

Course Description						
Name		Code	Semester	T+A Hour	Credit	ECTS
MEDIA HISTORY		MGS1238220	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 emerging 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
<p>[1] courses slides can be downloaded by www.medipol.edu.tr</p> <p>Baldini, M. (2000). İletişim Tarihi, Çev. Gül Batuş, Avcıol Basım Yayın: İstanbul.</p> <p>Briggs, A. and Burke, P. (2004). Medyanın Toplumsal Tarihi, Çev. İbrahim Şener, İzdüşüm Yayınları: İstanbul.</p> <p>Poe, T.P. (2019). İletişim Tarihi, Çev. Umut Yener Kara, Isık Yayınları: İstanbul.</p> <p>David Crowley, Paul Heyer (2017) İletişim Tarihi, Çev.Berkay Ersöz, Siyasal Kitapevi,Ankara</p> <p>Engin Çağlak (2016) İletişim Tarihi, Nobel Yayıncılık, Ankara</p>