

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:	RTC306		
Course Name:	Political Economy of Media		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>4</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	Compulsory Courses		
Course Level:	<div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Doç. Dr. MİHALİS KUYUCU		
Course Lecturer(s):	Assoc.Prof.Mihalis Kuyucu		
Course Assistants:			

## Course Objective and Content

Course Objectives:	To present general the main information of how general economy applied to media
Course Content:	Basic concepts of media industry to understand the economic structure, the difference between the media economy and the general economy, the basic players of media economy, advertisers, media bosses, consumers, media market types, media monopolization - competitive market -

oligopoly Market and its effects on media producers and consumers of these market types, ownership structure in the media, media models of income.

## Learning Outcomes

The students who have succeeded in this course;

- 1) To apply the general economy to media
- 2) To obtain information about the industrial process of media
- 3) To present main information about media management

## Course Flow Plan

Week	Subject	Related Preparation
1)	Concept of Media Economics	
2)	The Lead Players of Media Economics	
3)	The Functions of Media Industry	
4)	Market Structure of Media Economy (Monopoly-Oligopoly)	
5)	Concentration Ratio Calculation in Media Economics	
6)	Life Cycle Concept in Media Economics	
7)	SWOT Analysis in Media Industry	
8)	Feasibility and Construction of Media Companies	
9)	Marketing Management in Media	
10)	The Income – Revenue Sources of Media Economics in Turkey	
11)	Advertising Expenditures of Turkish Media Market, Analysis of Turkish Media Market (1980-2020) - Part 1	
12)	Advertising Expenditures of Turkish Media Market, Analysis of Turkish Media Market (1980-2020) Part 2	
13)	Medyada Reyting - Reklam - Gelir ilişkisi	
14)	Final Project Presentations	

## Sources

Course Notes / Textbooks:	The Media Economy - Alan B. Albarran

**Course - Program Learning Outcome Relationship**

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

**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.	3
2)	It provides a critical perspective on mass media.	3
3)	With the English curriculum, it allows students to follow the international market and academic studies from original sources.	3
4)	Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.	3
5)	Thanks to the media professionals, the students will be ready for the sector.	3
6)	Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.	3
7)	Have the basic knowledge and experience of image technologies.	3
8)	Thanks to sectoral cooperation, professional business life will be started.	3
9)	Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.	3
10)	With the technical training to be taken in studio environment, students gain experience in the sector.	3
11)	They will have skills such as negotiating with the group, taking initiative.	3
12)	Acquire basic values related to media and business ethics.	3
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.	3
14)	Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	3

### Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Attendance	1	% 20
Application	1	% 20

Project	2	% 20
Midterms	1	% 20
Final	1	% 20
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 80
PERCENTAGE OF FINAL WORK		% 20
<b>total</b>		<b>% 100</b>

### Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	2			28
Application	14	2			28
Project	2	6	1	1	16
Quizzes	2	6	2		16
Final	1	1	1		2
<b>Total Workload</b>					<b>90</b>