

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

MEDIA ANALYSIS and DISCOURSE

Syllabus

| Course Description | | | | | |
|---|--|--|-------------------------|---------------------------|-------------|
| Name | Code | Semester | T+A Hour | Credit | ECTS |
| MEDIA ANALYSIS and DISCOURSE | YMİ3252350 | 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 | | | | | |