartley, Danny Saunders, Martin Montgomery, John Fiske. New York: Routledge. Not as in-depth as you'd want it to be, but does cover the communication/cultural/media field's main terms.</p> <p>Mutlu, Erol (2008), <i>İletişim Sözlüğü</i>, Ankara: Ayraç Yayınevi. It includes the Turkish translation of commonly used terms and the brief definitions.</p> <p>Williams, Raymond (2005), <i>Anahtar Sözcükler: Kültür ve Toplumun Sözcükleri</i>, İstanbul: İletişim Yayınları. This one provides the historical transformations of certain words, it can be used as a secondary source.</p>
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MATERIAL SHARING	
Documents	Articles: Course reader, Book: Knowledge Centre
Assignments	This course requires serious readings of given texts both required and recommended.

	<ol style="list-style-type: none"> 1. Lead discussion of one key theorist – 15% of final grade. You will also sign up to lead discussion of one key theorist. This will be a short 30-minute discussion. You should research the author's writing and biography beyond the assigned readings, and then begin the discussion with a brief (5 minute) biographical introduction. Then, introduce a contemporary media example and lead a discussion of how the theorist's ideas might be applied to the example. Hand out a short 1-page summary of the writer's key works and concepts. The choice of theorists includes: Adorno, Benjamin, Althusser, Gramsci, Hall, Fiske, Canclini, hooks, Bourdieu, Appadurai, Hebdige, Baudrillard, Jameson and Barthes, etc. 2. Lead two discussions of books – 25% of final grade for each reading. You will sign up to lead, with a group of two people, discussions of two books. Outline the key topics of discussion in a short (1-2 page) handout for the class. There's no need to include more detail, or to prepare a PowerPoint presentation – the focus should be on presenting material orally and facilitating a good class discussion. 3. 60% of the final grade. Write a 25-30-page paper on a subject relating to the media and culture. You should write this paper with an eye towards eventually presenting it at a conference, expanding it and publishing it. In addition, if you already have a thesis or dissertation topic in mind, consider how this paper might form the basis for a chapter of the larger work.
Exams	Presentations, Written Reports, Discussions & Term paper

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Presentations	2	40
Written Reports	2	40
Discussions	2	20
Total		100
CONTRIBUTION OF FINAL PAPER TO OVERALL GRADE		60
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		40
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	To develop and enhance current and advanced knowledge in the field with original thought and/or research, and produce new definitions based on Master's degree qualifications.					X
2	To comprehend the interdisciplinary interaction that is related to the field; generate original solutions by using competent knowledge for analysis, synthesis and assessment of new and complex ideas.					X
3	To develop and lead new strategic approaches in order to solve unforeseen and complex issues in the field of media studies through integrative and creative elaboration.					X
4	To contribute to the science of media studies by acquiring advanced skills in research methodologies, developing new scientific methods and approaches, importing existing methods from other fields into media studies, investigating, comprehending, designing, adapting and implementing original topics.		X			
5	To conduct independent research, and analyze scientific phenomenon from a broad, deep and critical perspective to attain a new synthesis and to make evaluation in the discipline of media studies.					X
6	To publish scientific articles in reputable peer-reviewed journals, and present papers in scientific conferences in the field of media studies and its sub-disciplines.			X		
7	To develop effective communication skills for scientific presentations and defending original ideas by addressing to an expert audience.	X				
8	To contribute to the information society by consistent follow up of social and cultural developments both professionally and academically; to analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and media convergence.					
9	To develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; to be able to examine, recognize, design, adapt and implement an original subject.	X				
10	To possess functional interaction skills by use of strategic decision making processes in solving problems in the field.			X		
11	To contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field, and support development of such values.			X		
12	To describe, question, and categorise the political, economical and social components of the process of media monopolisation.					X

13	To discuss media in local, national and global networks and their sectorial effects in relation to civil society and politics					X
14	To assess and review media with regards to ethical principles and legal regulations.					
15	To have and discuss advanced written, oral and visual communication in a foreign language (“European Language Portfolio Global Scale”, Level C1).					

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	5	80
Presentations	2	12	24
Written Reports	2	20	40
Discussions	2	10	20
Final paper	1	40	40
Total Work Load			252
Total Work Load / 25 (h)			10.08
ECTS Credit of the Course			10

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Advanced Communication Research and Scientific Ethics	MES 661	1	3 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	Doctorate
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The primary goal of this class is to have students gain a more complete understanding of the research process which would allow them to critically analyze published research and/or be able to conduct independent research. The secondary goal is for students to gain an introductory understanding of measurement issues in research and assessment.
Content	This advanced research course will be focusing on the media-specific research methods by taking the structure of media and media's effects on society into consideration. The emphasis will be on the qualitative methods, scientific ethics and Interdisciplinary approach that is needed in the field of mass media research.

Learning Outcomes	Learning Outcomes	Teaching Methods	Assessment Methods
1) Identify various paradigms for conducting research	1,2,12	1,2,3	A,C
2) Identify each of the steps involved in the development of a research project	1,2,5,8	1,2,3	A,C
3) Write research questions and hypotheses	3,5,10	1,2,3	A,C
4) Understand the ethical issues involved in working with human participants	1,2,5,10	1,2,3	A,C
5) Identify and describe various types of quantitative research designs	1,2,13	1,2,3	A,C

6) Identify and describe various types of qualitative research designs	1,5,10	1,2,3	A,C
7) Discuss the issues involved in conducting real world research	1,2,10,12	1,2,3	A,C
8) Discuss the impact of culture on various aspects of the research process	1,2,10	1,2,3	A,C
9) Critically evaluate published research articles	1,2,3	1,2,3	A,C,

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Exam, B: Testing, C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	An introduction to research	
2	Human inquiry and research	
3	Theory and social research	
4	Ethics and politics of social research	
5	Structuring of the inquiry	
6	Research design	
7	Operationalization and measurement	
8	Indexes,scales and typologies	
9	The logic of sampling	
10	Modes of operation	
11	Expriments	
12	Survey research	
13	Qualitative and quantitative field research	
14	Unobstrisive research	
15	Final Exam	

RECOMMENDED SOURCES	
Textbook	Earll Babbie. (2007) The Practice of Social Research. (11 th edition), Belmont,CAWadsworth Comp.

	Uma Sekaran and Roger Bougie.(2010) Research Methods For Business .Wiley
Additional Resources	Trochjin, http://www.socialresearchmethods.net/kb/

MATERIAL SHARING	
Documents	Class notes
Assignments	
Exams	Mid-term and Final Exams are classical written exams.

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	30
Assignment	1	10
Final Exam	1	60
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		60
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		40
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	To develop and enhance current and advanced knowledge in the field with original thought and/or research, and produce new definitions based on Master's degree qualifications.			X		
2	To comprehend the interdisciplinary interaction that is related to the field; generate original solutions by using competent knowledge for				X	

	analysis, synthesis and assessment of new and complex ideas.					
3	To develop and lead new strategic approaches in order to solve unforeseen and complex issues in the field of media studies through integrative and creative elaboration.	X				
4	To contribute to the science of media studies by acquiring advanced skills in research methodologies, developing new scientific methods and approaches, importing existing methods from other fields into media studies, investigating, comprehending, designing, adapting and implementing original topics.				X	
5	To conduct independent research, and analyze scientific phenomenon from a broad, deep and critical perspective to attain a new synthesis and to make evaluation in the discipline of media studies.					X
6	To publish scientific articles in reputable peer-reviewed journals, and present papers in scientific conferences in the field of media studies and its sub-disciplines.	X				
7	To develop effective communication skills for scientific presentations and defending original ideas by addressing to an expert audience.	X				
8	To contribute to the information society by consistent follow up of social and cultural developments both professionally and academically; to analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and media convergence.	X				
9	To develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; to be able to examine, recognize, design, adapt and implement an original subject.				X	

10	To possess functional interaction skills by use of strategic decision making processes in solving problems in the field.	X				
11	To contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field, and support development of such values.	X				
12	To describe, question, and categorise the political, economical and social components of the process of media monopolisation.	X				
13	To discuss media in local, national and global networks and their sectoral effects in relation to civil society and politics.	X				
14	To assess and review media with regards to ethical principles and legal regulations.	X				
15	To have and discuss advanced written, oral and visual communication in a foreign language (“European Language Portfolio Global Scale”, Level C1).				X	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	6	90
Assignments and presentations	6	15	90
Final paper	1	25	25
Total Work Load			250
Total Work Load / 25 (h)			10
ECTS Credit of the Course			10

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Seminal Works in Media Studies	MES 600	2	3 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	PhD
Course Type	Elective
Course Coordinator	
Instructors	
Assistants	
Goals	The main purpose of this course is to examine the seminal works on mass communication theories and related basic cultural theories.
Content	This course is to introduce and explore various social, historical and cultural aspects of contemporary media and culture in today's world. Seminal works in media studies and contemporary theories of media and culture will be emphasized. The course will focus on the pioneering scholarly works on the processes of the paradigm shifts.

Learning Outcomes	Program Qualifications	Teaching Methods	Assessment Methods
1) Analyze mass communication theories and cultural theories together.	1,2	1,2,3,4	A, B
2) Analyze the discourse of media and its effects on culture with the critical perspective.	2, 4, 9, 12, 13	1,2,3,4	A,B
3) Discuss the different culture theories, their emergence and its critiques comparatively.	5, 9, 12, 13	1,2,3,4	A,B
4) Discuss the main aim and focus of cultural studies and media studies comparatively.	1, 5, 8, 9, 11, 14	1,2,3,4	A, B
5) Evaluate the mass communication theories, the arguments of main stream and critical communication studies through the critiques of culture theories.	2, 5, 8, 9, 13	1,2,3,4	A, B

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Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 4: Presentation
Assessment Methods:	A:Weekly presentation B: Assignment (article)

COURSE CONTENT		
Week	Topics	Study Materials
1	General overlook to mass communication theories.	Main stream and critical approaches to mass communication
2	General overlook to culture theories.	Culture theories.
3	Populer culture, mass culture, folk culture, subculture	Definitions of populer culture, mass culture, subculture
4	Popular culture, mass culture and media	The relationship between popular culture, mass culture and media.
5	Language and communication	Meaning and communication
6	Structuralism	The emergence of structuralism.
7	Structuralism and communication studies.	Structuralist tradition in communication studies.
8	Post structuralism	The emergence of post structuralism.
9	Post structuralism and communication studies.	Post structuralist tradition in communucation studies.
10	Theories of modernism	Different

		approaches on modernism
11	Theories of modernism	Different approaches on modernism
12	Post modernism	Post modern theory
13	Post modernism and communication theories	Post modern theory in communication studies.
14	Cultural studies and economy politics	Comparison of cultural studies and economy politics.
15	General overview	

RECOMMENDED SOURCES

Textbook	
	<p>Philip Smith (2001), Cultural Theory: An Introduction. Blackwell Publishing.</p> <p>Anthony Giddens (2014). Consequences of Modernity. Polity Press.</p> <p>Anthony Giddens (1991). Modernity and Self Identity. Stanford University Press.</p> <p>Fredrick Jameson (1992). Postmodernism or the Logic of Late Capitalism. Duke University Press.</p>
Additional Resources	<p>İrfan Erdoğan (2002). İletişimi Anlamak. Erk Yayınevi.</p> <p>Jean François Lyotard. (1979). The Postmodern Condition. A Report on Knowledge. Manchester University Press.</p> <p>Madan Sarup. (1993). An Introductory Guide to Poststructuralism and Postmodernism. University of Georgia Press.</p> <p>Art Berkman. (1988). From The New Criticism to Deconstruction. The Reception of Structuralism and Post Poststructuralism. The Illinois Press.</p>

MATERIAL SHARING

Documents	
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Assignments	Selecting one of the topics in schedule and writing an article, weekly presentations
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Assignment (article) (final)	1	70
Mid-term (weekly presentations)	1	30
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Develop and enhance the current and advanced knowledge in the field with original thought and/or research and come up with innovative definitions based on Master's degree qualifications.					x
2	Conceive the interdisciplinary interaction which the field is related with; come up with original solutions by using knowledge requiring proficiency on analysis, synthesis and assessment of new and complex ideas.					x
3	Developing and leading new strategic approaches to solve unforeseen and complex issues in the media studies field through integrative and creative elaboration.					x
4	Contributing to the science of media studies through attaining advanced					x

	skills in research methodologies; through developing new scientific methods and approaches, importing existing methods from other fields into media studies; through investigating, comprehending, designing, adapting and implementing original topics.					
5	Conducting independent research, analyzing scientific phenomenon through broad, deep and critical perspective, arriving at new syntheses and evaluations in the discipline of media studies.					X
6	Publishing scientific articles in reputable refereed journals, presenting papers in scientific conferences in the field of media studies and its sub-disciplines.					X
7	Developing effective communication skills to scientifically present and defend original ideas to an expert audience.					X
8	To contribute to information society via continuous follow up of social and cultural developments both professionally and academically; To analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and convergence in media.		X			
9	Develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; research, conceive, design, adapt and implement an original subject.					X
10	Demonstrate functional interaction by using strategic decision making processes in solving problems encountered in the field.					X
11	Contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field and support the development of these values.					X
12	Defining, questioning, and categorising the political, economical and					X

	social components of the process of media monopolisation.						
13	Discussing media regarding national, global webs and their sectoral effects regarding their relationship to civil society and politics						x
14	Assessing and reviewing media regarding the ethical principles and legal regulations.					x	
15	Being able to use a foreign language fluently for both comprehending scientific publications and developing proper communication with foreign colleagues, ("European Language Portfolio Global Scale", Level B1).						x

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	10	160
Weekly presentation	14	3	42
Final (article)	1	35	35
Total Work Load			252
Total Work Load / 25 (h)			10
ECTS Credit of the Course			10

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Media Industry And Political Economy Approach	MES 626	2	3 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	PhD
Course Type	Compulsory
Course Coordinator	Assoc.Prof. Dr. Neda Üçer
Instructors	Assoc.Prof. Dr. Neda Üçer
Assistants	-
Goals	This course studies historically the basic ownership relations and content production in the frame of the media's industrial structure and examines the media by a critical political economy approach. The main aim is to grasp the media industry dynamics' in an integrity and then to reveal and discuss the relation between the media-state relations, how these relations are reflected on media texts, the role of the ideology and discourse within the society's transformation.
Content	The industrial structure of the media and global and regional transformations, reasons and effects on social structure,

Learning Outcomes	Program Qualifications	Teaching Methods	Assessment Methods
1) Define and analyze the history, the process of socio-economy and politics of mass media and media industry.	1, 2, 5, 12, 13	1, 2, 3, 4	A, B, C
2) Reveal and discuss the media ownership ideology and discourse relations with a critical theory approach.	1, 5, 12, 13	1, 2, 3, 4	A, B, C
3) Analyze the main stream and critical mass media theories, discuss and synthesize the media power relations.	1, 2, 4, 5	1, 2, 3, 4	A, B, C
4) Analyze, discuss, synthesize and bring a		1, 2, 3, 4	A, B, C

new approach to media ownership relations reflected on media texts and social transformation of ideology.	2, 5, 8, 12, 13		
5) Interpret, evaluate the media industry's ownership relations in a critical perspective and communicate it verbally and in written format.	1, 5, 7, 8	1, 2, 3, 4	A, B, C

Teaching Methods:		1: Lecture, 2: Question-Answer, 3: Discussion, 4: Presentation
Assessment Methods:		A:Weekly presentation B: Assignment (article)
COURSE CONTENT		
Week	Topics	Study Materials
1	General view to media industry	History of media and media industry
2	Content production and ownership in media industry	History of media and media industry
3	Political Economy of Media	Classical and Critical Political Economy
4	Political Economy of Media	Classical and Critical Political Economy
5	Political Economy of Media	Classical and Critical Political Economy
6	Main stream and Critical Approch	Main stream and Critical Theories
7	Main stream and Critical Approch	Main stream and Critical Theories
8	MID-TERM EXAMINATION	All lectures review
9	Media, Ideology and Discourse	Ideology, Discourse and Discourse Analysis

10	Media, Ideology and Discourse	Ideology, Discourse and Discourse Analysis
11	New Media and Public Sphere	Analysis of new media and Public Sphere
12	New Media and Public Sphere	Analysis of new media and Public Sphere
13	Research: Class Presentations	All lectures review
14	Research: Class Presentations	All lectures review
15	Research: Class Presentations	All lectures review

RECOMMENDED SOURCES	
Textbook	
Additional Resources	<p>Topuz, H. 2003. Türk Basın Tarihi. Remzi Kitapevi. İstanbul.</p> <p>Koloğlu, Orhan. 2006. Osmanlı'dan 21. Yüzyıla Basın Tarihi. Pozitif Yayıncılık.</p> <p>Chomsky, N. 2002. Medya Gerçeği. Everest Yayınları. İstanbul. 3. Basım.</p> <p>Jeanneney, Jean-Noel. 2006. Başlangıcından Günümüze Medya Tarihi. Yapı Kredi Yayınları.2. Baskı.</p> <p>Storey. John. 1998. Cultural Theory and Popular Culture.</p>

Edited and Introduced by John Storey. Prentice Hall. 2nd Edition.

Raymond, Geuss. 2013. **Eleştirel Teori Habermas ve Frankfurt Okulu**. Ayrıntı Yayıncılık. 2. Basım.

İnceoğlu, Yasemin G. 2004. **Uluslararası Medya-Medya Eleştirileri**. Der Yayınları.

Althusser, Louis. 2006. **İdeoloji ve Devletin İdeolojik Aygıtları**. İthaki Yayınları. 2. Baskı.

Uluç, Güliz. 2003. **Küreselleşen Medya: İktidar ve Mücadele Alanı**. Anahtar Yayınevi.

Yengin, Hülya. 2008. **Ekranın Büyüsü. Batıda Değişen Televizyon Yayıncılığının Boyutları ve Türkiye’de Özel Televizyonlar**. Der Yayınları.

Geray, Haluk. 2003. **İletişim ve Teknoloji. Uluslararası Birikim Düzeninde Yeni Medya Politikaları**. Ütopya Yayınevi.

Kaya, Raşit. 2009. **İktidar Yumağı-Medya-Sermaye-Devlet**. İmge Yayınevi.

Demir, Vedat. 2007. **Türkiye’de Medya Siyaset İlişkisi**. Beta Yayınevi.

Adaklı, Gülseren. 2006. **Türkiye’de Medya Endüstrisi**. Ütopya Yayınevi.

Kejanlıoğlu, Beybin. 2004. **Türkiye’de Medyanın Dönüşümü**. İmge Yayınevi.

Sönmez, Mustafa. 2008. **Medya, Kültür, Para ve İstanbul İktidarı**. Yordam Kitap.

Erol, Gülbuğ. 2007. **Medya Üzerine Çalışmalar**. Beta Yayınevi.

Bulut, Selda. 2009. **Sermayenin Medyası Medyanın**

	Sermayesi. Ekonomi Politik Yaklaşımlar. Ütopya Yayınevi.
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MATERIAL SHARING	
Documents	
Assignments	Writing a paper on a topic about the media industry and political economy.
Exams	Research, homework and presentation.

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Assignment (article) (final)	1	60
Mid-term (weekly presentations)	1	40
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Develop and enhance the current and advanced knowledge in the field with original thought and/or research and come up with innovative definitions based on Master's degree qualifications.					x
2	Conceive the interdisciplinary interaction which the field is related with; come up with original solutions by using knowledge requiring proficiency on analysis, synthesis and assessment of new and complex ideas.					x

3	Developing and leading new strategic approaches to solve unforeseen and complex issues in the media studies field through integrative and creative elaboration.	x				
4	Contributing to the science of media studies through attaining advanced skills in research methodologies; through developing new scientific methods and approaches, importing existing methods from other fields into media studies; through investigating, comprehending, designing, adapting and implementing original topics.					x
5	Conducting independent research, analyzing scientific phenomenon through broad, deep and critical perspective, arriving at new syntheses and evaluations in the discipline of media studies.					x
6	Publishing scientific articles in reputable refereed journals, presenting papers in scientific conferences in the field of media studies and its sub-disciplines.	x				
7	Developing effective communication skills to scientifically present and defend original ideas to an expert audience.					x
8	To contribute to information society via continuous follow up of social and cultural developments both professionally and academically; To analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and convergence in media.					x
9	Develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; research, conceive, design, adapt and implement an original subject.		x			
10	Demonstrate functional interaction by using strategic decision making processes in solving problems encountered in the field.		x			

11	Contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field and support the development of these values.		x			
12	Defining, questioning, and categorising the political, economical and social components of the process of media monopolisation.					x
13	Discussing media regarding national, global webs and their sectoral effects regarding their relationship to civil society and politics					x
14	Assessing and reviewing media regarding the ethical principles and legal regulations.			x		
15	Being able to use a foreign language fluently for both comprehending scientific publications and developing proper communication with foreign colleagues, ("European Language Portfolio Global Scale", Level B1).		x			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	10	160
Weekly presentation	1	3	3
Final (article)	1	35	35
Total Work Load			246
Total Work Load / 25 (h)			10
ECTS Credit of the Course			10

Course Information					
Course Title	Code	Semester	T+P Hour	Credits	ECTS
Seminar	MES 680	2	0+0	0	20

Ön Koşul Dersleri	-
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Dersin Dili	English
Dersin Seviyesi	PhD
Dersin Türü	Compulsory
Dersin Koordinatörü	
Dersi Verenler	
Dersin Yardımcıları	
Dersin Amacı	Becoming expert with issues and ideas for manuscript submission; Acquiring the skills to engage more comprehensively with writing style
Dersin İçeriği	The topics offered in this course will vary each semester. The topics will be selected based on the faculty expertise/research/creative area, interest of the student body, and demand based on current trends in media.

Learning Outcomes	Course's Contribution to Program	Teaching Methods	Assessment Methods
Demonstrates research skills and applies the convention of citation correctly.	1,2,3,4,5,6,7,8,9,10	1,2,7,15	A,C
Gathers relevant information that has been paraphrased from multiple sources.	1,2,3,4,5,6,7,8,9,10	1,2,7,15	A,C
Revises and edits his/her own writing for appropriateness.	1,2,3,4,5,6,7,8,9,10	1,2,7,15	A,C

Teaching Methods:	1: Lecture, 2: Interactive Lecture, 7: Brainstorming, 15: Assignment,
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Assessment Methods:	A: Testing, C: Homework
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COURSE CONTENT		
Week	Topics	Study Materials
1	Selecting the Thesis Topic	
2	Selecting the Thesis Topic	
3	Selecting the Thesis Topic	
4	Selecting the Thesis Topic	
5	Initial Literature Review and Identification of a Specific Research Question to Pursue	
6	Initial Literature Review and Identification of a Specific Research Question to Pursue	
7	Initial Literature Review and Identification of a Specific Research Question to Pursue	
8	Initial Literature Review and Identification of a Specific Research Question to Pursue	
9	Writing a Formal Thesis Proposal: Establishing a Summary of Existing Research Related to the Question, a Statement of the Problem, and the Purpose of the Study	
10	Writing a Formal Thesis Proposal <i>continues</i> : Outlining and Describing an Appropriate Research Design to Test the Hypothesis/Hypotheses	
11	Writing a Formal Thesis Proposal <i>continues</i> : Outlining and Describing an Appropriate Research Design to Test the Hypothesis/Hypotheses	
12	Writing a Formal Thesis Proposal <i>continues</i> : Outlining and Describing an Appropriate Research Design to Test the	

	Hypothesis/Hypotheses	
13	Discussion on Content Development and Fluency	
14	Discussion on Content Development and Fluency	
15	Discussion on Content Development and Fluency	
16	Text Analysis and Redrafting/Editing Work	

RECOMMENDED SOURCES	
Textbook	Day, Robert A. & Gastel, Barbara. How to Write and Publish a Scientific Paper, Greenwood, New York, 2011.
Additional Resources	Publication Manual of the American Psychological Association, 6th Edition, 2009. Silvia, Paul, How to Write a Lot: A Practical Guide to Productive Academic Writing, APA, New York, 2007.

MATERIAL SHARING	
Documents	
Assignments	
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	40
Final	1	60
Toplam		100

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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Develop and enhance the current and advanced knowledge in the field with original thought and/or research and come up with innovative definitions based on Master's degree qualifications.					x
2	Conceive the interdisciplinary interaction which the field is related with; come up with original solutions by using knowledge requiring proficiency on analysis, synthesis and assessment of new and complex ideas.					x
3	Developing and leading new strategic approaches to solve unforeseen and complex issues in the media studies field through integrative and creative elaboration.					x
4	Contributing to the science of media studies through attaining advanced skills in research methodologies; through developing new scientific methods and approaches, importing existing methods from other fields into media studies; through investigating, comprehending, designing, adapting and implementing original topics.					x
5	Conducting independent research, analyzing scientific phenomenon through broad, deep and critical perspective, arriving at new syntheses and evaluations in the discipline of media studies.					x
6	Publishing scientific articles in reputable refereed journals, presenting papers in scientific conferences in the field of media studies and its sub-disciplines.					x
7	Developing effective communication skills to scientifically present and defend original ideas to an expert audience.					x

8	To contribute to information society via continuous follow up of social and cultural developments both professionally and academically; To analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and convergence in media.		x				
9	Develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; research, conceive, design, adapt and implement an original subject.						x
10	Demonstrate functional interaction by using strategic decision making processes in solving problems encountered in the field.						x
11	Contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field and support the development of these values.						x
12	Defining, questioning, and categorising the political, economical and social components of the process of media monopolisation.						x
13	Discussing media regarding national, global webs and their sectoral effects regarding their relationship to civil society and politics						x
14	Assessing and reviewing media regarding the ethical principles and legal regulations.					x	
15	Being able to use a foreign language fluently for both comprehending scientific publications and developing proper communication with foreign colleagues, ("European Language Portfolio Global Scale", Level B1).						x

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	4	64
Assignment	1	1	3
Final examination	1	3	3
Total Work Load			148
Total Work Load / 25 (h)			5,62
ECTS Credit of the Course			20

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Persuasion and Propaganda	MES 622	Fall/Spring	3 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	Ph.D. Degree
Course Type	Elective
Course Coordinator	Prof. Dr. R Mahmut Oktay
Instructors	Prof. Dr. R Mahmut Oktay
Assistants	-
Goals	The goal of this course is to scrutinize over the roots of persuasion and propaganda in their historical and theoretical contexts and to examine their modern reflections of today, in their political, social and commercial dimensions.
Content	The content of this course is consist of propaganda, persuasion, theories of persuasion, attitude formation and change, persuasion and culture, marketing communication and persuasion, political marketing, the language of propaganda and persuasion etc.

	Learning Outcomes	Teaching Methods	Assessment Methods
1) Defines and explains the concepts of persuasion and propaganda.	1, 2, 5, 12, 13	1, 2, 3, 4	A, B, C
2) Examines these two concepts in their historical and theoretical dimensions.	1, 5, 12, 13	1, 2, 3, 4	A, B, C
3) As an example of commercial propaganda, it studies and explains marketing communications in the context of advertising and Public Relations.	1, 2, 4, 5	1, 2, 3, 4	A, B, C
4) Examines political		1, 2, 3, 4	A, B, C

marketing as a kind of persuasion and propaganda.	2, 5, 8, 12, 13		
5) Analyzes the language of persuasion and propaganda.	1, 5, 7, 8	1, 2, 3, 4	A, B, C
6) Discusses the effects of culture on persuasion.	1, 5, 12, 13	1, 2, 3, 4	A, B, C
7) Encourages the students for their academic development by assigning projects to them in order to present them in class.	1, 2, 4, 5	1, 2, 3, 4	A, B, C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion
Assessment Methods:	A: Testing, B: Discussion C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction: The Concepts of Propaganda and Persuasion	
2	The History of Propaganda	
3	Theories of Persuasion	
4	The Formation and Change of Attitudes	
5	The Relationship Between Culture and Persuasion	
6	Modern Propaganda: Marketing Communication in the Context of Advertising and P.R.	
7	Midterm Exam	
8	Political Marketing and Propaganda.	
9	The language of propaganda and persuasion	
10	The Reliability and Credibility of the Sources of Persuasion and Propaganda	
11	Presentation of Student Projects	
12	Presentation of Student Projects	
13	Presentation of Student Projects	
14	Final Examination	

RECOMMENDED SOURCES	
Textbook	Timothy A. Borchers: Persuasion In The Media Age, Illinois, 2013.
Additional Resources	Supportive books and papers.

MATERIAL SHARING	
Documents	Books, documents, articles
Assignments	Projects combining theory and case studies.
Exams	Midterm (theoretical) 40%; Final 30%; and Home Project and Class Presentation 30%

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	40
Projects	2	30
Final	1	30
Total		100
Contribution Of Final Examination To Overall Grade		30
Contribution Of In-Term Studies To Overall Grade		70
Total		100

COURSE CATEGORY	Expertise/Elective
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	To develop and enhance current and advanced knowledge in the field with original thought and/or research, and produce new definitions based on Master's degree qualifications.					X
2	To comprehend the interdisciplinary interaction that is related to the field; generate original solutions by using competent knowledge for analysis, synthesis and assessment of new and complex ideas.					X

3	To develop and lead new strategic approaches in order to solve unforeseen and complex issues in the field of media studies through integrative and creative elaboration.					X
4	To contribute to the science of media studies by acquiring advanced skills in research methodologies, developing new scientific methods and approaches, importing existing methods from other fields into media studies, investigating, comprehending, designing, adapting and implementing original topics.				X	
5	To conduct independent research, and analyze scientific phenomenon from a broad, deep and critical perspective to attain a new synthesis and to make evaluation in the discipline of media studies.			X		
6	To publish scientific articles in reputable peer-reviewed journals, and present papers in scientific conferences in the field of media studies and its sub-disciplines.				X	
7	To develop effective communication skills for scientific presentations and defending original ideas by addressing to an expert audience.					X
8	To contribute to the information society by consistent follow up of social and cultural developments both professionally and academically; to analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and media convergence.					X
9	To develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; to be able to examine, recognize, design, adapt and implement an original subject.				X	
10	To possess functional interaction skills by use of strategic decision making processes in solving problems in the field.					X
11	To contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field, and support development of such values.					X
12	To describe, question, and categorise the political, economical and social components of the process of media monopolisation.				X	
13	To discuss media in local, national and global networks and their sectorial effects in relation to civil society and politics				X	
14	To assess and review media with regards to ethical principles and legal regulations.		X			
15	To have and discuss advanced written, oral and visual					X

communication in a foreign language (“European Language Portfolio Global Scale”, Level C1).					
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ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	14	3	42
Hours for off-the-classroom study (Pre-study, practice)	2	6	12
Mid-terms	1	3	3
Project	4	3	12
Homework	2	3	6
Final examination	1	3	3
Total Work Load			78
Total Work Load / 25 (h)			
ECTS Credit of the Course			10

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Digital Media and Culture	MES 627	Fall/Spring	3 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	Ph.D. Degree
Course Type	Elective
Course Coordinator	Instructor Phd. Gül Bakan
Instructors	Prof. Dr. Billur Ülger, Prof. Dr. Meltem Kanoğlu, Doç. Dr. Pelin Hürmeriç, Assis. Prof. Dr. Özlem Akkaya, Assis. Prof. Dr. Feryade Tokan Şenol, Assis. Prof. Dr. Gülşah Aydın, Inst. Phd. İlknur Kalay, Instructor Phd. Gül Bakan
Assistants	
Goals	The aim of the course is to examine the changing relationship between human, technology and society with improvement of digital technologies, and also to examine theoretical and practical innovations in the fields of communication and design.
Content	Digital media (computers, the web, video games, digital television, mobile phones, etc.) occupy an increasingly important role in our lives, changing how we live, work, and play. The course deals with key theories from the field of digital culture and aims to give students a deeper understanding of how the relationship between people, technology and society have been theorised within the field. Through exploration and analysis of new media and digital works, the students develop theoretical and critical perspective.

Learning Outcomes	Teaching Methods	Assessment Methods
1) Identifies theoretical knowledge in the field of digital media and culture, develops critical thinking.	1,2,3	A,C
2) Questions relationship between digital technologies and visual image in the fields of art and design, analyzes unique works, evaluates digital images comparing technologies.	1,2,3, 12	A,C
3) Describes alternative media and ways of communication emerged with improvement of digital media, debates methods of communication and basic principles.	1,2,3, 12	A,C
4) Identifies politic, social, economic and cultural features which emerged with expansion of digital media, analyzes and evaluates.	1,2,3, 12	A,C
5) Composes skills for improving in-depth research and developing scientific approach, prepares scientific outcomes.	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction	Computer Technologies
2	Introduction to Computer Technology and Information Society	Information Society
3	Digital Media Theory. Understanding Digital Media	Digital Media Theories
4	Critical Perspectives from McLuhan to Castells	Digital Media Theories
5	Critical Perspectives from McLuhan to Castells	Digital Media Theories
6	Key Elements of Digital Media: Art, Design and Communication	Digital Media Tools
7	Midterm Exam	
8	Convergence Culture and the New Media Experience	Digital Culture
9	Digital Identities. Network Societies, Network Socialities and Networked Individualism.	Digital Culture
10	Concept Development for Design Research/Practice	Digital Media Practice
11	Design Research/Practice. Presentation and Discussions	Digital Media Practice
12	Design Research/Practice. Presentation and Discussions	Digital Media Practice
13	Design Research/Practice. Presentation and Discussions	Digital Media Practice
14	Final Examination	

RECOMMENDED SOURCES	
Textbook	Miller, Vincent (2011). Understanding Digital Culture, Los Angeles, London, New Delhi, Singapore, Washington DC: Sage Publications.
Additional Resources	<p>Featherstone, Mike and Burrows, Roger (1995). Cyberspace, Cyberbodies, Cyberpunk: Cultures of Technological Embodiment. London: Sage.</p> <p>Trend, David (2001). Reading Digital Culture, Malden, Massachusetts, Oxford: Blackwell Publishers.</p> <p>Turkle, Sherry (2005) The Second Self: Computers and the human spirit (20th anniversary edition). Cambridge, MA: MIT Press.</p> <p>Jenkins, Henry (2006). Convergence Culture: Where Old and New Media Collide,</p>

	NewYork and London: NewYork University Press.
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MATERIAL SHARING	
Documents	
Assignments	
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	60
Quizzes	2	20
Assignment	1	20
Total		100
Contribution Of Final Examination To Overall Grade		40
Contribution Of In-Term Studies To Overall Grade		60
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	To develop and enhance current and advanced knowledge in the field with original thought and/or research, and produce new definitions based on Master's degree qualifications.					X
2	To comprehend the interdisciplinary interaction that is related to the field; generate original solutions by using competent knowledge for analysis, synthesis and assessment of new and complex ideas.					X

3	To develop and lead new strategic approaches in order to solve unforeseen and complex issues in the field of media studies through integrative and creative elaboration.				X	
4	To contribute to the science of media studies by acquiring advanced skills in research methodologies, developing new scientific methods and approaches, importing existing methods from other fields into media studies, investigating, comprehending, designing, adapting and implementing original topics.					X
5	To conduct independent research, and analyze scientific phenomenon from a broad, deep and critical perspective to attain a new synthesis and to make evaluation in the discipline of media studies.				X	
6	To publish scientific articles in reputable peer-reviewed journals, and present papers in scientific conferences in the field of media studies and its sub-disciplines.				X	
7	To develop effective communication skills for scientific presentations and defending original ideas by addressing to an expert audience.					X
8	To contribute to the information society by consistent follow up of social and cultural developments both professionally and academically; to analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and media convergence.					X
9	To develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; to be able to examine, recognize, design, adapt and implement an				X	

	original subject.					
10	To possess functional interaction skills by use of strategic decision making processes in solving problems in the field.				X	
11	To contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field, and support development of such values.					X
12	To describe, question, and categorise the political, economical and social components of the process of media monopolisation.					X
13	To discuss media in local, national and global networks and their sectoral effects in relation to civil society and politics.				X	
14	To assess and review media with regards to ethical principles and legal regulations.		X			
15	To have and discuss advanced written, oral and visual communication in a foreign language (“European Language Portfolio Global Scale”, Level C1).					X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	4	64
Mid-terms	1	3	3
Quizzes	2	3	6
Assignements	5	5	25

Final examination	1	3	3
Total Work Load			149
Total Work Load / 25 (h)			5.96
ECTS Credit of the Course			10

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
MES 628	Representation and Power in Media	Fall/Spring	3 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	Ph.D. Degree
Course Type	Elective
Course Coordinator	Assist. Prof. Dr. Özlem Akkaya
Instructors	Prof. Dr. Billur Ülger, Prof. Dr. Meltem Kanoğlu, Assoc. Prof. Dr. Pelin Hürmeriç, Assis. Prof. Dr. Özlem Akkaya, Assis. Prof. Dr. Feryade Tokan Şenol, Assis. Prof. Dr. Gülşah Aydın, Assis. Prof. Dr. Gözde Dalan, Inst. Phd. İlknur Kalay
Assistants	-
Goals	The course aims to help students develop the skills for comprehending and analyzing the multi-layered relationship between the practices and discourses of representation in the media, particularly regarding subordinate groups in society, with the notion of power.
Content	The course covers various approaches and conceptualizations put forward by the critical school as regards the notions of power and representation and evaluate their reflections in the processes of encoding and decoding in the media.

Learning Outcomes	Program Outcomes	Teaching Methods	Assessment Methods
1) Understand the notion of power and its relation to representation		1,2,3	A,B
2) Identify various discourses and practices regarding the production of mediated representations		1,2,3	A,B
3) Comprehend the relationship of mediated representations		1,2,3	A,B

to power dynamics and evaluating them critically			
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Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion
Assessment Methods:	A: Testing, B: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction	Course readings and other materials
2	The notion of power and critical approaches to power	Course readings and other materials
3	The notion of power and critical approaches to power	Course readings and other materials
4	The notion of representation and critical approaches to it	Course readings and other materials
5	The notion of representation and critical approaches to it	Course readings and other materials
6	Critical approaches to the relation between power and representation in the media	Course readings and other materials
7	Critical approaches to the relation between power and representation in the media	Course readings and other materials
8	Midterm	Course readings and other

		materials
9	Gender, representation and power in the media	Course readings and other materials
10	Gender, representation and power in the media	Course readings and other materials
11	Class identity, representation and power in the media	Course readings and other materials
12	Class identity, representation and power in the media	Course readings and other materials
13	Ethnic identity, representation and power in the media	Course readings and other materials
14	Ethnic identity, representation and power in the media	Course readings and other materials
15	Review and wrap-up	Course readings and other materials
16	Final	

RECOMMENDED SOURCES	
Textbook	Hall, S. (Ed.) (2003). <i>Representation: cultural representations and signifying practices</i> . London: Sage.
Additional Resources	<p>Rabinow, P. (1984). <i>The Foucault reader</i>. New York: Pantheon Books.</p> <p>Storey, J. (2018). <i>Cultural theory and popular culture</i>. New York: Routledge.</p> <p>Van Zoonen, L. (2009). <i>Feminist media studies</i>. London: Sage.</p> <p>Wayne, M. (2003). <i>Marxism and media studies: key concepts and contemporary trends</i>. London: Pluto Press.</p>

MATERIAL SHARING	
Documents	
Assignments	
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Attendance	1	10
Midterms	1	50
FINALS	1	40
Total		100

COURSE CATEGORY	
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Develop and deepen the current and advanced knowledge in the field with original thought and/or research and come up with innovative definitions based on Master's degree qualifications.					x
2	Conceive the interdisciplinary interaction which the field is related with ; come up with original solutions by using knowledge requiring proficiency on analysis, synthesis					x

	and assessment of new and complex ideas					
3	Demonstrate leadership in contexts requiring innovative and interdisciplinary problem solving			x		
4	Develop new ideas and methods in the field by using high level mental processes such as creative and critical thinking, problem solving and decision making					x
5	Critical analysis, synthesis and evaluation of new and complex ideas					x
6	Broaden the borders of the knowledge in the field by producing or interpreting an original work or publishing at least one scientific paper in the field in national and/or international refereed journals					x
7	Defend original views when exchanging ideas in the field with professionals and communicate effectively by showing competence in the field					x
8	Contribute to the transition of the community to an information society and its sustainability process by introducing scientific, technological, social or cultural improvements			x		
9	Develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; research, conceive, design, adapt and implement an original subject					x
10	Demonstrate functional interaction by using strategic decision making processes in solving problems encountered in the field				x	
11	Contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field and support the development of these values					x
12	Describe, question, and classify the process of media monopolization and its political, economic, and social components				x	
13	Discuss the media as regards their relation to national and global networks and their effects, to civil society, and to politics				x	
14	Assess and review the media on the basis of legal arrangements and ethical principles				x	
15	Ability to communicate and discuss orally, in written and visually with peers by using a foreign language at least at a level of European Language Portfolio C1 General Level					x

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	6	96
Mid-terms	1	15	15
Assignments	1	30	30
Total Work Load			189
Total Work Load / 25 (h)			7,56
ECTS Credit of the Course			10

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Media Ethics And Criticism	MES 641	Fall/Spring	3 + 0	3	10

Prerequisites	None
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Language of Instruction	English
Course Level	Ph.D Degree
Course Type	Elective
Course Coordinator	Prof. Dr. R. Mahmut Oktay
Instructors	
Assistants	-
Goals	The goal of this course is to examine the ethical rules and applications of the communication profession in Turkey and in the World, and their applicability, as well as the problems of ethics in the concerning sectors, also problems within “ethics” itself.
Content	The aim of this course is to examine the concepts of ethics and media ethics by focusing on the concepts such as ethics and politics, media and law, freedom of expression, privacy and publicity in modern society, limitations in media, objectivity, partiality, and truthfulness, codes of ethics for media professionals. Different ethical theories and approaches will be discussed with an analytical perspective.

Learning Outcomes	Learning Outcomes	Teaching Methods	Assessment Methods
1) Defines and explains the historical development of ethical philosophy.	1, 2, 5, 12, 13	1, 2, 3, 4	A, B, C
2) Examines their validity in today's media sector.	1, 5, 12, 13	1, 2, 3, 4	A, B, C
3) Examines and discusses the source of primary responsibility of ethics in the communication sector. (The dilemma of editors and correspondents, the creative staff and advertisers, PR consultants and clients).	1, 2, 4, 5	1, 2, 3, 4	A, B, C
4) Discusses the ethical problems of newsmaking.	2, 5, 8, 12,	1, 2, 3, 4	A, B, C

	13		
5) Analyzes the problems and solutions about advertising ethics.	1, 5, 7, 8	1, 2, 3, 4	A, B, C
6) Examines the problems and solutions about PR ethics.	1, 5, 12, 13	1, 2, 3, 4	A, B, C
7) Analyzes and comments about the ethical problems of today and tomorrow concerning the internet communication ethics.	1, 2, 4, 5	1, 2, 3, 4	A, B, C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion
Assessment Methods:	A: Testing, B: Discussion C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction: What are ethics, professional ethics of communication, and their applicability and problems.	
2	The historical development of ethical philosophy.	
3	The applicability of the ethical philosophy to the communication profession.	
4	The ethics of newsmaking and its problems.	
5	The problem of primary responsibility in the communication profession.	
6	Ethics of marketing communications.	
7	Midterm Exam	
8	Ethical discussions in advertising.	
9	Ethical discussions in Public Relations.	
10	Are there (Or should there be) ethical rules in internet communication.	
11	Presentation of Student Projects	
12	Presentation of Student Projects	
13	Presentation of Student Projects	
14	Final Examination	

RECOMMENDED SOURCES	
Textbook	A.D. Gordon, J.M.Kitross, J.C. Merrill, W. Babcock, M.Dorsher, Controversies In Media Ethics, N.Y., 2011.
Additional Resources	Supportive books and papers.

MATERIAL SHARING	
Documents	Books, documents, articles
Assignments	Projects combining theory and case studies.
Exams	Midterm (theoretical) 40%; Final 30%; and Home Project and Class Presentation 30%

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	40
Projects	2	30
Final	1	30
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		30
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		70
Total		100

COURSE CATEGORY	Expertise/ELECTIVE
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COURSE'S CONTRIBUTION TO PROGRAM							
No	Program Learning Outcomes	Contribution					
		1	2	3	4	5	1
1	To develop and enhance current and advanced knowledge in the field with original thought and/or research, and produce new definitions based on Master's degree qualifications.					X	

2	To comprehend the interdisciplinary interaction that is related to the field; generate original solutions by using competent knowledge for analysis, synthesis and assessment of new and complex ideas.					X
3	To develop and lead new strategic approaches in order to solve unforeseen and complex issues in the field of media studies through integrative and creative elaboration.					X
4	To contribute to the science of media studies by acquiring advanced skills in research methodologies, developing new scientific methods and approaches, importing existing methods from other fields into media studies, investigating, comprehending, designing, adapting and implementing original topics.					X
5	To conduct independent research, and analyze scientific phenomenon from a broad, deep and critical perspective to attain a new synthesis and to make evaluation in the discipline of media studies.				X	
6	To publish scientific articles in reputable peer-reviewed journals, and present papers in scientific conferences in the field of media studies and its sub-disciplines.					X
7	To develop effective communication skills for scientific presentations and defending original ideas by addressing to an expert audience.				X	
8	To contribute to the information society by consistent follow up of social and cultural developments both professionally and academically; to analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and media convergence.					X
9	To develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; to be able to examine, recognize, design, adapt and implement an original subject.				X	
10	To possess functional interaction skills by use of strategic decision making processes in solving problems in the field.				X	
11	To contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field, and support development of such values.					X
12	To describe, question, and categorise the political, economical and social components of the process of media monopolisation.			X		

13	To discuss media in local, national and global networks and their sectoral effects in relation to civil society and politics.					X
14	To assess and review media with regards to ethical principles and legal regulations.					X
15	To have and discuss advanced written, oral and visual communication in a foreign language (“European Language Portfolio Global Scale”, Level C1).					X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	14	3	42
Hours for off-the-classroom study (Pre-study, practice)	2	6	12
Mid-terms	1	3	3
Project	5	3	15
Homework	2	3	6
Final examination	1	3	3
Total Work Load			81+
Total Work Load / 25 (h)			
ECTS Credit of the Course			10

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Special Topics in Media Studies	MES 682	1	3 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	Doctorate
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	-
Goals	The objective of this course is to comprehend the new paradigms of the cultural studies and interdisciplinary works to apply to the media studies and seek for the new possibilities to contribute to cinema studies. Therefore, the course has been designed to comprehensive study of “memory” in relation to cinema.
Content	The research subjects and concepts such as cinema, narrative, subject matter, and spectator will be placed in the interdisciplinary fashion. New concepts and debates of social sciences such as hybrid identities, globalisation, relocation, multiculturalism, and territorialisation will be brought together with already established approaches of cinema studies. In this context, memory studies will be employed in order to analyse cinema and its social function from a different point of view.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1-Relate social theories with the arguments of cinema as a medium of mass communication from its emergence to current period and gain the knowledge to raise questions about the subject.	1,2,5	1	A,C
2-Critisize cinema analytically in relation to economic, political and technological influences on	1, 2, 5, 12	1,2,3,4	A,B,C

its aesthetics			
3-Locate the cinema within popular and mass culture and evaluate it under the light of critical theory,	1, 2, 6, 9	1,2,3,4	A,B,C
4- Illustrate the consequences of new distribution, production and reception ways of cinema, relates interdisciplinary concepts and framework with the field of contemporary culture and apply the knowledge and methods to cinema	1,2 4, 8,9	1,2,3,4	A,B,C
5-Contribute to the research field by analysing politic, economic, social and cultural aspects in terms of differences between culture, evaluate national, international and transnational practices, and conceptualize the new research questions.	1, 2, 11,13	1,2,3,4	A,B,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 4: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Presentation

COURSE CONTENT		
Week	Topics	Study Materials
1	Where do Memory, identity and cinema intersect, what would be g conceptual frameworks and debates for the subject	Bergson, Proust, Benjamin
2	Prominent theories and approaches to the subject of memory and collective memory	Connerton, Hobsbawn, Halbwacks
3	Theories in which the relations between cinema and memory overlap with the concept of experience... Kluge, Benjamin	Benjamin, Kluge, Hansen
4	Is it individual or collective? How do the individual body as carrier of physical and psychological aspects be in conjunction with society as an abstract sphere ?	From McCarthy by 11.th of September

5	The dimensions of memory and spatial relations: City, public sphere and cinema	Spatial memory, journey and remembering together.
6	The reflections and expressions of individual memory and their connection with socio-cultural forms... Media, local cultures and global traces.	11 th of September of 12 th of September. Visible and invisible traces in Turkish Cinema
7	Cinema as a space where individual and social memory intertwined	Themes of framing, narration and editing
8	The forms of visual media and cinema which stimulate the memory, how do they function in social and individual level.	From biology to culture
9	How is memory and space put in a relation with the acts of film viewing and the conventions of filmic narrative space?	From movie theatre to mind screen
10	Memories of space, space of memories: Hybrid identities and their cinematic narrations.	Migrant cinema or identities lost in space
11	Forms of convergence of individual and collective memory. Cinema of Feranando Solanas and Fatih Akın...	Sample practices and discussions
12	Old colonial identities, new hybrids, exiles, and their film practices. What do they remind us?	Sample practices and discussions
13	Presentations: Raising the questions for new research areas, designing the essays, conceptualising the frameworks, rationalising the arguments and construction of the bases	Sample practices and discussions
14	Presentations: Raising the questions for new research areas, designing the essays, conceptualising the frameworks, rationalising the arguments and construction of the bases	Vardığımız ve devam edeceğimiz yol...
15	Presentations: Raising the questions for new research areas, designing the essays, conceptualising the frameworks, rationalising the arguments and construction of the basis	

RECOMMENDED SOURCES	
Textbook	
Additional Resources	During the term, a long list of related essays, articles and excerpts will be handed out and students will be responsible for them in addition to every

	<p>week's reading material.</p> <p>Miriam Bratu Hansen, Benjamin and Cinema: Not a One-Way Street, <i>Critical Inquiry</i> 25 (Winter 1999)</p> <p>Simmel, Georg, Metropolis and Metal Life</p> <p>Edward W. Said, Invention and Memory, <i>Critical Inquiry</i>, Vol. 26, No. 2 (Winter, 2000), pp. 175-192</p> <p>Hansen, Miriam, Benjamin, Cinema and Experience: "The Blue Flower in the Land of Technology" <i>New German Critique</i> No. 40, Special Issue on Weimar Film Theory (Winter, 1987), pp. 179-224</p> <p>Connerton Paul, <i>How Societies Remember?</i> Cambridge Uni. Press, 1989</p> <p>Assmann, Jan, <i>Kültürel Bellek</i>, Ayrıntı Yayınları, 2001</p> <p>Hobsbawn, Eric, <i>Geleneğin İcadı</i>, Agora Kitaplığı, 2006</p> <p>Halbwachs, Maurice, <i>On collective memory</i>, University of Chicago Press, 1992</p> <p>Bergson, Henri, <i>Matter and Memory</i>,</p> <p>Deleuze, Gilles, <i>Cinema 1 Movement Image</i>, <i>Cinema 2: Time-Image</i>, Continuum, 2005</p> <p>K u h n, A n n e t t e, The State of Film and Media Feminism, <i>Journal of Women in Culture and Society</i> 2004, vol. 30, no. 1</p> <p>Rasmussen, Susan, The Uses of Memory, <i>Culture & Psychology</i>, 2002 SAGE Publications <i>Vol. 8(1): 113–129</i></p> <p>Sefcovic, Enid(2002) 'Cultural memory and the cultural legacy of individualism and community in two classic films about labor unions', <i>Critical Studies in Media Communication</i>, 19: 3, 329 — 35</p> <p>Wyat, David September 11 and Postmodern Memory <i>Arizona Quarterly</i> Volume 65, Number 4, Winter 2009</p>
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MATERIAL SHARING	
Documents	Reading least is not limited with given ones. Every term and/or week new sources would be added.

	<p>Instructor will disclose the context and questions of the week and open the subject to the class discussion in the light of the materials. While instructor lead the discussions students will have to raise their ideas of the theories and correlate them with the material of national and international film samples. Therefore It is necessary for the students to read the related sources before and be ready to present and discuss them.</p> <p>Movies will have to be watched either in or outside class.</p> <p>Additional homework would be required, depending on their participants, the level of interests and knowledge.</p>
Assignments	Presentations and discussions of material and essays in every week will be finalized with written short papers. submission for the mid-term
Exams	Final paper

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Assignments and presentations	10	30
Mid-terms	1	30
Final	1	40
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Develop and enhance the current and advanced knowledge in the field with original thought and/or research and come up with innovative					X

	definitions based on Master's degree qualifications.					
2	Conceive the interdisciplinary interaction which the field is related with; come up with original solutions by using knowledge requiring proficiency on analysis, synthesis and assessment of new and complex ideas.					X
3	Developing and leading new strategic approaches to solve unforeseen and complex issues in the media studies field through integrative and creative elaboration.			X		
4	Contributing to the science of media studies through attaining advanced skills in research methodologies; through developing new scientific methods and approaches, importing existing methods from other fields into media studies; through investigating, comprehending, designing, adapting and implementing original topics.					X
5	Conducting independent research, analyzing scientific phenomenon through broad, deep and critical perspective, arriving at new syntheses and evaluations in the discipline of media studies.					X
6	Publishing scientific articles in reputable refereed journals, presenting papers in scientific conferences in the field of media studies and its sub-disciplines.			X		
7	Developing effective communication skills to scientifically present and defend original ideas to an expert audience.					
8	To contribute to information society via continuous follow up of social and cultural developments both professionally and academically; To analyse and evaluate media's agenda setting dynamics and daily events via new media technologies, globalisation and convergence in media.					X
9	Develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; research, conceive, design, adapt and implement an original subject.					X

10	Demonstrate functional interaction by using strategic decision making processes in solving problems encountered in the field.					
11	Contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field and support the development of these values.	X				
12	Defining, questioning, and categorising the political, economical and social components of the process of media monopolisation.					
13	Discussing media regarding national, global webs and their sectoral effects regarding their relationship to civil society and politics					
14	Assessing and reviewing media regarding the ethical principles and legal regulations.					
15	Being able to use a foreign language fluently for both comprehending scientific publications and developing proper communication with foreign colleagues, ("European Language Portfolio Global Scale", Level B1).				X	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	5	80
Assignments and presentations	10	5	50
Mid-terms	1	24	24
Final paper	1	48	48
Total Work Load			250
Total Work Load / 25 (h)			10
ECTS Credit of the Course			10

