
USKUDAR UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES MEDIA AND
CULTURAL STUDIES MASTER'S PROGRAMME
(WITH/WITHOUT THESIS)
COURSE CONTENT

MKC503 Communication Theories (3+0) Credit: 3 ECTS: 6

The course covers mainstream and critical communication theories. It focuses on behavioral theoretical approaches that started in the 1930s, such as two-step flow theory, limited effects theory, gatekeeping theory, uses and gratifications theory, agenda setting theory, spiral of silence theory, knowledge gap theory, modernization theory, cultivation theory, media system dependency theory; and critical theoretical approaches like Frankfurt School, media economy politics, cultural studies and semiology. The main aim of the course is to guide students to examine the communication problems in the theoretical framework and to choose suitable theories for a research.

SOB501 Scientific Research Methods and Academic Ethics (3+0) Credit: 3 ECTS: 6

This course aims to share basic knowledge about quantitative and qualitative research methods used in communication studies, as well as discuss academic ethical principles. In the context of the course, quantitative and qualitative research methods will be covered. The course will include content analysis, survey, experimental research, discourse analysis, semiological analysis, ethnographic analysis, focus group research, oral history research. Students will conduct ethically acceptable research.

MKC521 Culture and Globalization (3+0) Credit: 3 ECTS: 6

Examining the phenomenon of globalization in cultural studies. The effect of globalization on culture. The relationship between globalization and popular culture. The place and function of the culture industry in the globalization process.

MKC535 Visual Culture (3+0) Credit: 3 ECTS: 6

Definition of the concept of visual culture. The relationship between visual culture and visual arts. The relationship between graphic arts and visual culture, visual culture and cultural studies. The production and transmission process of visual culture through media. Examination of the aesthetic field related to visual culture.

MKC519 Media, Women, Violence (3+0) Credit: 3 ECTS: 6

Media and women's studies on the basis of feminist theories, examining the production of violence against women in the media. Research studies to create sensitivity against the cultivation of violence through media. Examination of hate speech based on gender discrimination in the media.

MKC537 Psychological Dynamics of Cinema (3+0) Credit: 3 ECTS: 6

The relationship between cinema and psychology. The use of psychological elements in the production processes of cinema. Psychological analysis on films. Psychological effects of movies. Children's movies and their psychological effects.

MKC523 The West's Middle East Politics and Media (3+0) Credit: 3 ECTS: 6

The way the West uses the media to formulate and disseminate its Middle East policies. The use of social media. Media mediated cultural production and distribution processes and their ideological function.

MKC533 Culture Sociology (3+0) Credit: 3 ECTS: 6

Social dynamics of culture. The dialectical relationship between culture and society and determinism. Critical and conservative approaches in the relationship between culture and society. Elitist cultural theories and society.

MKC529 Popular Culture and Humor (3+0) Credit: 3 ECTS: 6

The relationship between popular culture and humor. Production and dissemination of popular culture through humor. Value production in society with humorous popular culture products. Popular humor and alienation. Popular humor and cultural imperialism. Critical view of popular humor. The use of popular humor for ideological and political purposes in Turkey.

MKC525 Social Media and Culture (3+0) Credit: 3 ECTS: 6

The impact of social media on the production and dissemination of culture. The production and distribution of popular culture through social media. Distribution of Western-based popular culture through social media.

MKC541 Television and Culture (3+0) Credit: 3 ECTS: 6

The relationship between television and culture. Television mediated production and transmission of culture. Cultural production and presentation in television series. Television news and the process of cultural reproduction. Television entertainment and cultural production, presentation and representation. Television mediated cultural imperialism.

MKC543 Media, Culture and Politics (3+0) Credit: 3 ECTS: 6

The relationship between communication and politics, media and politics. Production and presentation of politics in the media. Political image studies and media. New era politics and the role of media. Criticism of political culture circulated through the media. Media mediated diplomacy.

MKC547 Communication and Culture in History (3+0) Credit: 3 ECTS: 6

The relationship between communication history and culture. Developments in communication and communication tools during the development of civilizations and the formation of cultures. The effects of the development of communication and communication tools on cultural development. Relating the history of culture and communication to social development.

MKC545 Photography and Culture (3+0) Credit: 3 ECTS: 6

The relationship between culture and the art of photography. The place and importance of photographic images in cultural studies. Discourse analysis of photographic texts. Ideological analysis of photographic texts.

MKC549 Digital Platforms and Algorithmic Culture (3+0) Credit: 3 ECTS: 6

As digitalization and digital platforms increasingly take hold in the organization of everyday life, algorithms have begun to penetrate our daily experiences to an unprecedented extent. Nowadays digital platforms and algorithmic systems keep developing and diversifying, as they serve as the main

intermediaries that connect the user with the content in the individual's cultural consumption process. In this course a multidisciplinary critical approach will be developed towards the algorithmic systems developed to produce, consume, organize, sort, filter, mediate, store and sell social and cultural life and the emerging "algorithmic culture". The students will question what kind of transformations algorithms cause in cultural production and consumption processes within the course.

MKC551 Media and Culture in Turkey

(3+0) Credit: 3 ECTS: 6

The development of media and cultural impact in Turkey. Written press and cultural reflections in the 19th century. Turkish newspapers and cultural transmission from the West. The period of agency journalism, news circulation and sociocultural functions. The development of radio and its cultural effects. The introduction of television and its effects on Turkey's cultural transformation. Today's situation.

MKC553 Digital Culture and Colonialism

(3+0) Credit: 3 ECTS: 6

The phenomenon of colonialism emerged as a product of the expansionist strategy of the capitalist system. In the dialectical process, the economic and socio-cultural dimensions of colonialism led to the emergence of an unequal development model within the center-periphery relationship. Today, this inequality has also affected the field of digital culture. This course aims to provide students with the ability to define and critically evaluate hegemonic practices in digital culture, which characterize a stage of the development process of the capitalist system, based on the phenomenon of colonialism.

MKC555 Fundamental Issues in Cultural Studies

(3+0) Credit: 3 ECTS: 6

This course examines the principles, concepts and theories central to Cultural Studies. Building on the tradition that started in the United Kingdom in the 1960s, this unit of study will introduce students to the key theories, concepts and methods of Cultural Studies as a globally-relevant discipline. We will examine such topics as how cultures make meaning through representational systems, challenges to hierarchies of cultural value, theoretical foundations of Cultural Studies, and social movements (feminism, critical race studies, post-colonialism, gender studies, etc.) that have helped create the theoretical body of work central to Cultural Studies.

MKC500 Critical Approach to Popular Culture

(3+0) Credit: 3 ECTS: 6

The concept of popular culture, the place of popular culture in cultural studies. Popular culture theories, different approaches to popular culture. Popular culture studies based on liberal theories. Popular culture studies within the critical paradigm. The ideological dimension of popular culture. Popular culture as the ideological apparatus of the state. The relationship between popular culture and media. Analyzing popular culture texts.

MKC508 Theoretical Foundations of Cultural Studies

(3+0) Credit: 3 ECTS: 6

The birth, development, expansion and diversification of the Cultural Studies tradition. British Cultural Studies and the issues it focuses on (race, ethnicity, women, television studies, etc.). The spread of cultural studies in America and the Far East. Theoretical approaches developed within cultural studies: cultural theory, popular culture, political economy, critical social theory, youth studies, media studies, etc.

MKC506 Seminar (1+0) Credit: 0 ECTS: 1

This course aims to improve the ability of graduate students to present, discuss and communicate in front of a group by preparing an up-to-date study on their field, in accordance with scientific research methods.

MKC600 Thesis-1 (0+0) Credit: 0 ECTS: 30

In the thesis program, students have to complete a scientific thesis in the field of media and cultural Studies.

MKC601 Project (0+0) Credit: 0 ECTS: 30

In the non-thesis program, students are required to complete a project that includes media and cultural studies practice after successfully completing their courses.

MKC602 Thesis-2 (0+0) Credit: 0 ECTS: 30

In the thesis program, students have to complete a scientific thesis in the field of media and cultural Studies.

MKC526 Critical Overview of New Media (3+0) Credit: 3 ECTS: 6

An overview of new media studies. Negative functions of new media on society. The construction and reproduction of power through new media. The distribution and placement of popular culture in new media.

MKC510 Modernism and Postmodernism (3+0) Credit: 3 ECTS: 6

The emergence and development of modernist and postmodernist approaches. The relationship between these approaches and the cultural studies tradition. The place and impact of modernism and postmodernism in communication studies.

MKC518 Construction of Power in Media Texts (3+0) Credit: 3 ECTS: 6

Power construction in media texts. Analyzing power codes in media texts. Application of ideological analysis to media texts. The use of discourse analysis technique in media texts. Media texts and social power. Media texts and the construction of power through gender identities. Media texts and the construction of social class power.

MKC516 Critical Film Analysis (3+0) Credit: 3 ECTS: 6

Overview of the history of film studies. Film studies in Western countries and Turkey. The use of critical analysis techniques in film analysis.

MKC528 Critical News Analysis (3+0) Credit: 3 ECTS: 6

Studies on the analysis of news texts. Van Dijk's approach to news analysis. Discourse of the news. Investigation of power discourse in news texts. The search for oppositional discourse in news texts.

MKC536 Cultural Dynamics of Art**(3+0) Credit: 3 ECTS: 6**

The relationship between art and culture. The development of art and culture from primitive art on cave walls to the present day. Visual arts and visual culture. Visual arts and image society. The relationship between art and power. The relationship between artistic pleasure and individual development. The relationship between art and society.

MKC538 Cultural Basis of Political Communication**(3+0) Credit: 3 ECTS: 6**

The relationship between political communication and political culture. Cultural foundations of political communication. Political communication and society. Political communication in traditional culture. Modernization period, cultural modernization and politics. Politics in postmodern culture.

MKC514 Semiotics**(3+0) Credit: 3 ECTS: 6**

The birth and development of semiotics. Different approaches in semiotics. The effects of structuralist approaches on semiotics. The relationship between poststructuralist approaches and semiotics. Formalist approaches in semiotics. The use of semiotics in cultural studies.

MKC540 Middle East, Migration and Culture**(3+0) Credit: 3 ECTS: 6**

New directions in Middle Eastern studies. The relationship between Eastern and Middle Eastern studies and postcolonialism. East and West relations in the context of migration phenomenon. Turkey, European countries and the phenomenon of migration. Refugee movement and refugee culture.

MKC546 Frankfurt School and Beyond**(3+0) Credit: 3 ECTS: 6**

The foundation and development of the Frankfurt School as a movement of critical thought. The formation of different aspects of critical thought around the Frankfurt School. Culture industry theory. Theory of alienation. The theory of commodity fetishism. The shift from the critical paradigm to the liberal paradigm. American empirical tradition and positivist tendencies within Frankfurt critical thinking. The new period within the school starting with Habermas' work and today.

MKC542 Everyday Life in Turkish Cinema**(3+0) Credit: 3 ECTS: 6**

Examination of the elements of daily life in Turkish cinema. Yeşilçam cinema and daily life. Rural-urban migration, urbanization and themes in Yeşilçam Cinema. The transformation of everyday life and its reflections on cinema.

MKC544 Culture in Photography**(3+0) Credit: 3 ECTS: 6**

The relationship between photography and culture. Tracing culture in photographs. Presentation of reality in photographic texts. The handling of photography in various art theories. Techniques of analyzing photographic texts.

MKC548 Digital Broadcasting Technologies**(3+0) Credit: 3 ECTS: 6**

Explaining the basic dynamics of broadcasting, including infrastructure, hardware, and content. Examining the formal codes of the transition process from traditional to digital, analysis of narrative patterns, and the genre transformation experienced in this context. Changing viewing practices and audience profiles in the digital broadcasting process.

MKC550 Urban Readings**(3+0) Credit: 3 ECTS: 6**

Throughout history, cities have been the center of economic, political and socio-cultural life as common living spaces of people. The element that brings these different functions of cities together is communication. Cities, as a communication environment, stand out as a structural component of daily life from past to present. While the influence of capitalist dynamics increased with the Industrial Revolution in the development of urban spaces, cities became areas of circulation of goods, services and capital. In this period, capitalism also accelerated the development of mass media and a dialectical interaction process began between cities and communication tools. Nowadays, the past functions of cities, which are increasingly becoming visual spaces with new media tools and widespread consumption culture, are being transformed structurally. This course aims to introduce and convey to students the multidimensional structure of the city and communication field from an interdisciplinary perspective.

MKC552 Digital Culture Studies**(3+0) Credit: 3 ECTS: 6**

Today, the cultural field that constitutes the content of social life has expanded in time and space and has spread into digital platforms. Digital culture transforms individuals' daily life practices in the interaction process of real and virtual spaces. Within the scope of the course, topics such as the transformation of the socio-cultural field within digital culture and the dynamics affecting individual and social identity will be discussed. Digital culture studies aim to develop a critical perspective on the field by considering the historical development process of cultural practices.

MKC554 Culture Theories**(3+0) Credit: 3 ECTS: 6**

The concept of culture, which is one of the intricate topics in the field of social sciences, is a phenomenon defined by different disciplines. This course covers the definitions of the concept of culture in different fields such as sociology, anthropology, ethnography and cultural studies and the basic theories of culture in these fields. The main topics of the course include the transformation of culture in the traditional-modern and postmodern periods, structuralist and post-structuralist definitions of culture, aristocratic and mass culture, popular and subcultures, the relationship between ideology and culture. The course aims to introduce students to the basic theories and methods of analysis of the concept of culture.