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

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| **Prerequisites** | - |

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| **Language of Instruction** | Englısh |
| **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 persuausion etc. |

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|  | **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 marketing as a kind of persuasion and propaganda. | 2, 5, 8, 12, 13 | 1, 2, 3, 4 | A, B, C |
| 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 |

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

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| **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 |  |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | Tımothy A. Borchers: Persuasıon In The Medıa Age, Illınoıs, 2013. |
| **Additional Resources** | Supportive books and papers. |

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| **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% |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 1 | 40 |
| Projects | 2 | 30 |
| Final | 1 | 30 |
| **Total** |  | **100** |
| **Contrıbutıon Of Fınal Examınatıon To Overall Grade** |  | 30 |
| **Contrıbutıon Of In-Term Studıes To Overall Grade** |  | 70 |
| **Total** |  | **100** |

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| **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 communication in a foreign language (“European Language Portfolio Global Scale”, Level C1). |  |  |  |  | X |  |

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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 |