Dentistry (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI362
Course Name:	Memory and Culture in New Media Ecology
Semester:	Fall
Course Credits:	ECTS 5
Language of instruction:	English
Course Condition:	
Does the Course Require Work Experience?:	Yes
Type of course:	University Elective
Course Level:	Bachelor / TR-NQF-HE:6. Master`s Degree / QF-EHEA:First Cycle / EQF-LLL:6. Master`s Degree
Mode of Delivery:	E-Learning
Course Coordinator:	Doç. Dr. FERİDE ZEYNEP GÜDER
Course Lecturer(s):	Feride Zeynep Güder
Course Assistants:	

Course Objective and Content

Course Objectives:	This course aims to focus on human memory through advances in technology and cultural transformations of contemporary society in digital networks. The course is designed to embrace both theoretical arguments and narratives in the new media ecology through interdisciplinary perspectives that focus on the sociological, political, philosophical, ontological, and cultural trajectories of technology. Students are expected to analyse digital media contents, narrative genres, collective and personal memory, and historical letters, as well as some topics such as

	hive mind, posthumanism, artificial intelligence, collective trauma, connective turns, myths, hatred, healing discourses, post-truth, and conflicting ideologies.
Course Content:	This course aims to discuss human memory through advances in technology and cultural transformations of contemporary society in digital networks. The course is designed to embrace both theoretical arguments and narratives in the New Media Ecology and Critical Memory studies through interdisciplinary perspectives that focus on the major debates and theoretical frameworks of the analyses of digital society and identifies and analyses key epistemological, sociological, political, philosophical, and ontological assumptions underlying social research as well as cultural trajectories of technology. The course examines the impact of digital culture and critically assesses technology's role in society and memory. It explores how digital media challenges traditional notions of identity, community, the body, politics, and personal relationships.

Learning Outcomes

The students who have succeeded in this course;

1) Students taking this course will be able to discuss the relationship between Memory and the Digital Revolution.

2) Students will be able to analyze the digitalized world with a focus on memory and culture through sociological, political, philosophical and cultural aspects of technology and networked popular culture.

3) Students will understand specific concepts and terminologies related to memory and culture in New Media Ecology.

4) Students will be able to read and speak on specific topics related to the course content, such as artificial intelligence and hive minds, collective trauma, connective returns, cultural memory, cultural identity and ideologies, tangible and intangible memories, myths and digital narratives, media memory, hatred and forgiveness, healing discourses and conflicting ideologies.

5) Students will be able to critically analyze and discuss memory and culture.

6) Students will be able to follow debates on historical materialism, philosophy of history, the role of redemption and peaceful discourse in digital media. Students will be able to analyze the post-truth era and develop their own perspectives on presentism and cynical attitudes towards history.

7) Students will be able to engage in discussions on various topics related to futuristic aspects of memory: Astrobiology, Transhumanism, Posthumanism, Cyborgs, Anthropocentrism, Negantropocene, Multi-planetary life and Cyberpunk.

8) Students will talk about anthropocentric life from anthropocentrism to posthumanism.

9) Students will be able to read and talk about Big Data, Data Mining, Data Management, Data Surveillance and Dystopia. The course also explores the darker sides of digital media history narratives.

10) Students can develop critical reading skills through their own interpretations, focusing on the cultural archaeology of popular digital culture and discourses on digital media.

Course Flow Plan

Week	Subject	Related Preparation

1)	Introduction of the Course. What are the merits and demerits of the digital, networked, information Age? Retrospective analysis of the cultural meaning of technology.	
2)	What is Media Ecology? Introduction to Memory Studies. Collective Memory and The main components of collective memory and cultural identity. Looking critical to Digital Age and Culture. Main Discussions. Digital Storytelling, Media, and Technological Determinism: The economic, political, and cultural transition as far-reaching as the Industrial Revolution of the early 19th century. The emergence of urban print culture in the 15th. the changing roles of the reader and writer in interactive digital texts and the inherently collaborative nature of digital narratives. Algorithms, Future of AI. Günther Anders: The Role of Technology, Heidegger Gestell, Bernard Stiegler on Techniques.	
3)	A meta-level discussion of some important key terminologies: Hive mind, posthumanism, artificial intelligence, collective trauma, binding turns, myths, hatred, healing discourses, post-truth and conflicting ideologies, competitive memory, immanent subject, Social Media, Hypermedia, post-memory, Digital Postmodernism, Digital Aesthetics, Neuroscience, Neuropolitics, Neuropsychology, Technocommunication, Futurism, Artificial Consciousness, AI, VR, XR, MR, Metaverse, Transhumanism, Posthumanism, Cyborgs, Anthropocentrism, Negantropocene, Cyberpunk, Big Data, Data Mining, Data Management, Dataveillance, Dystopia.	
4)	Assman: Individual, Social, and Cultural Memory, (pdf) Analysis of Media Memory, Media Memory: Theory and Methodologies, Halbwachs's thought, the philosophy of Henri Bergson, Annales school of social and intellectual history: the historians Marc Bloch and Lucien Febvre, Cultural Memory and Early Civilization: Writing, Remembrance, and Political Imagination-Jan Assmann	
5)	Media Memory, Ethics, and Witnessing, New Media Memory, Memory, and Digital Media: Six Dynamics of the Gl004al Memory Field	
6)	Media Memory and Popular Culture, Media Memory, Journalism, and Journalistic Practice, Journalism as an Agent of Prospective Memory, Archive, Media, Trauma	
7)	Midterm	
8)	Archive, Media, Trauma, Students' analysis of Digital Media Discourses and presentation on Memory and Culture in New Media Ecology	
9)	Students' presentations on the analysis of Digital Media Discourses and Memory and Culture in New Media Ecology	
10)	Students' presentations on the analysis of Digital Media Discourses and Memory and Culture in New Media Ecology	
11)	Students' presentations on the analysis of Digital Media Discourses and Memory and Culture in New Media Ecology	

12)	Students' presentations on the analysis of Digital Media Discourses and Memory and Culture in New Media Ecology	
13)	Students' presentations on the analysis of Digital Media Discourses and Memory and Culture in New Media Ecology	
14)	Students' presentations on the analysis of Digital Media Discourses and Memory and Culture in New Media Ecology	
15)	Evaluation of Memory and Culture Debates in the Context of New Media Ecology	

Sources

Course Notes / Textbooks:	Assman, Jan, Cultural Memory and Early Civilization: Writing, Remembrance, and Political Imagination-Jan assman Assman, Jan, Communicative and Cultural Memory. Media Ecologies On Media Memory: Halbwachs, Maurice, On Collective Memory Critique of Cynical Reason, Crary, Jonathan Yeryüzü Yakılıp Yıkılırken Ranciere Distribution of the Sensible, Jeffrey K. Olick Vered Vinitzky-Seroussi Daniel Levy, The Collective Memory Reader, Oxford, Penley, Constance Andrew Ross, editors, Technoculture Sahai, S. (2023). The Collective Memory. The Southeast Asian Review. Miller, Vincent. Understanding digital culture Simon Lindgren, Digital Media, and Society, Grant David Bollmer, Theorizing Digital Cultures
References:	Assman, Jan, Cultural Memory and Early Civilization: Writing, Remembrance, and Political Imagination-Jan assman Assman, Jan, Communicative and Cultural Memory. Media Ecologies On Media Memory: Halbwachs, Maurice, On Collective Memory Critique of Cynical Reason, Crary, Jonathan Yeryüzü Yakılıp Yıkılırken Ranciere Distribution of the Sensible, Jeffrey K. Olick Vered Vinitzky-Seroussi Daniel Levy, The Collective Memory Reader, Oxford, Penley, Constance Andrew Ross, editors, Technoculture Sahai, S. (2023). The Collective Memory. The Southeast Asian Review. Miller, Vincent. Understanding digital culture Simon Lindgren, Digital Media, and Society, Grant David Bollmer, Theorizing Digital Cultures

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6	7	8	9	10
Program Outcomes										
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.										
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.										
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.										
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.										
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.										
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.										
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.										
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.										
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.										

Course Learning Outcomes	1	2	3	4	5	6	7	8	9	10
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.										
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.										
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society										
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.										
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.										
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.										

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	

3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
9)	By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.	
10)	During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	
11)	Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.	
12)	In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society	
13)	Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.	
14)	Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.	
15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 20
Project	1	% 30
Final	1	% 50
total		**% 100**
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
total		**% 100**

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	16	52
Presentations / Seminar	16	32
Homework Assignments	16	32
Total Workload		**116**