



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Politics in Turkey							
Course Code		HİRY523		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In this course, the question of how media is “regulated hem in both industry and product / content will be discussed with an economic political approach. Throughout the course, the development of media policies in contemporary capitalist societies will be presented with examples from around the world.							
Course Content		At the end of the semester, students are expected to gain a critical perspective on the general functioning of the policy making processes in the media and to have a certain knowledge distribution through historical examples.							
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	Adaklı, Gülseren (2006) Türkiye'de medya endüstrisi: Neoliberalizm çağında mülkiyet ve kontrol ilişkileri, Ankara: Ütopya.
2	Arın, Tülay (1994) "Altyapı hizmetlerinde teknolojik değişme, özel sermaye ve metalaşma biçimleri", Dünü ve Bugünüyle Toplum ve Ekonomi, Sayı: 6 (Mayıs) 5-67.

Week	Weekly Detailed Course Contents	
1	Theoretical	Specific scope of media policies
2	Theoretical	Economic Development of political thought; critical economic, political and media policies
3	Theoretical	Specific aspects of commodities produced by the media industry and the media
4	Theoretical	Media's industrialization process and policies from 1800s to present
5	Theoretical	Ownership and control patterns in the media sector
6	Theoretical	Crisis of the 1970s, eoliberal economic policies and media
7	Theoretical	General Overview
8	Intermediate Exam	Midterm Exams
9	Theoretical	Media industries in advanced capitalist countries; Global Media Network: 6 Major companies
10	Theoretical	The effects of convergence in media sector on media policies
11	Theoretical	Horizontal-vertical-cross-super-cross integration strategies
12	Theoretical	Media policies in Latin America, Eastern Europe, Africa
13	Theoretical	General trends and future designs in the media industry: beginning for Turkey
14	Theoretical	General Overview
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	Understands the historical development of media policies in Turkey.
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2	Learn cross-integration strategies.
3	Learns media strategies used in different geographies.
4	Will be able to evaluate the effects of cross-integration on media strategies.
5	Will be able to evaluate contemporary media strategies.

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	4	3	3	4	4
P2	5	4	4	2	2
P3	4	3	3	3	3
P4	5	3	4	5	4
P5	3	2	4	3	3
P6	4	3	3	2	1
P7	5	1	2	4	4
P8	4	5	4	4	5
P9	4		3	5	2
P10	5	4	1	2	

