

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

DIGITAL MEDIA and SOCIETY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL MEDIA and SOCIETY	YMİ2150810	Fall Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Merve YAZİCİ				
Name of Lecturer(s)	Assist.Prof. Merve YAZİCİ				
Assistant(s)					
Aim	To provide the students who learn the basic concepts of media to get acquainted with the place of the media in the society and collecting effects, to inform about the future of the media and legal arrangements in Turkey and in the world and to develop their sensitivity about media ethics.				
Course Content	This course contains; Introduction to communication and digital media concepts,Mass communication and society,Social effects of new communication technologies,Information Society and Media Literacy,Cyber bullying,Gender concepts in the media,Media and the children,Digital media and hate speech,Changing media, new media and journalism,Digital Media and Society Student Presentations,Digital Media and Society Student Presentations,Digital Media and Society Student Presentations,Digital Media and Society Student Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Identify the attributes of communication concept and mass media.			13, 16, 9	A, E	
Describe the effects of mass media on public opinion			9	A, E	
Küreselleşme kavramını açıklar.			10, 16, 9	A, E	
Describe how media affects, culture, literature, art, areas with globalization.			10, 16, 9	A	
Identify new media technologies			10, 13, 9	A	
Distinguish the legal arrangements of traditional media with new communication technologies.			10	A, E	
Describe the effect of media to the cultural, economic, social areas.			10, 8	A, E, G	
Determine the concept of gender in the media.			10, 8	A, E	
Review the impact of mass media on children.			10, 9	A	
Describe the relationship between the media and politics.			10	A, E	
Define the concept of media literacy			10, 16, 9	A, E	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to communication and digital media concepts	Lecture notes			
2	Mass communication and society	Lecture notes			
3	Social effects of new communication technologies	Lecture notes			
4	Information Society and Media Literacy	Lecture notes			
5	Cyber bullying	Students are responsible for reading course notes. Additionally, students are responsible for reading and interpreting the relevant case analysis.			
6	Gender concepts in the media	Lecture notes			
7	Media and the children	Students are responsible for reading course notes. Additionally, students are responsible for reading and interpreting the relevant case analysis.			
8	Digital media and hate speech	Lecture notes/ Case study			
9	Changing media, new media and journalism	Lecture notes			
10	Digital Media and Society Student Presentations	Assignment			
11	Digital Media and Society Student Presentations	Assignment			
12	Digital Media and Society Student Presentations	Assignment			
13	Digital Media and Society Student Presentations	Assignment			
14	Digital Media and Society Student Presentations	Assignment			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Notes to be shared on Mebis1- T. Küçükcan, Toplumun, Kültür Politikaları ve Medyanın Kültürel Süreçlere Etki Algısı Araştırması, T.C. Kültür ve Turizm Bakanlığı Telif Hakları ve Sinema Genel Müdürlüğü'nün Katkılarıyla, Seta Yayınları, Ekim 2011.
2- M. Demir, Televizyon – İzleyici İlişkisinin, Özellikle Çocuklar Temelinde Kanada ve Türkiye Örneklerinde Değerlendirilmesi ve Çocuk İzleyiciler İçin Gerçekleştirilen Medya Okuryazarlığı İle İlgili Çalışmalar Üzerine, Ege Üniversitesi, Yeni Düşünceler Dergisi, Sayı.6, Ekim 2011.
3- T.C.Başbakanlık Kadının Statüsü Genel Müdürlüğü, POLİTİKA DOKÜMANI, 2008.
4- S. Güller, Yeni İletişim Ortamlarının Habercilik Üzerine Etkileri, T.C. Marmara Üniversitesi Sosyal Bil. Ens. İletişim Bilimleri ABD., Yüksek Lisans Tezi, İstanbul, 2007.
5- B. Çaplı, H. Tuncel, Televizyon Haberciliğinde Etik, Fersa Matbaacılık, 2010.
6- A. Belsey, R. Chadwick, Medya ve Gazetecilikte Etik Sorunlar, Ayrıntı Yayınları, 1994.
7- J. Pavlik, Journalism and New Media, Columbia University Press, 2001.
8- M. Demir, Yeni Medya Üzerine..., Literatürk Yayınevi, Konya, 2013.
9- M. Demir, Yeni Medya Üzerine Vol.2, Literatürk Yayınevi, Konya, 2014.