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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Media and Culture** |  | 1 | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Field Elective |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | It is aimed to comprehend the relationship of the media with culture and popular culture, the effect of the media on people's social lives, and to provide basic information about the relationship between culture and media. |
| Course Learning Outcomes | This lesson finally student ;1. Analyzes the relationship of media with culture and analyzes how media shapes cultures.
2. Comprehends the economic, political and cultural relations of the media sector.
3. Gains the ability to read about sovereignty and struggle in the field of culture.
4. Recognizes the products and practices of the main cultural production areas that have taken place in popular culture in Turkey.
5. Comprehends the concepts of popular culture, mass culture, culture industry and its relation with daily life.
 |
| Course Content | Culture, functions and types of culture, popular culture, the relationship between culture industry and mass culture, the effect of popular culture on mass culture, the effect of media culture on politics and ideology, the globalization of media culture, the relationship between media imperialism and cultural imperialism, the evaluation of media and culture. |
| **Weeks** | **Topics** |
| 1 | Definition of the concept of culture |
| 2 | Cultural concepts and types of culture |
| 3 | Elements of culture and features of culture |
| 4 | Culture and media relationship |
| 5 | Popular culture, mass culture, relationship between consumption culture and media |
| 6 | Culture industry and media industry |
| 7 | New media and culture debates |
| 8 | Relationship between culture and communication technology |
| 9 | Relationship between culture, media and politics |
| 10 | Relationship between culture and ideology |
| 11 | Globalization of culture through the media |
| 12 | Media imperialism, cultural imperialism and serials as soft power |
| 13 | Television dramas and culture relationship |
| 14 | Evaluation of the relationship between media and culture in Turkey |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |
| Happy, E. (2005). Globalization, Popular Culture and Media, Utopia Publications.Karakoç, E. (2009). Media and Popular Culture: A Critical Approach, Konya: Literatürk Publications.Huxley , A. (2003). Brave New World, trans. Ümit Tosun, Istanbul : Ithaki Publications.Sun, S. (2001). Media and Culture, Istanbul: Vadi Publications.tomlinson \_ J. (2020). Cultural Imperialism. (trans. Emrehan Zeybekoğlu). Istanbul: Details Publications.Tanpınar, A. , H. (2020). The Clocks Adjustment Institute . Istanbul: Dergah Publications.Goethe, J. , W., V. (2020). fauste \_ (Trans .: İclal Cankorel ). Ankara: East-West Publications.orwell \_ G. (2020). 1984. (Trans. Celal Üster ). Istanbul: Can Publications.Williams, R. (2021). Culture and Society, Translation: Uygur Kocabaşoğlu, Istanbul: İletişim Publications. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| **LO1** | 1 |  |  | 3 |  | 5 | 3 | 3 | 3 | 4 |  |  |
| **LO2** | 1 |  |  | 3 |  | 5 | 3 | 3 | 3 | 4 |  |  |
| **LO3** | 1 |  |  | 3 |  | 5 | 3 | 3 | 3 | 4 |  |  |
| **LO4** | 1 |  |  | 3 |  | 5 | 3 | 3 | 3 | 4 |  |  |
| **LO5** | 1 |  |  | 3 |  | 5 | 3 | 3 | 3 | 4 |  |  |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

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| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| Media and Culture | 1 |  |  | 3 |  | 5 | 3 | 3 | 3 | 4 |  |  |

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