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

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| Prerequisites | - |

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| Language of Instruction | English |
| Course Level | Ph.D. Degree |
| Course Type | Compulsory |
| Course Coordinator |  |
| Instructors |  |
| Assistants |  |
| Goals | -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 | 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. |

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| 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 |  |  |

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

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| 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  *Discussion on a key theorist in Media and Cultural Studies* | Read: Kellner & Durham  pp.9-12 & pp.13-17. |
| 4 | Culture, Ideology and Hegemony: W. Benjamin & M. Horkheimer and T. Adorno  *Discussion on a key theorist in Media and Cultural Studies* | Read: Kellner & Durham  pp.18-40 & pp.41-71 |
| 5 | Culture, Ideology and Hegemony: J. Habermas & L. Althusser  *Discussion on a key theorist in Media and Cultural Studies* | Read: : Kellner & Durham  pp.73-78 & pp. 79-87 |
| 6 | Social Life and Cultural Studies: R. Barthes & M. McLuhan & G. Debord  *Discussion on a key theorist in Media and Cultural Studies* | Read: Kellner & Durham  pp.99-106 & pp.117-121 |
| 7 | Social Life and Cultural Studies: A. Dorfman and A. Mattelart & R. Williams & D. Hebdige  *Discussion on a key theorist in Media and Cultural Studies* | Read: Kellner & Durham  pp.122-129 & pp. 131-143 & 144-162 |
| 8 | Social Life and Cultural Studies: S. Hall & I. Ang  *Discussion on a key theorist in Media and Cultural Studies* | 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  *Discussion on a key theorist in Media and Cultural Studies* | 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  *Discussion on a key theorist in Media and Cultural Studies* | 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  *Discussion on a key theorist in Media and Cultural Studies* | Read: Kellner & Durham pp. 453-481 & pp.482-519 & pp. 520-532 |
| 13 | The Postmodern Turn and New Media: M. Poster & H. Jenkins  *Discussion on a key theorist in Media and Cultural Studies* | Read: Kellner & Durham pp. 533-548 & pp. 549-576 |
| 14 | Globalization and Social Movements: A. Appadurai & A. Sreberny & J. Martin-Barbero  *Discussion on a key theorist in Media and Cultural Studies* | 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  *Discussion on a key theorist in Media and Cultural Studies* | Read: Kellner & Durham pp. 658-680 & pp. 681-702 & pp. 703-725 |

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| RECOMMENDED SOURCES | |
| Textbook | Required readings:  Kellner, Douglas M. & Durham Meeknashi Gigi (2006), Adventures in *Media and Cultural Studies: KeyWorks*, ed. M.G. Durham & D.M. Kellner, MA: Blackwell Pub. |
| Additional Resources | Bracci, Sharon L. (2003), Ethical Issues in Media Production, Media Studies in *A Companion to Media Studies*, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 115-136.  Canclini, Néstor Garcia (1992), Culture and Power: The State of Research in *Culture and Power: A Media, Culture, Society Reader*, ed. Scannel et. al.,London: Sage Pub., pp. 17-47.  Chen, Kuan-Hsing (1992), Post-Marxism: Critical Postmodernism and Cultural Studies in *Culture and Power: A Media, Culture, Society Reader*, ed. Scannel et. al.,London: Sage Pub., pp.73-89.  Corner, John & Hawthorn, Jeremy (1993), Communication Studies: An Introductory Reader, London: Edward Arnold, pp. 172-177.  Fitgerald, Thomas K. (1992), Media, Ethnicity and Identity in in *Culture and Power: A Media, Culture, Society Reader*, ed. Scannel et. al.,London: Sage Pub., pp.112-133.  Franklin, S., Lury C., & Stacey J. (1992), Feminism and Cultural Studies in in *Culture and Power: A Media, Culture, Society Reader*, ed. Scannel et. al.,London: Sage Pub., pp.90-111.  Jensen, Klaus Bruhn (1992), The Politics of Polysemy: Television News, Everyday Consciousness and Political Action in in *Culture and Power: A Media, Culture, Society Reader*, ed. Scannel et. al.,London: Sage Pub., pp.218-238.  Huesca, Robert (2003), From Modernization to Participation: The Past and Future of Development Communication in Media Studies in *A Companion to Media Studies*, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 50-71.  Livingstone, Sonia (2003), The Changing Nature of Audiences: From the Mass Audience to the Interactive Media User in Media Studies in *A Companion to Media Studies*, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 337-359.  Mattelart, Armand (2003), Realpolitik and Utopias of Universal Bonds: For a Critique of Technoglobalism in Media Studies in *A Companion to Media Studies*, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 548-564.  Moores, Shaun (1992), Texts, Readers and Contexts of Reading in in *Culture and Power: A Media, Culture, Society Reader*, ed. Scannel et. al.,London: Sage Pub., pp.138-157.  Nerone, John (2003), Approaches to Media History Media Studies in *A Companion to Media Studies*, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 93-114.  Nightingale, Virginia (2003), The Cultural Revolution in Audience Research in Media Studies in *A Companion to Media Studies*, ed. Angharad N. Valdivia, MA: Blackwell Pub., pp. 360-381.  Scannel, P., Schlesinger, P. & Sparks, C. (1992), Introduction in *Culture and Power: A Media, Culture, Society Reader*, London: Sage Pub., pp. 1-14.  Taylor, Lisa & Willis Andrew (1999), Intertexuality in *Media Studies: Texts, Institutions and Audiences*, MA: Blackwell Pub., pp. 80-87.  Taylor, Lisa & Willis Andrew (1999), Ideology in *Media Studies: Texts, Institutions and Audiences*, MA: Blackwell Pub., pp. 29-38.  *Key Concepts in Communication and Cultural Studies*, 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.  Mutlu, Erol (2008), İletişim Sözlüğü, Ankara: Ayraç Yayınevi. It includes the Turkish translation of commonly used terms and the brief definitions.  Williams, Raymond (2005), Anahtar Sözcükler: Kültür ve Toplumun Sözvarlığı, İstanbul: İletişim Yayınları. This one provides the historical transformations of certain words, it can be used as a secondary source. |

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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.   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, Baudrilliard, 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.   1. 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 |

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| 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 |

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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 | 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). |  |  |  |  |  |  | |

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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) | 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 |