Course Syllabus

Code - Course Title	**KYT451U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. BÜLEND AYDIN ERTEKİN

Mode of Delivery	Distance Learning
Prerequisites	There are no prerequisites or co-requisites for this course.
Courses Recomended	There are no other recommended courses associated with this course.
Recommended Resources	Political Communication and Media (Ed. Bülend Aydın ERTEKİN), Anadolu Üniversiity AÖF Editions May 2024
Work Placement	There is no internship or practicum for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Political Communication and Key Concepts	
Week - 2		Soft Power and Public Diplomacy	
Week - 3		Soft Power Tools and Branding	
Week - 4		Public Opinion Formation and Systems	
Week - 5		Propaganda Techniques and Election Campaigns	
Week - 6		Historical Development of Mass Communication	
Week - 7		Mid-term Exam	
Week - 8		Media Ownership and Media Effects	
Week - 9		Crisis Management in Political Communication	
Week - 10		Brand Management and Image in Politics	
Week - 11		Political Communication and Media Ethics	
Week - 12		Political Communication in the Digital Age	
Week - 13		Disinformation, Polarization and Artificial Intelligence	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Students who successfully complete this course will be able to explain the basic concepts, conceptual framework and the relationships between these concepts in the field of political communication.
2	Explain the interaction between media and politics with its historical and theoretical foundations.
3	Analyze the processes of public opinion formation and the effects of media content on public opinion.
4	Be able to define the communication strategies, message types, and target audience determination processes used in political campaigns.
5	Will be able to compare and evaluate the role of traditional media and digital/social media platforms in political communication.
6	Explain how political actors gain visibility through the media and the agenda setting and framing processes.
7	Explain the impact of the media on election processes, propaganda techniques and political advertising.
8	Analyze media management, information flow, and crisis communication strategies of political actors during crisis periods.
9	Distinguish between the concepts of media ethics, disinformation, misinformation and manipulation and evaluate their effects on democratic processes.
10	Will be able to interpret media-politics relations, international communication dynamics and media diplomacy on a global scale.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0

AKTS Workload

Activity	Duration (Hour)	Count	Workload
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**