

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:	UNI149		
Course Name:	Media and Society		
Semester:	Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <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> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Prof. Dr. PEYAMI ÇELİKCAN		
Course Lecturer(s):	Peyami Çelikcan		
Course Assistants:			

Course Objective and Content

Course Objectives:	This course aims to provide a comprehensive understanding of media and society relations in accordance with communication theories
Course Content:	The course will be covered by following topics: development of mass media, the effects of mass media, mass communication, functions of mass communication, communication theories

Learning Outcomes

The students who have succeeded in this course;

- 1) Understanding mass media and mass communication
- 2) Understanding effects of mass media on society
- 3) Understanding communication theories

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to communication	
2)	Basic terms of mass communication and mass media	
3)	Mass media and society	
4)	Paul Lazarsfeld	
5)	Harold Laswell	
6)	1st Quiz	
7)	Walter Lippman	
8)	Agenda Setting	
9)	Technological Determinism	
10)	International Communication	
11)	Cultural Imperialism	
12)	2nd Quiz	
13)	Uses and Gratification Theory	
14)	Final Evaluation	
15)	Final	

Sources

Course Notes / Textbooks:	Mass Communication Theory, Denis McQuail, 6th Edition, Sage Publication, 2010.
References:	Course Slides

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.			
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.			

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

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	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
Quizzes	2	% 50
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	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	3	2		70
Study Hours Out of Class	14	0	2		28
Midterms	2	8			16
Final	1	10			10
Total Workload					124