Radio, Television and Cinema (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:	Spring 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 Globital 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) By providing both theoretical and practical education, it prepares students for academic and business life.										
2) It provides a critical perspective on mass media.										
3) With the English curriculum, it allows students to follow the international market and academic studies from original sources.										
4) Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.										
5) Thanks to the media professionals, the students will be ready for the sector.										
6) Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.										
7) Have the basic knowledge and experience of image technologies.										
8) Thanks to sectoral cooperation, professional business life will be started.										
9) Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.										
10) With the technical training to be taken in studio environment, students gain experience in the sector.										
11) They will have skills such as negotiating with the group, taking initiative.										
12) Acquire basic values related to media and business ethics.										
13) Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.										

Course Learning Outcomes	1	2	3	4	5	6	7	8	9	10
14) Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.										

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	By providing both theoretical and practical education, it prepares students for academic and business life.	
2)	It provides a critical perspective on mass media.	
3)	With the English curriculum, it allows students to follow the international market and academic studies from original sources.	
4)	Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.	
5)	Thanks to the media professionals, the students will be ready for the sector.	
6)	Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.	
7)	Have the basic knowledge and experience of image technologies.	
8)	Thanks to sectoral cooperation, professional business life will be started.	
9)	Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.	
10)	With the technical training to be taken in studio environment, students gain experience in the sector.	
11)	They will have skills such as negotiating with the group, taking initiative.	
12)	Acquire basic values related to media and business ethics.	
13)	Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.	

| 14) | Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field. | |

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**