

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES  
COURSE SYLLABUS

| Course Details                        |   |                      |                 |          |                     |
|---------------------------------------|---|----------------------|-----------------|----------|---------------------|
| <b>Code</b>                           |   | <b>Academic Year</b> |                 |          | <b>Semester</b>     |
| KKW426                                |   | 4                    |                 |          | 8                   |
| <b>Title</b>                          |   | <b>T</b>             | <b>U</b>        | <b>L</b> | <b>ECTS</b>         |
| Final Project (BA Thesis)             |   | -                    | -               | -        | 12                  |
| <b>Language</b>                       | Turkish   |                      |                 |          |                     |
| <b>Level</b>                          | <b>Undergraduate</b>  | x                    | <b>Graduate</b> |          | <b>Postgraduate</b> |
| <b>Department / Program</b>           | Culture and Communication Sciences  |                      |                 |          |                     |
| <b>Forms of Teaching and Learning</b> | Formal  |                      |                 |          |                     |
| <b>Course Type</b>                    | <b>Compulsory</b>   | x                    | <b>Elective</b> |          |                     |
| <b>Objectives</b>                     | The aim of the final project is to investigate a selected research topic with the help of a scientific research method. The students analyze and interpret results in the context of communication and cultural studies.  |                      |                 |          |                     |
| <b>Content</b>                        | In the final project course, students choose a research topic in the context of communication and cultural studies. You formulate the research purpose, the problems and research questions of your chosen topic. They represent the theoretical basis and hypotheses of research. Research results are interpreted in the context of the respective disciplines. |                      |                 |          |                     |
| <b>Prerequisites</b>                  | -   |                      |                 |          |                     |
| <b>Coordinator</b>                    | Dr. Detlev QUINTERN, Dr. Sait DURAN   |                      |                 |          |                     |
| <b>Lecturer(s)</b>                    | Dr. Detlev QUINTERN, Dr. Sait DURAN   |                      |                 |          |                     |
| <b>Assistant(s)</b>                   | -   |                      |                 |          |                     |

|  |  |                       |                         |
|--|--|-----------------------|-------------------------|
| <b>Work Placement</b>                  | -  |                       |                         |
| <b>Recommended or Required Reading</b> |  |                       |                         |
| <b>Books / Lecture Notes</b>           | İslamoğlu, Hamdi/Alniaçık, Ümit (2017). Sosyal Bilimlerde Araştırma Yöntemleri. İstanbul: Beta yayınları. Balcı, Ali (2018). Sosyal Bilimlerde Araştırma Yöntem. Teknik ve İlkeler. Ankara: Pegem. |                       |                         |
| <b>Other Sources</b>                   | Yıldırım, Ali/Şimşek, Hasan (2005). Sosyal Bilimlerde Nitel Araştırma Yöntemleri. Ankara: Seçkin Yayınevi.   |                       |                         |
| <b>Additional Course Material</b>      |  |                       |                         |
| <b>Documents</b>                       | -  |                       |                         |
| <b>Assignments</b>                     | -  |                       |                         |
| <b>Exams</b>                           | -  |                       |                         |
| <b>Course Composition</b>              |  |                       |                         |
|  |  |                       |                         |
| <b>Social Sciences</b>                 | 100  |                       | %                       |
| <b>Assessment</b>                      |  |                       |                         |
|  | <b>Count</b>   | <b>Percentage (%)</b> |                         |
| <b>Midterm Exam</b>                    |  |                       |                         |
| <b>Quiz</b>                            |  |                       |                         |
| <b>Assignments</b>                     |  |                       |                         |
| <b>Attendance</b>                      |  |                       |                         |
| <b>Recitations</b>                     |  |                       |                         |
| <b>Projects</b>                        |  |                       |                         |
| <b>Final Exam</b>                      |  |                       |                         |
|  |  | <b>Total</b>          |                         |
| <b>ECTS Points and Workload</b>        |  |                       |                         |
| <b>Activity</b>                        | <b>Count</b>   | <b>Duration</b>       | <b>Workload (Hours)</b> |

|   |   |  |  |
|---|---|--|--|
| Lectures                                |   |  |  |
| Self-Study                              |   |  |  |
| Assignments                             |   |  |  |
| Presentation / Seminar Preparation      |   |  |  |
| Midterm Exam                            |   |  |  |
| Recitations                             |   |  |  |
| Laboratory                              |   |  |  |
| Projects                                |   |  |  |
| Final Exam                              |   |  |  |
| <b>Total Workload</b>                   |   |  |  |
| <b>ECTS Points (Total Workload/ 28)</b> |   |  |  |
| <b>Learning Outcomes</b>                |   |  |  |
| <b>1</b>                                | Planning a research from a scientific perspective.  |  |  |
| <b>2</b>                                | Carrying out a literature search.   |  |  |
| <b>3</b>                                | Knowledge of the problem areas of research  |  |  |
| <b>4</b>                                | You learn to formulate research questions.  |  |  |
| <b>5</b>                                | Acquisition of knowledge about the theoretical basis of scientific research.                              |  |  |
| <b>6</b>                                | Have the ability to analyze and interpret scientific results in the context of the respective discipline. |  |  |
| <b>Weekly Content</b>                   |   |  |  |
| <b>1</b>                                | -   |  |  |
| <b>2</b>                                | -   |  |  |
| <b>3</b>                                | -   |  |  |
| <b>4</b>                                | -   |  |  |
| <b>5</b>                                | -   |  |  |

|    |   |
|----|---|
| 6  | - |
| 7  | - |
| 8  | - |
| 9  | - |
| 10 | - |
| 11 | - |
| 12 | - |
| 13 | - |
| 14 | - |
| 15 | - |

### Contribution of Learning Outcomes to Program Objectives (1-5)

|   | P1 | P2 | P3 | P4 | P5 | P6 | P7 |
|---|----|----|----|----|----|----|----|
| 1 |    |    |    |    |    |    |    |
| 2 |    |    |    |    |    |    |    |
| 3 |    |    |    |    |    |    |    |
| 4 |    |    |    |    |    |    |    |

**Contribution Level:** 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

|                             |                       |
|-----------------------------|-----------------------|
| <b>Compiled by:</b>         | Ress. Asst. Sefa PALA |
| <b>Date of Compilation:</b> | 23.03.2021            |

**DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES  
COURSE SYLLABUS**

| Course Details                        |   |                      |          |          |                 |
|---------------------------------------|---|----------------------|----------|----------|-----------------|
| <b>Code</b>                           |   | <b>Academic Year</b> |          |          | <b>Semester</b> |
| KKW428                                |   | 4                    |          |          | 8               |
| <b>Title</b>                          |   | <b>T</b>             | <b>U</b> | <b>L</b> | <b>ECTS</b>     |
| Culture and Media Economy             |   | 2                    |          |          | 4               |
| <b>Language</b>                       | German  |                      |          |          |                 |
| <b>Level</b>                          | Undergraduate   | x                    | Graduate |          | Postgraduate    |
| <b>Department / Program</b>           | Culture and Communication Sciences  |                      |          |          |                 |
| <b>Forms of Teaching and Learning</b> | Regular   |                      |          |          |                 |
| <b>Course Type</b>                    | Compulsory  | x                    | Elective |          |                 |
| <b>Objectives</b>                     | This course aims to reveal the relationship between culture and media economy. It is envisaged to examine the characteristics of media field and businesses.  |                      |          |          |                 |
| <b>Content</b>                        | Culture and Media is at the center of growing areas due to digitalization. The culture and media economy is analyzed in the context of the economy. Students recognize different international statistical categories and criteria for the definition and research of these growing areas, and also learn the specific conditions of the industry in the framework of technological, cultural, social and economic factors. |                      |          |          |                 |
| <b>Prerequisites</b>                  | -   |                      |          |          |                 |
| <b>Coordinator</b>                    | Dr. Enis Dinç   |                      |          |          |                 |
| <b>Lecturer(s)</b>                    | Dr. Enis Dinç   |                      |          |          |                 |
| <b>Assistant(s)</b>                   | -   |                      |          |          |                 |
| <b>Work Placement</b>                 | -   |                      |          |          |                 |
| Recommended or Required Reading       |   |                      |          |          |                 |
| <b>Books / Lecture Notes</b>          | Dreiskämper, Thomas (2013). Medienökonomie 1. Münster: LIT Verlag.<br>Spiegel, Andreas (2006). Wachstumsstrategien in der   |                      |          |          |                 |

|   |   |                 |                               |
|---|---|-----------------|-------------------------------|
|   | Medienbranche. Wiesbaden: Deutscher Universitätsverlag.   |                 |                               |
| <b>Other Sources</b>                      | Zydorek, Christoph (2013). Einführung in die Medienwirtschaftslehre. Wiesbade: Springer Verlag. |                 |                               |
| <b>Additional Course Material</b>         |   |                 |                               |
| <b>Documents</b>                          | -   |                 |                               |
| <b>Assignments</b>                        | -   |                 |                               |
| <b>Exams</b>                              | -   |                 |                               |
| <b>Course Composition</b>                 |   |                 |                               |
|   |   |                 |                               |
| <b>Social Sciences</b>                    | 100   |                 | %                             |
| <b>Assessment</b>                         |   |                 |                               |
|   | <b>Count</b>  |                 | <b>Percentage (%)</b>         |
| <b>Midterm Exam</b>                       | 1   |                 | 40                            |
| <b>Quiz</b>                               | -   |                 | -                             |
| <b>Assignments</b>                        | -   |                 | -                             |
| <b>Attendance</b>                         | -   |                 | -                             |
| <b>Recitations</b>                        | -   |                 | -                             |
| <b>Projects</b>                           | -   |                 | -                             |
| <b>Final Exam</b>                         | 1   |                 | 60                            |
|   |   | <b>Total</b>    | 100                           |
| <b>ECTS Points and Workload</b>           |   |                 |                               |
| <b>Activity</b>                           | <b>Number</b>   | <b>Duration</b> | <b>Total Workload (Hours)</b> |
| <b>Lectures</b>                           | 14  | 2               | 28                            |
| <b>Self-Study</b>                         | 14  | 4               | 56                            |
| <b>Assignments</b>                        | 14  | 2               | 28                            |
| <b>Presentation / Seminar Preparation</b> | -   | -               | -                             |

|   |   |   |     |
|---|---|---|-----|
| <b>Midterm Exam</b>                     | 1 | 1 | 1   |
| <b>Recitations</b>                      | - | - | -   |
| <b>Laboratory</b>                       | - | - | -   |
| <b>Projects</b>                         | - | - | -   |
| <b>Final Exam</b>                       | 1 | 1 | 1   |
| <b>Total Workload</b>                   |   |   | 114 |
| <b>ECTS Points (Total Workload/ 28)</b> |   |   | 4   |

### Learning Outcomes

|          |  |
|----------|--|
| <b>1</b> | Students who have successfully participated in the course can analyze certain developments in the field of culture in the context of economic development. |
| <b>2</b> | Students can use their information as a sample within the selected companies.  |
| <b>3</b> | They can identify problematic developments and their development trends and present preventive factors.  |
| <b>4</b> | This course provides information on the systematic relationships of technological, social, cultural and economic transformations.                          |
| <b>5</b> | It gives an analytical perspective to complex developments. It provides the ability to use theory, model and evaluation criteria in practical tasks.       |

### Weekly Content

|           |                                     |
|-----------|-------------------------------------|
| <b>1</b>  | Introduction to Media Economics     |
| <b>2</b>  | Key Concepts in Media Economics     |
| <b>3</b>  | Economic Institutions               |
| <b>4</b>  | Media as Economic Goods             |
| <b>5</b>  | Media Productions                   |
| <b>6</b>  | Economic Actors                     |
| <b>7</b>  | MIDTERM EXAM                        |
| <b>8</b>  | Economic Decisions                  |
| <b>9</b>  | Finance Systems of Media Industries |
| <b>10</b> | Information Systems in Media Sector |

|    |  |
|----|--|
| 11 | Political Decision Systems from Economic Perspective |
| 12 | MIDTERM EXAM   |
| 13 | -  |
| 14 | -  |
| 15 | -  |

### Contribution of Learning Outcomes to Program Objectives (1-5)

|   | P1 | P2 | P3 | P4 | P5 | P6 | P7 |
|---|----|----|----|----|----|----|----|
| 1 | 4  | 4  | 4  | 4  | 4  | -  | -  |
| 2 | 4  | 4  | 4  | 4  | 4  | -  | -  |
| 3 | 4  | 4  | 4  | 4  | 4  | -  | -  |
| 4 | 4  | 4  | 4  | 4  | 4  | -  | -  |

**Contribution Level:** 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

|                             |                                    |
|-----------------------------|------------------------------------|
| <b>Compiled by:</b>         | Research Assistant Ozan Can Selçuk |
| <b>Date of Compilation:</b> | 05.04.2021                         |