

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES  
COURSE SYLLABUS

Course Details					
<b>Code</b>				<b>Academic Year</b>	<b>Semester</b>
KKW307				3	5
<b>Title</b>	<b>T</b>	<b>U</b>	<b>L</b>	<b>ECTS</b>	
Reception and Media Effects Research	3	-	-	6	
<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 course is to provide students with the basics of media reception and media impact research.				
<b>Content</b>	In this course, central theories, approaches and methods of media reception and media effects research are presented, analyzed, discussed and applied. It is also important to examine how these theories and approaches can be applied to media systems that are changing in the course of globalization and digitization.				
<b>Prerequisites</b>	-				
<b>Coordinator</b>	Dr. Aynur SARISAKALOGLU				

<b>Lecturer(s)</b>	Dr. Aynur SARISAKALOGLU
<b>Assistant(s)</b>	Ress. Asst. Sefa PALA
<b>Work Placement</b>	-
<b>Recommended or Required Reading</b>	
<b>Books / Lecture Notes</b>	<p>Bilandzic, Helena/Schramm, Holger/Matthes, Jörg (2015). Medienrezeptionsforschung. Konstanz/München: UTB Verlag.</p> <p>Bonfadelli, Heinz/Friemel, Thomas N. (2017). Medienwirkungsforschung. Konstanz/München: UTB Verlag.</p> <p>Schenk, Michael (2007). Medienwirkungsforschung. Tübingen: Mohr Siebeck.</p> <p>Schweiger, Wolfgang (2007). Grundlagen der Mediennutzungsforschung. Theorien der Mediennutzung. Eine Einführung. Wiesbaden: VS Verlag für Sozialwissenschaften.</p> <p>Schweiger, Wolfgang/Fahr, Andreas (Hrsg.) (2017). Handbuch Medienwirkungsforschung. Wiesbaden: Springer VS.</p> <p>Trepte, Sabine/Hasebrink, Uwe/Schramm, Holger (Hrsg.) (2009): Strategische Kommunikation und Mediengestaltung – Anwendung und Erkenntnisse der Rezeptions- und Wirkungsforschung. Baden-Baden: Nomos Verlag</p> <p>Wünsch, Carsten/Schramm, Holger/Gehrau, Volker/Bilandzic, Helena (Hrsg.) (2014). Handbuch Medienrezeption. Baden- Baden: Nomos Verlag.</p>
<b>Other Sources</b>	Mangold, Roland/Vorderer, Peter/Bente, Gary (2004). Lehrbuch der Medienpsychologie. Göttingen: Hogrefe.
<b>Additional Course Material</b>	
<b>Documents</b>	-
<b>Assignments</b>	-

Exams	-		
<b>Course Composition</b>			
Social Sciences	50		%
Expert Knowledge	50		%
<b>Assessment</b>			
	<b>Count</b>		<b>Percentage (%)</b>
Midterm Exam	-		-
Quiz	-		-
Assignments	4		30
Attendance	14		10
Recitations	-		-
Projects	-		-
Final Exam	1		60
		<b>Total</b>	100
<b>ECTS Points and Workload</b>			
<b>Activity</b>	<b>Count</b>	<b>Duration</b>	<b>Workload (Hours)</b>
Lectures	14	3	42
Self-Study	14	4	56
Assignments	4	4	16
Presentation / Seminar Preparation	1	14	14
Midterm Exam	-	-	-

<b>Recitations</b>	-	-	-
<b>Laboratory</b>	-	-	-
<b>Projects</b>	-	-	-
<b>Final Exam</b>	1	40	40
<b>Total Workload</b>			168
<b>ECTS Points (Total Workload/ 28)</b>			6

### Learning Outcomes

<b>1</b>	Acquisition of knowledge about theories and methods of research on reception and effects.
<b>2</b>	To be able to carry out first empirical studies on media use and effects.

### Weekly Content

<b>1</b>	Introduction to media reception and impact research I
<b>2</b>	Introduction to media reception
<b>3</b>	Theoretical perspectives of reception research
<b>4</b>	Media usage research
<b>5</b>	Cultural and intercultural dimension of media reception I
<b>6</b>	Cultural and intercultural dimension of media reception II
<b>7</b>	Empirical Perspectives in Reception Research
<b>8</b>	Introduction to media effects
<b>9</b>	midterm exam
<b>10</b>	Theoretical approaches to media impact research
<b>11</b>	Scientific theoretical foundations of gratuity research I
<b>12</b>	Scientific theoretical foundations of gratuity research II

<b>13</b>	Presentation of the empirical research and discussion I						
<b>14</b>	Presentation of the empirical research and discussion II						
<b>15</b>	Summary discussion, evaluation of the seminar						
<b>Contribution of Learning Outcomes to Program Objectives (1-5)</b>							
	<b>P1</b>	<b>P2</b>	<b>P3</b>	<b>P4</b>	<b>P5</b>	<b>P6</b>	<b>P7</b>
<b>1</b>	5	3	5	4	5	-	-
<b>2</b>	5	3	5	4	5	-	-
<b>3</b>	5	3	5	4	5	-	-
<b>4</b>	5	3	5	4	5	-	-
<b>Contribution Level:</b> 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High							
<b>Compiled by:</b>	Res. Asst. Sefa PALA						
<b>Date of Compilation:</b>	23.03.2021						