Course Syllabus

Code - Course Title	**BYN410 - Contemporary Media Criticisms II**
Course Type	VIII. 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	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.

Recommended Resources	Adaklı, Gülseren (2006). “İletişimin Eleştirel Ekonomi Politiği”, Türkiye’de Medya Endüstrisi- Neoliberalizm Çağında Mülkiyet ve Kontrol İlişkileri. Ankara: Ütopya Yayınevi, ss. 34-45 ve 58-63.Acar, Yeşim P. (2008). “Küreselleşme Sürecinde Türkiye’de Reklam Endüstrisindeki Değişimler”. Yayımlanmamış Doktora Tezi. Ankara Üniversitesi: Sosyal Bilimler Enstitüsü, ss. 26-50. Dağtaş, Banu ve Erdal Dağtaş (2009). “Tüketim Kültürü, Yaşam Tarzları, Boş Zamanlar ve Medya Üzerine Bir Literatür Taraması”. (içinde) Medya Tüketim Kültürü ve Yaşam Tarzları. (Der.) Banu Dağtaş ve Erdal Dağtaş. Ankara: Ütopya Yayınevi, ss. 27-75. Dağtaş, Erdal (2014). Kamusal Alan ve Medya. Ankara: Ütopya Yayınevi.Dağtaş, Erdal (2008). “Medya ve Demokrasi Ekseninde Tabandan Yükselen Çığlık: Sivil İtaatsizlik Üzerine Bir Değerlendirme”, (içinde) Türkiye\\'de Sivil İtaatsizlik, Toplumsal Hareketler ve Basın. (Der.) Erdal Dağtaş, Ankara: Ütopya Yayınevi, ss. 27-78.Dağtaş, Banu ve Erdal Dağtaş (2008). “Sivil İtaatsizlik Örneği Olarak ‘Cumartesi Anneleri’ Eylemlerinin Türkiye Basınındaki Sunumu”, (içinde) Türkiye\\'de Sivil İtaatsizlik, Toplumsal Hareketler ve Basın. (Der.) Erdal Dağtaş, Ankara: Ütopya Yayınevi, ss. 239-277.Erdoğan, Necmi (2002). “Yok-sanma: Yoksulluk-Mâduniyet ve Fark Yaraları”, (içinde) Yoksulluk Hâlleri. (Der.) Necmi Erdoğan. İstanbul: Demokrasi Kitaplığı Yayınları, ss. 33-64.Mutlu, Mehmet (2008). “Yoksulluğun Türkiye Medyasında Sunumu: Deniz Feneri Programı Örneği”. Lisans Bitirme Tezi. Eskişehir: İletişim Bilimleri Fakültesi.Dağtaş, Banu (2008). “Türkiye’de Yaygın Televizyonlarda Tektipleşme ve Diziler: Tektipleşmiş Bir Zenginlik Göstergesi Olan Lüks Villaların Düşündürdükleri”, İleti-ş-im, Sayı: 8/Yaz, ss. 161-185.Çelenk, Sevilay (2005). Televizyon, Temsil, Kültür. Ankara: Ütopya Yayınevi, ss. 287-341.Dağtaş, Banu (2012). \\"Futbolda Tüketim Kültürü: Esstore ve ES ES Bonus Kart\\". Akdeniz Üniversitesi İletişim Fakültesi Dergisi. Sayı: 16/Haziran: 28-43.Gökalp, Emre (2005). “Medya ve Spor ya da Spor/Futbol Medyası”. Toplum ve Bilim. Sayı: 103, ss. 121-137.Bora, Tanıl (2001). “Türkiye’de Futbol ve Milliyetçilik”. Türkiye’de Sivil Toplum ve Milliyetçilik. İstanbul: İletişim Yayınları, ss. 559-581.Tunç, Aslı (2005). “Yurttaşlık Hareketi Bir Klik Ötede mi?: Küresel Direnç Platformu Olarak İnternet ”. (içinde) İnternet, Toplum, Kültür. (Der.) Mutlu Binark-Barış Kılıçbay. Ankara: Epos Yayınları, ss. 139-152. Özçetin, Burak, Umut Tümay Arslan, Mutlu Binark (2012). “Türkiye’de İnternet, Kamusallık ve Demokratik Kanaat Oluşumu”. Folklor / Edebiyat, Cilt: 18, Sayı:72: 51-76.
Work Placement	Group Presentations
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	
Week - 2		Neo-liberalism, Globalization and Civil Society Media	
Week - 3		Monopolization Tendencies, Deregulation and Convergence in Media	
Week - 4		Public Sphere, Representation and Media-I-: History of the Public Sphere, Bourgeois Public Sphere and the Press	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 5		Public Sphere, Representation and Media-II-: Transformation of Bourgeois Public Sphere and Public Service Media Models	
Week - 6		Twitter and Public Sphere	
Week - 7		Midterm	
Week - 8		Social Media as Participatory Culture	
Week - 9		Civil Disobedience, Citizenship Movements and the Media	
Week - 10		Consumer Culture, Lifestyles, Free Times and Media-I-	
Week - 11		Consumer Culture, Lifestyles, Free Times and Media-II-	
Week - 12		Ideological Production in Major Television Channels and Local TV Series in Turkey	
Week - 13		Football Industry and Television Football in Turkey	
Week - 14		General Evaluation	

Learning Outcomes

#	Learning Outcome
1	The student can explain the phenomenon of globalization within the framework of neoliberalism, its background, and the parallels between the development of media and globalization.
2	The student will be able to evaluate trends in media monopolization, deregulation, and the concept of convergence.
3	The student will be able to explain the historical background of the public sphere, the formation of the bourgeois public sphere, and the role of the press in this process.
4	The student can interpret the transformation of the bourgeois public sphere and public service media models.
5	The student can discuss the relationship between Twitter (X) and the public sphere from political economic and cultural perspectives.
6	The student can interpret the role of social media as a participatory culture from a multifaceted perspective.
7	It may evaluate the historical development, characteristics, and the relationship of the concept of civil disobedience with the media, focusing on the Turkish media.
8	Consumption culture may refer to the relationship between lifestyles, leisure, and media.
9	The student can explain the celebrity media in Turkey and the trends of "tabloidization" within the media in the context of the production of popular culture.
10	Students may discuss the ideological production in domestic series broadcast on major television channels in Turkey.
11	They can evaluate the phenomenon of television football within the framework of the industrialization of football in Turkey.

Sustainable Development Goals

✓ End Poverty ✓ No more hunger ✓ Quality Education ✓ Gender Equality ✓ Reducing Inequalities ✓ Peace, Justice and Strong Institutions ✓ Partnerships for Purposes

Course Theme

✓ Law, Ethics and Regulations ✓ Media, Design and Creative Arts ✓ Society, Law and Communication ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	15	45
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	10.00	3	30
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	10.00	1	10
Ara Sınav Hazırlığı (sınav süresi dahil)	15.00	1	15
Final Sınavı Hazırlığı (sınav süresi dahil)	15.00	1	15
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 ✓ True-False Test ✓ Presentation

Community Service Activity

This course does not include any Community Service activities.