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

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| **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. |

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| **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 |

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

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| **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 |  |

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

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| **MATERIAL SHARING** | |
| **Documents** |  |
| **Assignments** |  |
| **Exams** |  |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 1 | 60 |
| Quizzes | 2 | 20 |
| Assignment | 1 | 20 |
| **Total** |  | **100** |
| **Contrıbutıon Of Fınal Examınatıon To Overall Grade** |  | 40 |
| **Contrıbutıon Of In-Term Studıes To Overall Grade** |  | 60 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | | Expertise/Field Courses | | | | | | |
| **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 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 |  |

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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 | 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 |