

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA HISTORY	YMİ1238220	Spring Semester	3+0	3	6
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Ahmet Serkan OKAY				
Name of Lecturer(s)	Assist.Prof. Ahmet Serkan OKAY				
Assistant(s)					
Aim	The aim is informing about emergence of the mass media and development of the mass media in historical process , defining the changes of media about economical ,political , social items from past to present to evaluate correctly the today's media , encourage to let media to be understood with it's historical contents and structures				
Course Content	This course contains; Introduction to Media and Communication History,Periods of Media History,Impact of Alphabet and Oral Literature,Global Village, New Media and Gutenberg Galaxy,Printing Revolution and Invention of Press,The Age of Enlightenment and the Emergence of Newspapers,Press Activities in the Ottoman Period,Press Activities in the Republic Period,History of Radio and Radio Broadcasting,Emerging of the Cinema,Development of Television and Television Broadcasting,New Communication Technologies,Internet Broadcasting and Digital Media,Mobile Media Technologies and Mobile Broadcasting.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
It explains the emergence and development of media			16, 9	A	
It defines the communication methods that used before writing			16, 9	A	
It explains invention of writing and paper			10, 16, 9	A	
It describes the basic features of communication in Ancient and in The Middle Ages			16, 9	A	
It determines the main development and the periods of communication methods and technologies in their historical period.			10, 16, 9	A	
It examines period that is from invention of the printing press to invention of writing.			16, 9	A	
It explains the passing along of inventions which are revolutionary in transporting and communicating.			16, 9	A	
It determines the role of technological developments as the printing press, telegraph , telephone and invention of cinema in historical period of media.			10, 16, 9	A	
It explains the inter-relation between the emergence and spread of the newspaper, and forming of a new mass of illiterate			16, 9	A	
It analyzes the characteristics of the first newspapers			16, 9	A	
It reviews the social effects of mass media.			16, 9	A	
It describes the international newsfeed in 20th century			10, 9	A	
It determines development and the emergening of radio broadcasting and the casting in Turkey and in the world.			10, 16, 9	A	
It explains the development of new communication technologies in media history.			16, 9	A	
It tells the history of the Turkish media			10, 16, 9	A	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to Media and Communication History	Reading a book chapter on the subject			
2	Periods of Media History	Reading a book chapter on the subject			
3	Impact of Alphabet and Oral Literature	Reading a book chapter on the subject			
4	Global Village, New Media and Gutenberg Galaxy	Reading a book chapter on the subject			
5	Printing Revolution and Invention of Press	Reading a book chapter on the subject			
6	The Age of Enlightenment and the Emergence of Newspapers	Reading a book chapter on the subject			
7	Press Activities in the Ottoman Period	Reading a book chapter on the subject			
8	Press Activities in the Republic Period	Reading a book chapter on the subject			
9	History of Radio and Radio Broadcasting	Reading a book chapter on the subject			
10	Emerging of the Cinema	Reading a book chapter on the subject			
11	Development of Television and Television Broadcasting	Reading a book chapter on the subject			
12	New Communication Technologies	Reading a book chapter on the subject			
13	Internet Broadcasting and Digital Media	Reading a book chapter on the subject			
14	Mobile Media Technologies and Mobile Broadcasting	Reading a book chapter on the subject			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
[1] courses slides can be downloaded by www.medipol.edu.tr Baldini, M. (2000). İletişim Tarihi, Çev. Gül Batuş, Avcıol Basım Yayın: İstanbul. Briggs, A. and Burke, P. (2004). Medyanın Toplumsal Tarihi, Çev. İbrahim Şener, İzdüşüm Yayınları: İstanbul. Poe, T.P. (2019). İletişim Tarihi, Çev. Umut Yener Kara, Isık Yayınları: İstanbul. David Crowley, Paul Heyer (2017) İletişim Tarihi, Çev.Berkay Ersöz, Siyasal Kitapevi,Ankara Engin Çağlak (2016) İletişim Tarihi, Nobel Yayıncılık, Ankara