



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Television, Culture and Representation							
Course Code		HİRY522		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to examine and discuss our cultural environment, how our thoughts are shaped by culture and cultural products and shaped by us.							
Course Content		This course will provide a critical overview of the relationship between television and television audiences, both individually and in a broader social context. In summary, our own cultural vision and way of life will be examined in the context of a tool that plays a central role in our cultural life. The textuality and messages of television as a tool belonging to the public and private spheres, the ways of covering the economic political and cultural dimensions of our daily lives and critical readings written in this context will be examined.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Barker, Chris, 1999, Television, Globalisation and Cultural Identities, Open University Press (TGC)
2	Kellner, Douglas, 1998, Media Culture, Routledge, London, New York (MC)

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction: Television, representation and culture
2	Theoretical	Communication, representation and culture in critical social theories
3	Theoretical	Televizyon ve televizyon programlarını anlamak: Metin nedir ve çözümleme biçimleri
4	Theoretical	Television narration as a narration system
5	Theoretical	Combining the mode of production, textuality and identity politics of television: advertising
6	Theoretical	Television and race, gender and class representation
7	Theoretical	Television as a cultural form
8	Intermediate Exam	Midterm Exams
9	Theoretical	Television: Public and private space
10	Theoretical	Audience and meaning production
11	Theoretical	Television production, program types and streaming
12	Theoretical	Television economic relations program production and professionals
13	Theoretical	Television economy in the age of globalization and relations of international cultural domination
14	Theoretical	An overview of period information: the cultural link between the postmodern era and television texts.
15	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Evaluates television within the framework of main theories and concepts as a prominent field in mass culture where cultural studies are intensified.
2	Analyzes television itself as a text, program types and texts.
3	Deepens into the social role of television within mass media the culture and culture industry and within the context of the public and private sphere.
4	Examines and interprets the ways in which television texts are produced, the economic structure of channels and the viewing habits.
5	Applies theoretical and analytical knowledge to national and international products and relations

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	5	4	3	3
P2	4	5	5	5	5
P3	4	4	4	4	4
P4	4	5	4	3	4
P5	4	4	5	5	5
P6	4	5	4	5	3
P7	4	5	5	4	4
P8	5	4	5	5	4
P9	5	5	4	4	5
P10	4	5	5	3	4

