

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

Course Details					
Code				Academic Year	Semester
KKW307				3	5
Title	T	U	L	ECTS	
Reception and Media Effects Research	3	-	-	6	
Language	Turkish				
Level	Undergraduate	x	Graduate		Postgraduate
Department / Program	Culture and Communication Sciences				
Forms of Teaching and Learning	Formal				
Course Type	Compulsory	x	Elective		
Objectives	The aim of the course is to provide students with the basics of media reception and media impact research.				
Content	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.				
Prerequisites	-				
Coordinator	Dr. Büşra Fadim Sarıkaya				
Lecturer(s)	Dr. Büşra Fadim Sarıkaya				

Assistant(s)	Research Ass. Hatice Zeynep Gürbener Şahin	
Work Placement	-	
Recommended or Required Reading		
Books / Lecture Notes	<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>	
Other Sources	Mangold, Roland/Vorderer, Peter/Bente, Gary (2004). Lehrbuch der Medienpsychologie. Göttingen: Hogrefe.	
Additional Course Material		
Documents		
Assignments		
Exams		
Course Composition		
Social Sciences	50	50%

Expert Knowledge	50	50%	
Assessment			
	Count	Percentage (%)	
Midterm Exam	-	-	
Quiz	-	-	
Assignments	4	30	
Attendance	14	10	
Recitations	-	-	
Projects	-	-	
Final Exam	1	60	
	Total	100	
ECTS Points and Work Load			
Activity	Count	Duration	Work Load(Hours)
Lectures	14	3	42
Self-Study	14	4	56
Assignments	4	4	16
Presentation / Seminar Preparation	1	14	14
Midterm Exam	-	-	-
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	40	40
	Total Work Load		168
	ECTS Points(Total Work Load/ 28)		6

Learning Outcomes							
1	Acquisition of knowledge about theories and methods of research on reception and effects.						
2	To be able to carry out first empirical studies on media use and effects.						
Weekly Content							
1	Introduction to media reception and impact research I						
2	Introduction to media reception						
3	Theoretical perspectives of reception research						
4	Media usage research						
5	Cultural and intercultural dimension of media reception I						
6	Cultural and intercultural dimension of media reception II						
7	Empirical Perspectives in Reception Research						
8	Introduction to media effects						
9	midterm exam						
10	Theoretical approaches to media impact research						
11	Scientific theoretical foundations of gratuity research I						
12	Scientific theoretical foundations of gratuity research II						
13	Presentation of the empirical research and discussion I						
14	Presentation of the empirical research and discussion II						
15	Summary discussion, evaluation of the seminar						
Contribution of Learning Outcomes to Program Objectives (1-5)							
	P1	P2	P3	P4	P5	P6	P7
1	5	3	5	4	5		
2	5	3	5	4	5		
3	5	3	5	4	5		
4	5	3	5	4	5		
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:

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Date of Compilation:

01.09.2022