

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

Course Details					
Code				Academic Year	Semester
KKW341				3	5
Title	T	U	L	ECTS	
Political Communication and Media	3	-	-	4	
Language	Turkish				
Level	Undergraduate	x	Graduate		Postgraduate
Department / Program	Culture and Communication Sciences				
Forms of Teaching and Learning	Regular				
Course Type	Compulsory	x	Elective		
Objectives	The purpose of this course; media transformation and mediaization of policy in a context. In this framework, the expanding influence area of the media and the use of political information will be examined.				
Content	In this course, public and media key terms are reformulated within the framework of politics; The key terms propaganda, information, political decision-making, deliberation, civil society and government are explained and associated on the basis of an explanation. Examples of historical events that take place in media (sins) with various effects (mass communication) are covered. The important role of the new media in the context of political information and decision-making processes is examined in the context of case studies.				
Prerequisites	-				
Coordinator	-				

Lecturer(s)	-	
Assistant(s)	-	
Work Placement	-	
Recommended or Required Reading		
Books / Lecture Notes	<p>Arnold, Klaus/Classen, Christoph/Kinnebrock, Susanne (2010). Von der Politisierung der Medien zur Medialisierung des Politischen. Zum Verhältnis von Medien, Öffentlichkeiten und Politik im 20. Jahrhundert. Leipzig: Univerlag.</p> <p>Vowe, Gerhard/Emmer, Martin/Seifert, Martin (2007). Abkehr oder Mobilisierung? Zum Einfluss des Internets auf die individuelle politische Kommunikation. Empirische Befunde zu alten Fragen im Kontext neuer Medien. In: Krause, Birgit/Fretwurst, Benjamin/Vogelsang, Jens (Hrsg.) (2007) Fortschritte der politischen Kommunikationsforschung. Festschrift für Lutz Erbring. Wiesbaden: VS Verlag für Sozialwissenschaften.</p>	
Other Sources	Welz, Hans--Georg (2002). Politische Öffentlichkeit und Kommunikation im Internet. In: Aus Politik und Zeitgeschichte. Bpb.	
Additional Course Material		
Documents	-	
Assignments	-	
Exams	-	
Course Composition		
Social Sciences	100	%
Assessment		
	Count	Percentage (%)
Midterm Exam	1	40
Quiz	-	-
Assignments	-	-

Attendance	-	-
Recitations	-	-
Projects	-	-
Final Exam	1	60
Total		100

ECTS Points and Workload

Activity	Number	Duration	Total Workload (Hours)
Lectures	14	2	28
Self-Study	14	6	84
Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
Total Workload			114
ECTS Points (Total Workload/ 28)			4

Learning Outcomes

1	Students who have successfully participated in the lesson acquire the systematic knowledge necessary to analyze the basic elements of democratic societies in their variable structures.
2	At this point, the role of the media can be explained with historical examples.

3	This course teaches how to use scientific concepts in the analysis of complex relationships and thus to think systematically.
4	It supports the ability to use models and acquired knowledge interdisciplinary.
5	

Weekly Content

1	Introduction to Political Communication
2	Rhetoric in Ancient Greece
3	Rhetoric in Ancient Rome
4	Political Communication in the Middle Ages
5	Political Communication in Renaissance
6	Political Communication during the Reform Movement
7	MIDTERM EXAM
8	Enlightenment and the Public Sphere
9	Industrial Revolution and the Rise of Newspapers
10	First World War and Propaganda
11	Second World War and Propaganda
12	FINAL EXAM
13	-
14	-
15	-

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

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

2	4	4	3	4	4	-	-
3	4	4	3	4	4	-	-
4	4	4	3	4	4	-	-

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

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