Course Syllabus

Code - Course Title	**BYN226 - Critical Media Theories**
Course Type	IV. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. ERDAL DAĞTAŞ

Mode of Delivery	The mode of delivery of this course is face-to-face.
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	It is recommended that you have taken the Communication Theories course and been successful in it.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	• Özer, Ömer ve Erdal Dağtaş (2011). Popüler Kültürün Hâkimiyeti. Bir Türkiye Hikâyesi. Konya: Literatürk Yayınevi.• Erdoğan, İrfan ve Korkmaz Alemdar (2002). Öteki Kuram. Ankara: Erk Yayınları. • Fiske, John (1996). İletişim Çalışmalarına Giriş. Çev.: Süleyman İrvan. Ankara: Ark Yayınları. • Dağtaş, Banu (2003). Reklamı Okumak. Ankara: Ütopya Yayınevi.• Yaylagül, Levent (2008). Kitle İletişim Kuramları. İkinci Baskı. Ankara: Dipnot Yayınları. • İrvan, Süleyman (Der.) (1997). Medya, Kültür, Siyaset. Ankara: Ark Yayınları.
Work Placement	-
Aims of the Course	This course aims to foster a critical perspective and the production of knowledge through the instructor's presentations and the active participation of students on the subject.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		General Introduction: Background and Classification of Critical Approach	
Week - 2		Evaluating the Liberal-Pluralist Approach in the Media and Revealing Its Differences with a Critical Approach	
Week - 3		Historical Background and Interests of the Frankfurt School	
Week - 4		Frankfurt School and the Concept of “Culture Industry”	
Week - 5		Critical Political Economy Approach and Media -I-	
Week - 6		Critical Political Economy Approach and Media -II-	
Week - 7		Midterm	
Week - 8		“Media and the Problematic of Ideology” in the Critical Approaches (Marx, Volosinov, Gramsci, Althusser)	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 9		Structuralism and Semiology-I- (Saussure, Levi-Strauss, Peirce, Barthes)	
Week - 10		British Cultural Studies and Media -I-	
Week - 11		CuBritish Cultural Studies and Media -II-	
Week - 12		Feminist Approaches and Media	
Week - 13		Post-Modern Approaches and Media	
Week - 14		General Evaluation: Discussions on Turkish Media and Critical Theories	

Learning Outcomes

#	Learning Outcome
1	The student can define the fundamental approaches (liberal and critical approaches) that shape the field of mass communication.
2	Can explain the Frankfurt School's "culture industry" critique regarding the media.
3	The student will be able to explain the concepts problematized by the critical political economy approach—particularly regarding the ownership structure of the media and the axis of production—as well as its perspectives on ideology.
4	The student can interpret the relationship between media, power, and ideology within the framework of a critical approach.
5	Within the context of the structuralist approach, the student can evaluate the language of media texts from a semiotic perspective.
6	The British Cultural Studies approach may express the reproduction of ideology, as well as text/language-centered and audience-oriented approaches.
7	The student can explain the feminist approach to the media and provide examples.
8	The student will be able to define the postmodern approach based on the perspectives of different thinkers and discuss their views on media.

Sustainable Development Goals

✓ End Poverty ✓ Quality Education ✓ Gender Equality ✓ Reducing Inequalities ✓ Responsible Production and Consumption ✓ Peace, Justice and Strong Institutions ✓ Partnerships for Purposes

Course Theme

✓ Law, Ethics and Regulations ✓ Communication Technologies and the IoT ✓ Media, Design and Creative Arts ✓ Society, Law and Communication

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	15	45

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	10.00	3	30
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	20.00	1	20
Final Sınavı Hazırlığı (sınav süresi dahil)	20.00	1	20
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**4.5**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Multiple Choice Test ✓ Short-Answer Test ✓ Fill-in-the-Blank Test

Community Service Activity

This course does not include any Community Service activities.