Course Syllabus

Code - Course Title	**İLT556 - The Political Economy of New Media**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. FEYZA DALAYLI

Mode of Delivery	Face to face
Prerequisites	This course has no prerequisites or co-requisites.
Recommended Resources	1. Vincent Mosco (2009). The Political Economy of Communication. Sage. 2. Robert W. McChesney (2008). The Political Economy of Media. Monthly Review Press. 3. Dallas Smythe (1981). Dependency Road: Communications, Capitalism, Consciousness, and Canada. Ablex. 4. Herbert Schiller (1992). Mass Communications and American Empire. Westview Press. 5. Edward S. Herman & Noam Chomsky (1988). Manufacturing Consent: The Political Economy of the Mass Media. Pantheon. 6. Peter Golding & Graham Murdock (1991). “Culture, Communications and Political Economy”. 7. Nicholas Garnham (1990). Capitalism and Communication. Sage. 8. Armand Mattelart (1991). Advertising International. Routledge. 9. Christian Fuchs (2014). Digital Labour and Karl Marx. Routledge. 10. Nick Srnicek (2017). Platform Capitalism. Polity Press. 11. Shoshana Zuboff (2019). The Age of Surveillance Capitalism. Profile Books.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to the course and the general framework of the political economy approach	
Week - 2		Fundamental concepts of political economy: labor, capital, commodity, and relations of production	
Week - 3		Key figures in political economy I: Herbert Schiller and Herman & Chomsky	
Week - 4		The political economy tradition in Europe: Golding & Murdock – Garnham – Mattelart – Fuchs	
Week - 5		Communication and ideology I: Gramsci and hegemony – Althusser and ideological state apparatuses	
Week - 6		Communication and ideology II: The Frankfurt School and the culture industry – The British Cultural Studies tradition	
Week - 7		Media, ideology, and culture: The intersection of political economy and cultural studies	
Week - 8		Introduction to the political economy of media in Turkey: 1980–2000 period and the emergence of media groups	
Week - 9		Structural transformation of media in Turkey	
Week - 10		Media ownership, concentration, and convergence	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 11		Digital capitalism and platform economy	
Week - 12		Smythe and the audience commodity: Advertising, data, and user labor (Facebook, Google, YouTube as examples)	
Week - 13		Digital labor and data economy: Platforms, algorithmic governance, and user-generated production	
Week - 14		Contemporary debates: Artificial intelligence, content production, and the future of the media economy	

Learning Outcomes

#	Learning Outcome
1	Can explain the political economy approach
2	Can describe the historical development and theoretical foundations of political economy
3	Can discuss media and communication from a political economy perspective
4	Can evaluate the relationship between communication and ideology within a political economy framework
5	Can discuss the culture industry and media production processes
6	Can explain media ownership, concentration, and convergence processes
7	Can evaluate the political economy of media in Turkey
8	Can explain digital capitalism and the platform economy
9	Can discuss digital labor and user labor
10	Can analyze algorithms, data economy, and surveillance processes

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

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.