



YAŞAR UNIVERSITY
FACULTY OF COMMUNICATION
DEPARTMENT OF PUBLIC RELATION AND ADVERTISING
COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
European Media and EU	PRAD 060	Spring and Fall	Theory 3	Practice 0	3	5
Course Type <input type="checkbox"/> Compulsory <input checked="" type="checkbox"/> Elective						

Language of Instruction	English
Level of Course	<input type="checkbox"/> Associate Degree (Short Cycle) <input checked="" type="checkbox"/> Undergraduate (First Cycle) <input type="checkbox"/> Graduate (Second Cycle) <input type="checkbox"/> Doctoral Course (Third Cycle)
Special Pre-Conditions of the Course	-

Course Coordinator	Assoc. Prof. Dr. Huriye Toker	Mail: huriye.toker@yasar.edu.tr Web:
Course Instructor(s)	Assoc. Prof. Dr. Huriye Toker Prof. Dr. Aylin Güney Assist. Prof. Dr. Ayselin Gözde Yıldız	Mail: huriye.toker@yasar.edu.tr Web:
Course Assistant(s)/Tutor (s)	---	Mail: ---- Web:----
Aim(s) of the Course	The aim of this unique course is to make the communication students aware about European Union, media and public sphere issues which has been debated in Europe since two decades. The course will introduce the basic concepts of public sphere, European character of public sphere, media as an agent of public sphere concept. After introducing the basic notions the characteristics of the public sphere concept, the European media will also be handled with different media outlets and the course will intensify the discussions to the Turkish media and EU relations.	
Learning Outcomes of the Course	On the successfully completion of this course, all students will have developed knowledge and understanding of: <ul style="list-style-type: none">• European Union as a supranational organization.• EU, media and public sphere issues as an important academic field in the EU and this awareness level will expand their knowledge, open up their evaluations regarding EU and add academic EU background to their personal and academic perspectives.	
Course Content	The course will be important information source for the communication students who never get an educational content on EU issues. They will understand and evaluate the historical EU-Turkey relations and have scientific knowledge on future EU-Turkey issues and themes.	

COURSE OUTLINE/SCHEDULE (Weekly)			
Week	Topics	Preliminary Preparation	Methodology and Implementation (theory,practice, assignment etc)

1	Introduction to EU	Understanding the European Union: A Concise Introduction, John McCormick, 2011, Palgrave.	Lecture
2	European Integration Process	Understanding the European Union: A Concise Introduction, John McCormick, 2011, Palgrave.	Lecture
3	Introduction: What is European Public Sphere and Related Researches	Christoph Bärenreuter, Cornelia Brüll, Monika Mokre, Karin Wahl-Jorgensen (2009) Overview of Research on the European Public Sphere, Working Paper No.03.	Lecture
4	How to Grasp the Europeanization of Public Spheres (EPS): Theory, Methods	Theorizing communication flows within a European public sphere, Barbara Pfetsch and Annett Heft in European Public Spheres: Politics Is Back Risse, Thomas, 2014	Lecture
5	The Transnational Communication flows within a EPS	Understanding the European Union: A Concise Introduction, John McCormick, 2011, Palgrave.	Lecture, practice
6	How Advanced the Europeanization of Public Spheres? Turkey Case	European public spheres, the politicization of EU affairs, and its consequences ,Thomas Risse	Lecture, practice
7	European Media and Communication	Media and identity: the paradox of legitimacy and the making of European citizens. Sarah Harrison and Michael Bruter in European Public Spheres: Politics Is Back, Risse, Thomas, 2014	Lecture, Practice
8	National Media as Transnational Discourse Arenas and Midterm Exam	Understanding the European Union: A Concise Introduction, John McCormick, 2011, Palgrave.	Lecture, practice
9	Media and Identity: Legitimacy and the Making of European Citizens	Identity, Europe, and the world beyond public spheres, Jeffrey T. Checkel Democracy, identity, and European public spheres	Lecture
10	Identity, Europe and the World beyond Public Spheres	Sicakkan, Hakan G. 2016. 'Is the European Public Sphere Good for Democracy?' In Y. Peters and M. Tatham (eds) Democratic Transformations in Europe 31 – Challenges and Opportunities. Abingdon: Routledge. (2016)	Lecture, practice
11	Democracy, identity, and EPS: The Turkish Perspective	Hakan G. Sicakkan (ed.) (2013): Linking the European Union with the Citizens. Evaluation of the EU's Policies Aiming to Create a Democratic European Public Sphere. EUROSHERE Final Comparative Study, Vol.1.	Lecture, practice
12	History of EU Turkey Relations 1950-1995	Güney, A. "Turkey and the EU in the 21st Century: Reflections on Present Problems and Future Prospects," Insight Turkey, Vol. 4, pp. 33-42, 2002.	Lecture
13	History of EU Turkey Relations 1995-2017	Güney, A. "Turkey and 'New Europe': Challenges and Opportunities during the Accession Negotiations", in Turkey-European Union Relations. Dilemmas, Opportunities and Constraints, (Edited by Meltem Müftüler-Baç and Yannis A. Stivachtis) Lanham: Lexington Books, 2008: 133-150. 4	Lecture
14	Pro and Contra Arguments Related with Public Sphere and Media	Güney, A., "The Future of Turkey in the European Union," Futures, Vol. 37, no: 4, pp. 303-316, 2005.(SSCI journal).	Practice, discussions
15	Wrap up the course		Lecture / Discussion
16	Final Exam		Exam

Required Course Material (s) /Reading(s)/Text Book (s)	Special reading material will be prepared for this course Europe in Crisis (Eds.) (2009) Triandafyllidou, A., Wodak, R., Krzyzanowski, Michael. Avrupa Birliğini Anlamak, John McCormick (2014) Translation Hasan Hüseyin Şahin, BB100 Yayınevi, İstanbul.
Recommended Course Material (s)/Reading(s)/Other	Krzyżanowski, Michał (et al.) (2009) Europe — Discourse — Politics — Media — History: Constructing 'Crises'? Stråth, Bo (et al.)Media, Political Communication and the European Public Sphere.

ASSESSMENT		
Semester Activities/ Studies	NUMBER	WEIGHT in %
Mid- Term	1	20
Participation	-	-
Quiz	-	-
Assignment (s)	-	-
Project/ Final Project/ Dissertation and Preparation	1	60
Laboratory / Practice (Virtual Court, Studio Studies etc.)	-	-
Field Studies (Technical Visits)	-	-
Presentation/ Seminar	1	20
Final Examination/	-	-
Other (Placement/Internship etc.)	-	-
TOTAL	-	100
Contribution of Semester Activities/Studies to the Final Grade	-	40
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
No	Programme Outcomes	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Students are able to explicate a matter at length in integrated marketing communication, public relations and advertising. They are also able to offer solutions both personal and in teamwork.					
2	Students are able to develop research strategies. They are also able to evaluate their findings and use various data to develop strategies and tactics for their advertising and public relations campaigns in the advertising and public relations campaigns.					
3	Students are able to write creative messages for public relations and advertising both in Turkish and English for specific audiences to be used in various communication channels.					
4	Students are able to produce publicity and advertising materials by using professional equipment, visual design and editing computer programs and they are also able to steer the production process.					
5	Students are able to develop and implement real integrated marketing communication, public relations and advertising focused projects to be applied both in conventional and electronic media channels. They are also able to evaluate the impact of these real projects coming from real corporations by using scientific research methods.					
6	Students are able to take responsibility in process management of the applications of public relations fields such as corporate communication, crisis communication, event management, corporate social responsibility and political communication campaigns.	X				
7	Students are aware of the portrays of fundamental economic, political, social issues and cases from business world. They are also able to make understand those issues and cases, and give commentaries about daily issues with their academic background.					X
8	Students are aware of the ethic codes both in general and which were developed by non governmental organizations in communication sector. They are also willing to participate in these organizations to convey ethic codes and act with collaboration in the communication sector.	X				

ECTS (STUDENT WORKLOAD)				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL WORKLOAD

Course Teaching Hour (14 weeks* total course hours)	14	Week	3	42
Preliminary Preparation and finalizing of course notes, further self- study	5	Week	4	20
Assignment (s)	-	Number	-	-
Presentation/ Seminars	1	Number	18	18
Quiz and Preparation for the Quiz		Number		
Mid- Term(s)	1	Number	20	20
Project (s)		Number		
Field Studies (Technical Visits, Investigate Visit etc.)		Number		
Practice (Laboratory, Virtual Court, Studio Studies etc.)		Number		
Final Project/ Dissertation and Preparation	1	Number	20	20
Final Examination		Number		
Other (Placement/Internship etc.)				
Total Workload				120
Total Workload/ 25				4,8
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)

- To obtain the course materials and to bring them to class every week.
- To come to class on time with a good preparation.
- To study before attending to courses.

Cheating or plagiarism will not be tolerated.

STUDENT WITH DISABILITIES OR SPECIAL NEEDS

Students with disabilities or special needs are encouraged to contact the instructor and the Unit for Student with Disabilities (<http://eob.yasar.edu.tr/>) for academic adaptations.

ASSESSMENT and EVALUATION METHODS:

Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation

PREPARED BY/DATE Assoc. Prof. Huriye Toker/ 08.08.2016

UPDATED BY/DATE 23.10.2017

APPROVED BY/DATE