

DEPARTMENT OF CULTURE AND COMMUNICATIONS SCIENCES  
COURSE SYLLABUS

Course Details				
<b>Code</b>		<b>Academic Year</b>		<b>Semester</b>
KKW233		2		3
<b>Title</b>		<b>T</b>	<b>A</b>	<b>L</b>
Media and Cultural Sciences		3		6
<b>Language</b>	German			
<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>	Regular			
<b>Course Type</b>	<b>Compulsory</b>	x	<b>Elective</b>	
<b>Objectives</b>	This course addresses various theoretical debates on culture and society. Rethinking the role of media in Turkey, Germany and elsewhere in the world, this course aims to enrich debates in the fields of media and cultural studies.			
<b>Content</b>	This course deals with issues such as forms of communication and their significance for cultural sciences. Various communication and media theories are introduced from the perspective of cultural sciences and explored in relation to the cultural context of meaning. The history of culture is analyzed as the history of media through historical and contemporary processes of transformation, and the meaning of changes in the media world and related forms of communication are explained. The research topics of the course include, in particular, the various dimensions of the media, their underlying communication technologies and the conditions of their production and use, as well as their institutions and organizations. In a parallel practical course, the theories, orientations and methods of media and communication presented in the course are illustrated and explained through examples.			
<b>Prerequisites</b>	-			
<b>Coordinator</b>	Prof. Uwe Hochmuth			
<b>Lecturer(s)</b>	Prof. Uwe Hochmuth			
<b>Assistant(s)</b>	Wiss. Mit. Hüsnü Yavuz AYTEKİN			
<b>Work Placement</b>	-			
Recommended or Required Reading				
<b>Books / Lecture Notes</b>	McLuhan, Marshall (1962). The Gutenberg Galaxy. The Making of Typographic Man. Toronto: University of Toronto Press, Toronto.			
<b>Other Sources</b>	Kittler, Friedrich (1985). Aufschreibesysteme 1800/1900. München: Fink Verlag.			
Additional Course Material				
<b>Documents</b>				
<b>Assignments</b>				

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Exams			
<b>Course Composition</b>			
Mathematics und Basic Sciences			%
Engineering			%
Engineering Design			%
Social Sciences	50		%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge	50		%
<b>Assessment</b>			
<b>Activity</b>	<b>Count</b>	<b>Percentage (%)</b>	
Midterm Exam	1	50	
Quiz	-	-	
Assignments	-	-	
Attendance	-	-	
Recitations	-	-	
Projects	-	-	
Final Exam	1	60	
	<b>Total</b>	<b>100</b>	
<b>ECTS Points and Work Load</b>			
<b>Activity</b>	<b>Count</b>	<b>Duration</b>	<b>Work Load (Hours)</b>
Lectures	14	3	42
Self-Study	10	10	100
Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
	<b>Total Work Load</b>	<b>144</b>	
	<b>ECTS Points (Total Work Load / Hours)</b>	<b>5(6)</b>	
<b>Learning Outcomes</b>			
1	The students will have a general knowledge of basic concepts, approaches and theories related to the media and cultural studies.		

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2	The students will have an awareness of the role of the media in the shaping of our everyday lives and cultural identities.
3	The students will develop a critical perspective on the role of the media in culture and society.
4	Ability to work with cultural science methods in a transdisciplinary context.
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**Weekly Content**

1	Introduction
2	Signs and Meanings in Media and Culture
3	Media Representations
4	Cultural Identities and Media Representations
5	Production of Media and Culture
6	Globalization
7	Consumption of Media and Culture
8	Consuming Media Narratives
9	MID-TERM
10	Media and Cultural Regulation
11	Media Regulation in the Global Age
12	Effects of Media Regulations in the Global Age
13	Media Differences
14	<b>FINAL EXAM</b>
15	

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

	P1	P2	P3	P4	P5	P6	P7
1	4	5	5	5	5		
2	4	5	5	5	5		
3	4	5	5	5	5		
4	4	5	5	5	5		

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5							
6							
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**Contribution Level** 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

<https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&curSunit=209>

**Compiled by:** Ars.Gör. İpek Kesici

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