

DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

Course Details					
Code		Academic Year		Semester	
ICMR101		2021-2022		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					
Books / Lecture Notes		Altheide, D.L. (2015). Media Logic. In Mazzoleni G. (Ed.), <i>The International Encylopedia of Political Communication</i> . Wiley-Blackwell. Retrieved from: https://www.researchgate.net/publication/313386386_Media_Logic .			

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	<p>Auerbach, J. & Castronovo R. (2013). Introduction. “Thirteen Propositions about Propaganda.” In <i>The Oxford Handbook of Propaganda Studies</i> (pp. 1 – 12). New York: Oxford University Press.</p> <p>Castells M. (2000). <i>The Rise of the Network Society</i> (Vol.1) (Chapter 1. The Information Technology Revolution). Wiley Blackwell.</p> <p>Couldry, N., & Hepp, A. (2013). Conceptualizing mediatization: Contexts, traditions, arguments. <i>Communication Theory</i>, 23(3), 191-202.</p> <p>Hjarvard, S. (2008). The mediatization of society. <i>Nordicom review</i>, 29(2), 102-131. Retrieved from: https://content.sciendo.com/view/journals/nor/29/2/article-p102.xml.</p> <p>Jenkins H. (2006). <i>Convergence Culture: Where Old and New Media Collide</i>. (Introduction: Worship at the Altar of Convergence: A New Paradigm for Understanding Media Change). New York: New York University Press.</p> <p>Jenkins, H., Ford, S., & Green, J. (2013). <i>Spreadable Media: Creating Value and Meaning in a Networked Culture</i>. NEW YORK; LONDON: NYU Press. Retrieved June 18, 2021, from http://www.jstor.org/stable/j.ctt9qfk6w.</p> <p>Krotz, F. (2017). Explaining the mediatisation approach. <i>Javnost-The Public</i>, 24(2), 103-118.</p> <p>Livingstone, S. & Lunt, P. (2014). Mediatization: an emerging paradigm for media and communication research? In: Lundby, K., (ed.) <i>Mediatization of Communication</i> (pp. 703-724). Berlin: De Gruyter Mouton.</p> <p>Van Dijck, J. (2013). <i>The culture of connectivity: A critical history of social media</i>. Oxford University Press.</p> <p>Van Dijck, J., & Poell, T. (2013). Understanding social media logic. <i>Media and communication</i>, 1(1), 2-14. Retrieved from: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2309065.</p>	
Other Sources	<p>Robinson, Piers. 2016, August 2. “Russian News May be Biased, But So is Much Western News.” The Guardian.</p> <p>Andrew, Liam. 2014, October 29. “Controlled Chaos: As Journalism and Documentary Film Converge in Digital, What Lessons Can They Share?” Neiman Lab at Harvard.</p>	
Additional Course Material		
Documents	–	
Assignments	–	
Exams	–	
Course Composition		
Social Sciences		100%
Natural Sciences		%
Engineering Sciences		%
Expert Knowledge		%
Assessment		
Activity	Count	Percentage (%)
Midterm Exam		
Quiz		

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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

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 critically 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

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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	Mediatization
13	Different Approaches of Mediatization
14	Different Approaches of Mediatization

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

<https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&curSunit=6028>

Compiled by:	Asst.-Prof. Dr. Elif Posos Devrani
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