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

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| **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, |

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| **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 new approach to media ownership relations reflected on media texts and social transformation of ideology. | 2, 5, 8, 12, 13 | 1, 2, 3, 4 | A, B, C |
| 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 |

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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 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 Approcah | | Main stream and Critical Theories |
| 7 | Main stream and Critical Approcah | | 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 Presentatıons | | All lectures review |
| 14 | Research: Class Presentatıons | | All lectures review |
| 15 | Research: Class Presentatıons | | All lectures review |

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

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| **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** |

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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) | 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 |