DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

Course Details					
Code			**Academic Year**		**Semester**
ICMR101			2023-2024		1
Title			**T**	**A**	**L**	**ECTS**
Advances in Communication and Media Theory			2	0	0	5

Language	English
Level	**Graduate** x **Postgraduate**
Department / Program	International Communication and Media Research
Forms of Teaching and Learning	Face-to-Face (60%), Distance Learning (40%)
Course Type	**Compulsory** x **Elective**
Objectives	The students are expected to: - gain understanding of major concepts and theorerical approaches regarding new technologies and media, - identify the implications of development of new media environment for social, political and cultural change, - develop skills to critically reflect on and debate about main issues in contemporary societies regarding new information technologies, and to - use theory to become better media producers and consumers.
Content	This course begins with a brief reminder of key aspects of the development of communication and media theory. After refreshing memory on Chicago School, Frankfurt School, Birmingham School, and Toronto School, political economy and culture/creative industries approaches, the course will outline the history and theory of new media from cultural and political perspectives and investigate how new media frame our experience of the world and shape our political involvement (covering issues related to participatory politics, public sphere, censorship and govern mentality) in it, and how new media intersect with individuals sense of identity and involvement in culture. The course also introduces students to mediatisation as a theoretical concept to understand how media are intrinsically intertwined with social and cultural practices and how they affect social institutions and culture in general
Prerequisites	–
Coordinator	–
Lecturer(s)	Asst.-Prof. Dr. Elif Posos Devrani
Assistant(s)	İpek Kesici M.A.
Work Placement	–

Recommended or Required Reading

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Books / Lecture Notes	Altheide, D.L. (2015). Media Logic. In Mazzoleni G. (Ed.), *The International Encylopedia of Political Communication*. Wiley-Blackwell. Retrieved from: https://www.researchgate.net/publication/313386386_Media_Logic.

	Auerbach, J. & Castronovo R. (2013). Introduction. "Thirteen Propositions about Propaganda." In *The Oxford Handbook of Propaganda Studies* (pp. 1 – 12). New York: Oxford University Press.
	Castells M. (2000). *The Rise of the Network Society* (Vol.1) (Chapter 1. The Information Technology Revolution). Wiley Blackwell.
	Couldry, N., & Hepp, A. (2013). Conceptualizing mediatization: Contexts, traditions, arguments. *Communication Theory*, *23*(3), 191-202.
	Hjarvard, S. (2008). The mediatization of society. *Nordicom review, 29*(2), 102-131. Retrieved from: https://content.sciendo.com/view/journals/nor/29/2/article-p102.xml.
	Jenkins H. (2006). *Convergence Culture: Where Old and New Media Collide*. (Introduction: Worship at the Altar of Convergence: A New Paradigm for Understanding Media Change). New York: New York University Press.
	Jenkins, H., Ford, S., & Green, J. (2013). *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NEW YORK; LONDON: NYU Press. Retrieved June 18, 2021, from http://www.jstor.org/stable/j.ctt9qfk6w.
	Krotz, F. (2017). Explaining the mediatisation approach. *Javnost-The Public, 24*(2), 103-118.
	Livingstone, S. & Lunt, P. (2014). Mediatization: an emerging paradigm for media and communication research? In: Lundby, K., (ed.) *Mediatization of Communication* (pp. 703724). Berlin: De Gruyter Mouton.
	Van Dijck, J. (2013). *The culture of connectivity: A critical history of social media*. Oxford University Press.
	Van Dijck, J., & Poell, T. (2013). Understanding social media logic. *Media and communication, 1*(1), 2-14. Retrieved from: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2309065.
Other Sources	Robinson, Piers. 2016, August 2. "Russian News May be Biased, But So is Much Western News." The Guardian.
	Andrew, Liam. 2014, October 29. "Controlled Chaos: As Journalism and Documentary Film Converge in Digital, What Lessons Can They Share?" Neiman Lab at Harvard.

Additional Course Material

DEPARTMENT OF "International Communication and Media Research"
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Documents	–
Assignments	–
Exams	–

Course Composition	
Social Sciences	100%
Natural Sciences	%
Engineering Sciences	%
Expert Knowledge	%

Assessment		
Activity	**Count**	**Percentage (%)**
Midterm Exam		
Quiz		

Assignments	1	20
Attendance		
Recitations	2	80
Projects		
Final Exam		
Total		**100**

ECTS Points and Work Load			
Activity	**Count**	**Duration**	**Work Load (Hours)**
Lectures	14	2	28
Self-Study	14	3	42
Assignments	1	20	20
Presentation / Seminar Preparation	1	20	20
Midterm Exam			
Recitations			
Laboratory			
Projects			
Final Exam	1	40	40
Total Work Load			**150**
ECTS Points (Total Work Load / 30)			**5**

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Learning Outcomes	
1	To develop analytical skills comparing and contrasting the effectiveness of different theoretical approaches to mass communication
2	To gain ability to think, write and communicate critically in relation to key debates in communication and media history
3	To critially engage with the relationship between mass media, mass communication and economic,social and political change
4	To discern and critically reflect on new areas of policy making in relation to mass media and new media

Weekly Content	
1	Course Introduction and Overview of Syllabus
2	Refreshing memory of key aspects of the development of communication and media theory
3	Refreshing memory of key aspects of the development of communication and media theory
4	Characterizing New Media
5	New Media, Identity and the Everyday
6	Attention Economy and Social Media
7	Propaganda Then and Now: Analyzing Contemporary Propaganda
8	The role of new media in Empowerment and Protection
9	Participatory Politics and Democracy
10	Social Media, Surveillance and Visibility
11	Media Logic
12	Mediatisation
13	Different Approaches of Mediatisation
14	Different Approaches of Mediatisation

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

	P1	P2	P3	P4	P5	P6
1	5	3	4		2	1
2	4	3	4	3	2	1
3	4	2	4	4	2	2
4	4	3	4	4	4	3
Contribution Level		1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High				

TÜRK-ALMAN ÜNİVERSİTESİ
TÜRKISCH-DEUTSCHE UNIVERSITÄT

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Compiled by:	RA. H. Zeynep Gürbener Şahin
Date of Compilation:	27.09.2023

Program Objectives	
P1	Graduates have profound theoretical and methodological knowledge in Communications and Media Studies.
P2	The Master's program qualifies graduates to independently plan, conduct, evaluate and report qualitative and quantitative empirical research in the field of Communications and Media.
P3	Graduates have the ability to successfully use the acquired basic concepts, theories and methods of Communications and Media Studies to formulate and process socially relevant research questions and critically analyse media communication processes.
P4	The Master's program enables graduates to work on problems in the scope of their subject area, including interdisciplinary approaches, at an internationally compatible level.
P5	Graduates are able to comprehend and reflect on international and intercultural aspects of media communication as well as recent trends in communication and media research.
P6	The Master's program qualifies graduates for academic work and application-oriented research.