



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		History of Media							
Course Code		HİRY524		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		The aim of this course is to introduce the basics of mass communication. The course also introduces students to the community and the world, Turkey will gain the ability to perceive the relationship between media with economic and political developments.							
Course Content		mass general definition of communication, means of mass communication, functions, processes and impacts, development of press in the world and in Turkey, photography and the history of cinema, radio broadcasting history, television radio and development in interaction with cinema, public broadcasting and private broadcasting notions, control the media, international treaties and organizations, broadcasting history in Turkey, public relations and advertising and its effect on the development of the internet revolution and Turkey							
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	Defleur, Melvin L. ve Dennis, Everette E. (2002). Understanding Mass Communication. 7. Edition. Boston: Houghton Mifflin Company.
2	Alemdar, Korkmaz (2001). İletişim ve Tarih. 2. Baskı, Ankara: Ümit Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction
2	Theoretical	Mass communication: an overview
3	Theoretical	Functions, tools, processes and effects of mass communication
4	Theoretical	Books, newspapers and magazines in the world & press in the Ottoman Empire
5	Theoretical	Photography and cinema
6	Theoretical	Development of radio broadcasting
7	Theoretical	Interaction of television with radio and cinema, development of TV broadcasting genres
8	Intermediate Exam	Midterm Exams
9	Theoretical	Traditional news values, public and private broadcasting, functional approaches to broadcasting
10	Theoretical	Supervision in publishing & international media conventions and organizations
11	Theoretical	The history of broadcasting in Turkey
12	Theoretical	Current broadcasting in Turkey
13	Theoretical	Development of advertising and public relations in the world
14	Theoretical	Internet revolution and its effects in Turkey.
15	Theoretical	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	Students will be able to understand the basics of mass communication and media.
2	Students will have information about the history of Turkey and the world media.
3	Students will be able to identify and evaluate the social, political and cultural effects of media.
4	Students will learn about national and international media and institutions related to media.
5	Students will be able to critically evaluate the interaction between the media and the economic and political structure of the state.

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

