Course Syllabus

Code - Course Title	**İLT656 - Synthetic Media and Post-Authentic Communication**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. MESTAN KÜÇÜK

Mode of Delivery	Face to face
Prerequisites	No prerequisites
Recommended Resources	Chesney, R., & Citron, D. K. (2019). Deep fakes: A looming challenge for privacy, democracy, and national security. California Law Review, 107, 1753-1820.Vaccari, C., & Chadwick, A. (2020). Deepfakes and disinformation: Exploring the impact of synthetic political video on deception, uncertainty, and trust in news. Social Media + Society, 6(1).Baudrillard, J. (1994). Simulacra and simulation. University of Michigan Press.Hao, K. (2023). Virtual influencers and the future of fame. MIT Technology Review.Paris, B., & Donovan, J. (2019). Deepfakes and cheap fakes: The manipulation of audio and visual evidence. Data & Society Research Institute.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to the concept of synthetic media: Definition, scope, historical background, and its place in communication studies	
Week - 2		Theoretical foundations of the concept of authenticity: From Benjamin to Baudrillard, concepts of aura, originality, and copy	
Week - 3		Simulation and hyperreality: Baudrillard's theory of simulacra and its reinterpretation in the age of synthetic media	
Week - 4		The concept of post-authentic communication: Media beyond authenticity, trust crisis, and new communication dynamics	
Week - 5		Deepfake phenomenon and its social impacts: Political communication, disinformation, and effects on democratic processes	
Week - 6		Synthetic media and identity representation: Transformation of face, voice, and body representation, identity theft, and politics of representation	
Week - 7		Virtual influencers and synthetic identities: CGI characters, brand communication, and new dimensions of parasocial relationships	
Week - 8		Presentation and discussion of synthetic media case analysis work: Critical evaluation and methodological approaches	
Week - 9		Media credibility and epistemic crisis: The end of seeing is believing, transformation of concepts of witnessing and evidence	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Synthetic media and journalism practices: News verification, source credibility, and new questions for journalism ethics	
Week - 11		Synthetic media and popular culture: Use of synthetic content in cinema, music, and entertainment industry	
Week - 12		Media literacy and awareness: Redefining critical media literacy in the age of synthetic media	
Week - 13		Global perspectives: Reception and effects of synthetic media in different social and cultural contexts	
Week - 14		The future of post-authentic communication: Theoretical frameworks, research agendas, and implications for the communication discipline	

Learning Outcomes

#	Learning Outcome
1	Explains the concept of synthetic media in its social, cultural, and communicational dimensions.
2	Critically evaluates the historical transformation of the concept of authenticity and the concept of post-authentic communication.
3	Analyzes deepfake and synthetic identity phenomena within the framework of communication theories
4	Discusses the effects of synthetic media on media credibility and epistemic processes.
5	Examines virtual influencers and synthetic characters in the context of parasocial relationships.
6	Develops critical methodological approaches for synthetic media research.

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
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.