

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Course Details				
Code	Academic Year			Semester
KKW 223	2			3
Title	T	A	L	ECTS
History of Media	2			4
Language	German			
Level	Undergraduate	x	Graduate	Postgraduate
Department / Program	Cultural and Communication Sciences			
Forms of Teaching and Learning	Regular			
Course Type	Compulsory	x	Elective	
Objectives	This lecture aims to offer an overview on media history ranging from cave paintings to the digital media.			
Content	This lecture will deal primarily with the communication of information, ideas, entertainment in words and images by means of speech, writing, music, print, telegraphy and telephony, radio, television and, most recently by the internet, but physical communication will also be considered.			
Prerequisites	-			
Coordinator	Dr. Detlev Quintern			
Lecturer(s)	Dr. Detlev Quintern			
Assistant(s)	Wiss. Mit. Hüsnü Yavuz Aytekin			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Bosch, Frank (2011). Mediengeschichte: Vom asiatischen Buchdruck zum Fernsehen. Frankfurt am Main: Campus Verlag.			
Other Sources	Briggs, Asa/Burge, Peter (2009). A Social History of the Media: From Gutenberg to the Internet. Cambridge: Polity Press.			
Additional Course Material				
Documents				
Assignments				
Exams				
Course Composition				
Mathematics und Basic Sciences				%
Engineering				%

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Engineering Design		%
Social Sciences	50	%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge	50	%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz	-	-
Assignments	-	-
Attendance	-	-
Recitations	-	-
Projects	-	-
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	2	14	28
Self-Study	10	8	80
Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
Total Work Load			188
ECTS Points (Total Work Load / Hours)			4

Learning Outcomes

1	Students will be able to interpret media form and content in historical context and make qualitative analysis.
2	Students will be able to apply a media historical perspective to their contemporary media environment.
3	Students will be able to explain how media acts as an agent of social change throughout history.
4	Analyzing the complex variable relationships between technological, cultural and political processes.

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5	To gain the ability to use systematic information on current events.
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Weekly Content

1	Introduction to Media History
2	History of Oral Communication
3	History of Writing
4	History of Paper
5	Gutenberg and the Printing Revolution
6	Newspapers, Journals and the Public Sphere
7	History of the Postal System
8	'Telegraph' - The Victorian Internet and Telephone
9	MIDTERM EXAM
10	History of Photography
11	History of Film and Cinema
12	History of Radio
13	History of Television
14	History of New Media (Digital Media)
15	FINAL EXAM

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

	P1	P2	P3	P4	P5	P6	P7
1	4	3	5	3	5		
2	4	3	5	3	5		
3	4	3	5	3	5		
4	4	3	5	3	5		
5							
6							
7							
8							
9							



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10							
11							
12							
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High						
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Compiled by:	Wiss.Mit. İpek Kesici						
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