	THE THE	ORIES	S OF MASS MEDIA							
1	Course Title:	THE TH	EORIES OF MASS MEDIA							
2	Course Code:	SSY3016								
3	Type of Course:	Optional								
4	Level of Course:	First Cyc	le							
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 f	face							
14	Course Coordinator:	Doç. Dr.	OZAN AŞIK							
15	Course Lecturers:	Dr. Mehr	net 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:		learn the skills of critical media literacy with sociological und 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							
		9								
		10								
21	Course Content:									
		Co	ourse 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									

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 I   13 British Cultural Studies   14 New media   22 Textbooks, References and/or Other Materials:   7 Hüseyin Köse, Bourdieu Medyaya Karşi/ Medya: İşbirlikçi, Zorba Ve Çiğırtkan, Papirus Yaynevi, Isatnoul, 2004.   7 Textbooks, References and/or Other Materials:   7 Hüseyin Köse, Bourdieu Medyaya Karşi/ Medya: İşbirlikçi, Zorba Ve Çiğırtkan, Papirus Yaynevi, Isatnoul, 2004.   7 Hegemony, Ideologue Medya Etiği, Beta, Istanbul, 2007.   9 Counterial Stanbul, 2006.   9 Kerdi Yayınari, Istanbul, 2006.   9 Number Duration (hour)   10 Medya Etiği, Beta, Istanbul, 2008.   9 Qual Derni, Medya Etiği, Beta, Istanbul, 2004.   9 Number Duration (hour)   14 Assesment Activites   0 0.00	5	Politica	econ	omv of	f medi	а															
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8   Mid-term exam   9   Counter-hegemonic media practice? Atternative media     10   McLuhan, technology and medium   11     11   Meaning, discourse, representation I   12     12   Meaning, discourse, representation I   11     13   British Cultural Studies   11     14   New media   11     22   Textbooks, References and/or Other Materials:   Hüseyin Köse, Bourdieu Medyaya Karşi/ Medya, İşbirlikçi, Zorba Ve Çigritkan, Papirüs Yayınevi, İstanbul, 2004.     24   Materials:   Hüseyin Köse, Bourdieu Medyaya Karşi/ Medya, Utopya Yayınevi, Ankara, 2006.     25   Textbooks, References and/or Other Materials:   Hüseyin Köse, Bourdieu Medyaya Karşi/ Medya, Utopya Yayınevi, Ankara, 2006.     24   Assesmant   Assesmant   Eroi Mutu, Giobalegme, Populer Kültür Ve Medya, Utopya Yayınevi, Istanbul, 2004.     25   Assesmant   0   0,00   0,00     264/peretical   0   0,00   0,00   0,00     27   Assesmant   0   0,00   0,00   1     28   Assesmant   0   0,00   0,00   1     29			•																		
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ÖK3 3 3 2 2 2 5 5 5 4 2 0 0 0 0	ÖK1	3	3	3	2	2	2	4	4	4	-	3	1	-	0	0	0				
	ÖK2	3	3	3	2	2	2	4	4	4	5	5	2	0	0	0	0				
ÖК4   4   3   3   2   2   2   4   4   3   3   2   0   0   0   0	ÖK3	3	3	3	2	2	2	5	5	5	5	4	2	0	0	0	0				
												4		1							

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																	
Contrib ution Level:	on				2 low			3 Medium			4 High			5 Very High			