

THE THEORIES OF MASS MEDIA

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| 1 | Course Title: | THE THEORIES OF MASS MEDIA | |
| 2 | Course Code: | SSY3016 | |
| 3 | Type of Course: | Optional | |
| 4 | Level of Course: | First Cycle | |
| 5 | Year of Study: | 3 | |
| 6 | Semester: | 6 | |
| 7 | ECTS Credits Allocated: | 3.00 | |
| 8 | Theoretical (hour/week): | 2.00 | |
| 9 | Practice (hour/week): | 0.00 | |
| 10 | Laboratory (hour/week): | 0 | |
| 11 | Prerequisites: | | |
| 12 | Language: | Turkish | |
| 13 | Mode of Delivery: | Face to face | |
| 14 | Course Coordinator: | Doç. Dr. OZAN AŞIK | |
| 15 | Course Lecturers: | Dr. Mehmet Ozan Aşık | |
| 16 | Contact information of the Course Coordinator: | e-mail: ozanasik@uludag.edu.tr Uludağ Üniversitesi Fen- Edebiyat Fakültesi Sosyoloji Bölümü 16059 Görükle Kampüsü / Bursa | |
| 17 | Website: | | |
| 18 | Objective of the Course: | To bring in the students sociological perspective about mass, mass communication and relation of media-society-culture. | |
| 19 | Contribution of the Course to Professional Development: | Students learn the skills of critical media literacy with sociological background knowledge. | |
| 20 | Learning Outcomes: | | |
| | | 1 | Ability to use the concepts in theories of mass media |
| | | 2 | Ability to think about media's positives and negatives aspects |
| | | 3 | Ability to establish the relationship between media and power |
| | | 4 | Ability to grasp the media's ideological aspect |
| | | 5 | Ability to discuss whether media is ethical or not. |
| | | 6 | Ability to follow recent media debates |
| | | 7 | Ability to establish between media and violence |
| | | 8 | Ability to see media's political function |
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| 21 | Course Content: | | |
| | | Course Content: | |
| Week | Theoretical | Practice | |
| 1 | The birth of mass communication | | |
| 2 | The models of mass communication | | |
| 3 | The effect of the tools of mass communication: public opinion | | |
| 4 | The effect of the tools of mass communication: Propaganda | | |

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| 5 | Political economy of media | |
| 6 | Limited impact and the agency of individuals | |
| 7 | Hegemony, ideology and Frankfurt School | |
| 8 | Mid-term exam | |
| 9 | Counter-hegemonic media practice? Alternative media | |
| 10 | McLuhan, technology and medium | |
| 11 | Meaning, discourse, representation I | |
| 12 | Meaning, discourse, representation II | |
| 13 | British Cultural Studies | |
| 14 | New media | |

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| 22 | Textbooks, References and/or Other Materials: | Hüseyin Köse, Bourdieu Medyaya Karşı/ Medya: İşbirlikçi, Zorba Ve Çığırkan, Papirüs Yayınevi, İstanbul, 2004. Erol mutlu, Globalleşme, Popüler Kültür Ve Medya, Ütopya Yayınevi, Ankara, 2006. Vedat Demir, Medya Etiği, Beta, İstanbul, 2007. Jean-Noel Jeanneney, Medya Tarihi, Çev. Esra Atuk, Yapı Kredi Yayınları, İstanbul, 2006. Asa Briggs- Peter Burke, Medyanın Toplumsal Tarihi, Çev. İbrahim Şener, İzdüşüm Yayınları, İstanbul, 2004. Pratkanis&Aronson, Propaganda Çağı, Çev.Nagihan Haliloğlu, Paradigma, İstanbul, 2008. |
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| 23 | Assesment | | | |
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| Activites | | Number | Duration (hour) | Total Work Load (hour) |
| Theoretical Quiz | 0 | 0 | 2.00 | 28.00 |
| Practicals/Labs | | 0 | 0.00 | 0.00 |
| Self study and preperation | 1 | 60 | 4.00 | 60.00 |
| Homeworks | | 0 | 0.00 | 0.00 |
| Projects | | 0 | 0.00 | 0.00 |
| Contribution of Term (Year) Learning Activities to Field Studies | | 0 | 0.00 | 0.00 |
| Contribution of Final Exam to Success Grade | | 60 | 2.00 | 2.00 |
| Others | | 0 | 0.00 | 0.00 |
| Final Exams | | 1 | 2.00 | 2.00 |
| Measurement and Evaluation Techniques Used in the Written exam | | | 2.00 | 2.00 |
| Total Work Load | | | | 94.00 |
| 24 | ECTS/ WORK LOAD TABLE | | | 3.07 |
| Total work load/ 30 n | | | | 3.07 |
| ECTS Credit of the Course | | | | 3.00 |

| 25 | CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS | | | | | | | | | | | | | | | |
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| | PQ1 | PQ2 | PQ3 | PQ4 | PQ5 | PQ6 | PQ7 | PQ8 | PQ9 | PQ10 | PQ11 | PQ12 | PQ13 | PQ14 | PQ15 | PQ16 |
| ÖK1 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 1 | 0 | 0 | 0 | 0 |
| ÖK2 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 4 | 4 | 5 | 5 | 2 | 0 | 0 | 0 | 0 |
| ÖK3 | 3 | 3 | 3 | 2 | 2 | 2 | 5 | 5 | 5 | 5 | 4 | 2 | 0 | 0 | 0 | 0 |
| ÖK4 | 4 | 3 | 3 | 2 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 2 | 0 | 0 | 0 | 0 |

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| ÖK5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 2 | 0 | 0 | 0 | 0 |
| ÖK6 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 2 | 0 | 0 | 0 | 0 |
| ÖK7 | 3 | 5 | 5 | 2 | 2 | 2 | 3 | 5 | 4 | 5 | 5 | 2 | 0 | 0 | 0 | 0 |
| ÖK8 | 4 | 5 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 5 | 3 | 0 | 0 | 0 | 0 |
| LO: Learning Objectives PQ: Program Qualifications | | | | | | | | | | | | | | | | |
| Contribution Level: | 1 very low | | | 2 low | | | 3 Medium | | | 4 High | | | 5 Very High | | | |