

**School of Communication / New Media and Communication Systems**  
**2024 - 2025 Academic Year**  
**NEW MEDIA THEORIES**  
**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
NEW MEDIA THEORIES	YMİ4110588	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Esra OĞUZHAN				
<b>Name of Lecturer(s)</b>	Assist.Prof. Esra OĞUZHAN				
<b>Assistant(s)</b>	Lecture notes				
<b>Aim</b>	The aim of the course is to provide information about basic dynamics of new media, sociology of new media, information society.				
<b>Course Content</b>	This course contains; The concept of media through technological approaches,Harold Innis and Marshall McLuhan's evaluation of technological theories,Walter Ong's technological approaches,Cultural industry approach and theorists,Jurgen Habermas and theories,New media studies and general evaluations,Herbert Marcuse theories,general assessment,Cast Network Society "and ağı Information Age an gathered through the production of Manuel Castells' different perspectives.,Lev Manovich and new media discourse,Overview of new media and new media studies, theories and theorists.,Application studies,Application studies.				
<b>Course Learning Outcomes</b>		<b>Teaching Methods</b>	<b>Assessment Methods</b>		
Recognizes the main theorists in the literature		9	A		
Evaluates the use of new media in line with theoretical approaches		9	A		
interprets the social and cultural effects of media use		9	A		
<b>Teaching Methods</b>	9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	The concept of media through technological approaches				
2	Harold Innis and Marshall McLuhan's evaluation of technological theories				
3	Walter Ong's technological approaches				
4	Cultural industry approach and theorists				
5	Jurgen Habermas and theories				
6	New media studies and general evaluations				
7	Herbert Marcuse theories				
8	general assessment				
9	Cast Network Society "and ağı Information Age an gathered through the production of Manuel Castells' different perspectives.				
10	Lev Manovich and new media discourse				
11	Overview of new media and new media studies, theories and theorists.				
12	Application studies				
14	Application studies				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources	
<p>Aydoğan,Filiz, Yeni Medya Kuramları I,İstanbul:Der Yayınları,  Aydoğan,Filiz, Yeni Medya Kuramları II, İstanbul:Der Yayınları,  Sally Wyatt. "Non-Users Also Matter: The Construction of Users and Non-Users of the Internet." In How Users Matter. Nelly Oudshoorn and Trevor Pinch, eds. Cambridge, MA: MIT Press, 2003.</p> <p>Diğer Kaynaklar</p> <p>Thomas Hughes. "The Evolution of Large Technological Systems." In The Social Construction of Technological Systems: New Directions in the Sociology and History of Technology. Wiebe Bijker, Thomas Hughes, and Trevor Pinch, eds. Cambridge, MA: MIT Press, 1987.</p> <p>Merritt Roe Smith. "Technological Determinism in American Culture." In Merritt Roe Smith and Leo Marx, eds. Does Technology Drive History? Cambridge, MA: MIT Press, 1994.</p>	