

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

MEDIA ANALYSIS and DISCOURSE

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA ANALYSIS and DISCOURSE	HR2252350	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Başak GEZMEN				
Name of Lecturer(s)	Assoc.Prof. Başak GEZMEN				
Assistant(s)					
Aim	To give information about theories of data analysis, methods and tools of data collection and analysis.To give information about media employees, media contents, media organizations, media viewers and media effects.To analyze media employees, media content, media organizations, media viewers and media effects.				
Course Content	This course contains; Theoretical Foundations of Media Analysis,Methodological Basis of Media Analysis,Basic Concepts of Media Analysis,Media Analysis Areas I: Media Professionals,Media Analysis Fields II: Media Contents,Media Analysis Areas III: Media Organizations,Media Analysis Areas IV: Media Viewers,Media Analysis Fields V: Media Effects,Media Analysis Methods I: Content Analysis,Media Analysis Methods II: Discourse Analysis,Media Analysis Methods III: Indicative Analysis,Methods of Media Analysis IV: Rhetoric Analysis,Application, Presentation,Application, Presentation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Students who can successfully complete this course analyze using techniques related to discourse analysis.			10, 16, 37, 4, 9	A, D	
Define theoretical foundations of media analysis.			10, 16, 4, 9	A, E	
Interprets the effects of media analysis fields on the media.			10, 4	A, E	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Theoretical Foundations of Media Analysis	Reading the topics mentioned from relevant sources			
2	Methodological Basis of Media Analysis	Reading the topics mentioned from relevant sources			
3	Basic Concepts of Media Analysis	Reading the topics mentioned from relevant sources			
4	Media Analysis Areas I: Media Professionals	Reading the topics mentioned from relevant sources			
5	Media Analysis Fields II: Media Contents	Reading the topics mentioned from relevant sources			
6	Media Analysis Areas III: Media Organizations	Reading the topics mentioned from relevant sources			
7	Media Analysis Areas IV: Media Viewers	Reading the topics mentioned from relevant sources			
8	Media Analysis Fields V: Media Effects	Reading the topics mentioned from relevant sources			
9	Media Analysis Methods I: Content Analysis	Reading the topics mentioned from relevant sources			
10	Media Analysis Methods II: Discourse Analysis	Reading the topics mentioned from relevant sources			
11	Media Analysis Methods III: Indicative Analysis	Reading the topics mentioned from relevant sources			
12	Methods of Media Analysis IV: Rhetoric Analysis	Reading the topics mentioned from relevant sources			
13	Application, Presentation	Reading the topics mentioned from relevant sources			
14	Application, Presentation	Reading the topics mentioned from relevant sources			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		
Resources					
1- A. A. Berger, Media analysis techniques. Beverly Hills: Sage, 1982					
2- A. A. Berger, Kitle İletişiminde Çözümleme Yöntemleri. Eskişehir: Anadolu Üniversitesi Yayınları, 1993.					
3- M. S. Çebi Murat Sadullah, İletişim Araştırmalarında İçerik Çözümlemesi. Ankara: Alternatif Yayınları, 2003.4- M. S. Çebi, Murat Sadullah (Der./Çev.), Medya Etki Araştırmaları. Ankara: Alternatif Yayınları, 2003.					
5- M. S. Çebi, "Siyasal Reklamlarda Öteki'nin İnşası", Selçuk İletişim. 4 (4), 96-121, 2007					
6- N. Bilgin, İçerik Analizi. Ege Üniversitesi Edebiyat Fakültesi: İzmir, 2000					
7- D. Deacon vd, Researching Communications. A Practical Guide to Methods in Media and Cultural Analysis. London: Edwards Arnold. 1997					
8- J. Fiske, John, Introduction to Communication Studies, London: Routledge. 1990					
9- J. Gripsrud, Understanding Media Culture, London: London : Edwards Arnold. 2002					
10- M. Mcdonald, Exploring media discourse. London: Arnold. 2003					