



YAŞAR UNIVERSITY
COMMUNICATION FACULTY
PUBLIC RELATIONS AND ADVERTISING DEPARTMENT
COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
European Media Policies and EU	PRAD 3128	Spring	Theory 3	Practice 0	3	5

Course Type	
1. Compulsory Courses	
1.1. Programme Compulsory Courses	
1.2. University Compulsory Courses (UFND)	
1.3. YÖK (Higher Education Council) Compulsory Courses	
2. Elective Courses	
2.1. Program Elective Courses	X
2.2. University Elective Courses	
3. Prerequisites Courses	
3.1. Compulsory Prerequisites Courses	
3.2. Elective Prerequisites Courses	

Language of Instruction	English
Level of Course	Associate Degree (Short Cycle) Undergraduate (First Cycle) X Graduate (Second Cycle) Doctoral Course (Third Cycle)
Special Pre-Conditions of the Course (recommended)	None

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Course Instructor(s)	Assoc. Prof. Huriye Toker	Mail: huriye.toker@yasar.edu.tr Web:
Course Assistant(s)/Tutor (s)	-	Mail:
Aim(s) of the Course	<p>The course analyzes EU/broader European media landscape as part of global communications. Furthermore, it charts out relevant policy processes and approaches that resulted in existing media structures and discusses policy premises for sustainable and democratic media regimes. The overall aim of this course is to make the communication students aware about changing European media structure with giving specific examples from European countries.</p> <p>Course objectives:</p> <ul style="list-style-type: none">• Understand the concept of shaping and changing European media landscape• Distinguish media policies / strategies for private/partisan/profit interests• Link the structure, form and content of any media landscape with communication policy-making or its default	

Learning Outcomes of the Course	<p>On the successfully completion of this course, all students will have developed knowledge and analyze:</p> <ol style="list-style-type: none"> 1) Apply definitions and key concepts such as media landscapes, media-policy and strategy within the framework of EU. 2) Give an overview of recent changes in the European media landscape. 3) Give an account of the spatial, cultural, economic and political context of contemporary media spaces. 4) Learn the European countries with its specific media structure. 5) Ability to analyze, compare, evaluate diverse media landscapes in time / space.
Course Content	<p>The course will be important information source for the communication students to discuss the European media policies with specific country framework. The students will also learn the EU policies in the field of media through lectures, role simulation workshops, group work, in-class presentations, skype lectures by European academics, literature study, written assignments.</p>

COURSE OUTLINE/SCHEDULE (Weekly)			
Week	Topics	Preliminary Preparation	Methodology and Implementation (theory, practice, assignment etc)
1	Introduction to European Media Course	Couldry, N. (2012). Media, society, world : social theory and digital media practice. Cambridge: Polity.	Lecture, discussion, pair work
2	Characteristics of European Media	Papathanassopoulos, S., and Negrine, R. M. (2011). European media. Cambridge: Polity.	Lecture, discussion, pair work
3	European Media and Communication	McCormick, J. (2011). Understanding the European Union: A Concise Introduction, Palgrave.	Lecture, discussion, role simulation
4	EU Media Policies in Europe I	Trappel, J., and McQuail, D. (2011). Media in Europe today [electronic resource]. Bristol, UK, Intellect.	Lecture, discussion, pair work
5	EU Media Policies in Europe II	Trappel, J., and McQuail, D. (2011). Media in Europe today [electronic resource]. Bristol, UK, Intellect.	Lecture, discussion, pair work and speech practices
6	EU Media Policies: Hungary	Guest lecturer: Assist. Prof. Dr. Tamas Bokor (University of Corvinus-Hungary)	Skype lecture
7	EU Media Policies in Europe III and Midterm	Trappel, J., and McQuail, D. (2011). Media in Europe today [electronic resource]. Bristol, UK, Intellect.	Lecture and Exam
8	Communication and Information Rights in European Media Policy	Nieminen, H. (2016). In Politics, Civil Society and Participation: Media and Communications in a Transforming Environment. Bremen: edition lumière.	Lecture, literature study, discussion
9	Communication and Information Rights in European Media Policy	Nieminen, H. (2016). In Politics, Civil Society and Participation: Media and Communications in a Transforming Environment. Bremen: edition lumière.	Lecture, discussion, pair work
10	Media and Identity: Legitimacy and the Making of European Citizens	Checkel, J. T. (2014). Identity, Europe, and the world beyond public spheres, in Thomas Risse, ed., European Public Spheres: Politics is Back. Cambridge.	Pair work, speech practices
11	Identity, Europe and the World	Checkel, J. T. (2014). Identity, Europe, and the world beyond public spheres, in Thomas Risse, ed., European Public Spheres: Politics	Lecture, discussion, pair work, speech practices

		is Back. Cambridge.	
12	EU Media Policies: Change in Europe	Trappel, J.and McQuail, D. (2011). Media in Europe today [electronic resource]. Bristol, UK, Intellect.	Lecture, discussion, pair work, speech practices
13	EU Media Policies: Change in Turkey I	Kaymas, S.(2014) Avrupa Birliği'ni, Türkiye'de Okumak: Kültür, Kimlik ve Medya, İstanbul: İmaj Yayıncılık	Lecture, discussion, pair work, speech practices
14	EU Media Policies: Change in Turkey II and Overview of the class	Kaymas, S.(2014) Avrupa Birliği'ni, Türkiye'de Okumak: Kültür, Kimlik ve Medya, İstanbul: İmaj Yayıncılık	Lecture, discussion, pair work, speech practices

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	40
Attendance		
Quiz		
Assignment (s)		
Project		
Laboratory		
Field Studies (Technical Visits)		
Presentation/ Seminar		
Practice (Laboratory, Virtual Court, Studio Studies etc.)		
Final exam	1	60
TOTAL		100
Contribution of Semester Activities/Studies to the Final Grade	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	-	-
TOTAL	2	100

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
No	Programme Outcomes	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	To make in-depth analyses for a matter in marketing communication, public relations and advertising fields and recommend solutions both individually and as a member of a group		X			
2	To write messages for public relations and advertising both in Turkish and in English for specific audiences to be used in various communication channels		X			
3	To develop research strategies and use research data in order to develop new strategies and messages in the advertising and public relations campaigns		X			
4	To produce publicity and advertising materials by using professional cameras, visual design and editing computer programmes and give directions in the production of them		X			

5	To develop and implement real integrated marketing communication, public relations and advertising focused projects to be applied both in conventional and offline media channels and evaluate the impact of these real projects coming from real firms by using scientific research methods		X			
6	To identify the fundamental economic, political, social issues and cases from business world and interpret these issues as well as the daily problems as employing the acquired academic knowledge					X
7	To demonstrate responsibility for the management and implementation of processes in the application fields of public relations such as corporate communication, crisis communication, event management, corporate social responsibility and political communication campaigns				X	
8	To construct effective communication and relationships in the both workplace and daily lives	X				
9	To embrace the ethic codes both in general and developed by sectoral non governmental organizations and support the works of the relevant organizations? activities to disseminate ethic codes and act with solidarity in the communication sector	X				
10	To recognize the significance of lifelong learning and apply learning skills developed through this program in other areas of life			X		
11	To demonstrate necessary skillset in using information technology tools and computer programmes in order to review developments in the field	X				
12	To use required language abilities in conducting effective communication with foreign counterparts				X	
13	To raise an awareness about laws and regulations related to the field and recognize the importance of social and job security	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	14	Week	3	42
Assignment (s)	-	Number		-
Presentation/ Seminars	-	Number		-
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 Examination/ Final Project/ Dissertation and Preparation	1	Number	28	28
Other (Placement/Internship etc.)	-	Number		-
Total Workload				132
Total Workload/ 25				5,2
ECTS				5

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.

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)
Any students who plagiarize will automatically fail the course regardless of their previously earned marks

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 Assoc. Prof. Huriye Toker

UPDATED 04.09.2019

APPROVED