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

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| **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 teories. |
| **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. |

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| **Learning Outcomes**  | **Program Qualifications** | **Teaching Methods**  | **Assessment Methods**  |
| 1) Analyze mass communication theoris 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 comperatively.  | 5, 9, 12, 13 |  1,2,3,4 | A,B |
| 4) Discuss the main aim and focus of culturel studies and media studies comperatively. | 1, 5, 8, 9, 11, 14 |  1,2,3,4 | A, B |
| 5) Evaluate the mass communication theories, the arguements 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) |

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| **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 |  |

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

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

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| **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** |

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| **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 |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** |
| Activities | Quantity | Duration(Hour) | TotalWorkload(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 |