

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

MUSIC INDUSTRY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MUSIC INDUSTRY	YMİ4214124	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	The aim of this course is to enable them to analyze the music listening practices that have changed with digitalization, the music industry and the structure in these industry branches, the organization and management process that serves this structure, in the axis of music sociology.				
Course Content	This course contains; Language and oral culture, transition from oral culture to written culture, Music in oral culture, the emergence and transformation of music, Massive music on the axis of the culture industry, Production, consumption and distribution of music in the culture in which it was created, The mass culture debate, postmodernism and the cultural turn, Cultural areas of everyday life, media and new media and music, Media and hedonism, popular cultures: rock ideology and culture, Critical Approaches, Critical approaches, The Paradox of modern Art, Socialization through music, social interaction, social mobility, Music and Alienation, Music sociology and politics, Technological developments and transformation in music listening practices, Music industry and digital music.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Analyzes the relationship between music, sociology, philosophy and aesthetics.			10, 16, 9	A, E	
Analyze the effect of music in the socialization process in music sociology.			10, 16, 9	F	
Evaluates music listening practices, the music industry and the structure in these industries in the digitalized world.			10, 16	F	
Examines the relationship between culture and daily life and alienation in music.			10, 16, 6, 9	A, D	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Language and oral culture, transition from oral culture to written culture	Reading an article on the subject from the relevant book			
2	Music in oral culture, the emergence and transformation of music	Reading an article on the subject from the relevant book			
3	Massive music on the axis of the culture industry	Reading an article on the subject from the relevant book			
4	Production, consumption and distribution of music in the culture in which it was created	Reading an article on the subject from the relevant book			
5	The mass culture debate, postmodernism and the cultural turn	Reading an article on the subject from the relevant book			
6	Cultural areas of everyday life, media and new media and music	Reading an article on the subject from the relevant book			
7	Media and hedonism, popular cultures: rock ideology and culture	Reading an article on the subject from the relevant book			
8	Critical Approaches	Reading an article on the subject from the relevant book			
9	Critical approaches, The Paradox of modern Art	Reading an article on the subject from the relevant book			
10	Socialization through music, social interaction, social mobility	İlgili kitaptan konuya ilişkin makalenin okunması			
11	Music and Alienation	Reading an article on the subject from the relevant book			
12	Music sociology and politics	Reading an article on the subject from the relevant book			
13	Technological developments and transformation in music listening practices	Reading an article on the subject from the relevant book			
14	Music industry and digital music	Reading an article on the subject from the relevant book			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Günay, E. (2006). Müzik sosyolojisi. Ankara: Bağlam Yayıncılık. Kutluk, F. (1997). Müzik ve politika. Ankara: Doruk Yayıncılık. Popescu, E. J. (1996). Oskay, Ü. (1995). Müzik ve Yabancılaşma. İstanbul: Der Yayınları