

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

MEDIA and POLITICS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA and POLITICS	PR4212032	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Esra OĞUZHAN				
Name of Lecturer(s)	Lect. Muhammed Çağrı BİLİR, Assist.Prof. Esra OĞUZHAN				
Assistant(s)					
Aim	The aim of this course is to examine the relationship between media and political behavior. The course will explain the types and methods of propoganda of politicians through media. In addition, it will be discussed how the society will follow the politics through media and make political choices in this direction.				
Course Content	This course contains; national and international media,The relationship between media and politics,Social media and politics,Propoganda samples from past to present,Press and politics on press and politics,media and politics relations, basic principles of moral philosophy,Communication system created by political decision-making mechanisms in Turkey,The role of media in political participation and movements,The relationship between media and political behavior,media management for politicians during election periods,the social media use by the politics actors,media capital and politics,the importance of socail media on politics,media analysis during election periods.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Recall basic concepts and history of politics.			16, 9	A	
assess media and politics			16, 9	A	
Explain the relationship between mass media and propaganda.			16, 9	A	
Explain media, due to its functions and status, is a primarily effective communication tool in the development of democratic regime sand democratic consciousness.			16, 9	A	
Recall basic concepts and history of politics.			16, 9	A	
Teaching Methods	16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	national and international media				
2	The relationship between media and politics				
3	Social media and politics				
4	Propoganda samples from past to present				
5	Press and politics on press and politics				
6	media and politics relations, basic principles of moral philosophy				
7	Communication system created by political decision-making mechanisms in Turkey				
8	The role of media in political participation and movements				
9	The relationship between media and political behavior				
10	media management for politicians during election periods				
11	the social media use by the politics actors				
12	media capital and politics				
13	the importance of socail media on politics				
14	media analysis during election periods				
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources
1] Bektas, A. (2002) Siyasal Propaganda, Bağla Yay., İstanbul.[2] Uztuğ, F. (1999) Siyasal Marka Seçim Kampanyaları ve Aday İmaji, Mediacat Yayınları, Ankara.