

**Üsküdar University**

**Faculty of Communication**

**MEDIA AND COMMUNICATION**

**DEPARTMENT**

**Course Contents**

## **FIRST TERM (1<sup>st</sup> Grade, Fall Term)**

### **İLET111 Introduction to Communication**

Development of communication sciences, basic concepts of communication, the role and importance of communication in human's and social life, types of communication, communication takes place in which levels, effective communication and body language.

### **SBU157 Political Sciences**

Development of political sciences, basic concepts, political systems, the emergence and development of democratic system, parliamentary systems and processes, development and process of democracy in Turkey. Institutions and politics of democratic systems, philosophers and administrators led political sciences.

### **İLET109 Introduction to Law**

Fundamental concepts of law. Basic principles and institutions of Turkish law. Law and democracy. Roman law and its effects on Turkish judicial system. The fundamental basis of constitutional law.

### **RPSİ109 Positive Psychology and Communication Skills**

The course includes subjects like the general framework of the basic concepts of communication sciences, solutions and recommendations to strengthen communication skills, interpersonal communication, group communication, organizational communication, mass communication, public communication, international communication and intercultural communication.

This is an approach that enable individuals realize their own resources and values to be happy, peaceful, successful and highly satisfied with their lives. Usage of these resources and values creatively and appropriately allow individual to exert their personal and cultural potential with a conscious choice. In this course, students will evaluate researches and concept studies on different subjects and theoretical approaches (meaningful life, feeling of thankfulness, happiness, hope, optimism, positive emotions, post-traumatic personal growth, endurance, self-perception, strength, time perception). Students will learn how to use methods such as brain mapping, signature strengths, gratitude journal, seven ways increase happiness (learned optimism, thankfulness).

### **İNG101 English - I**

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

### **TURK101 Turkish Language I**

The objective of this course is to examine the main movements in Turkish literature and bring a fresh perspective on the works of authors that a graduate of Faculty of Communications is expected to have an awareness of. The lessons will include case studies and practices.

### **ATA101 Principles of Atatürk and History of Revolution - I**

The events that have taken place in the recent Turkish history; especially the occurrences surrounding the collapse of the Ottoman Empire, War of Salvation, formation of Turkish Republic, the initial years of the Republic rule, the Second World War and the transformation from the single party period will be examined during this course. Lessons consist of lectures and seminars including those by guest speakers.

### **RKUL101 University Culture - I**

In this course considering the agenda of society, country and university, the topics are discussed with the students by experts within or outside the university. Sharing knowledge and experiences of communication professionals working several parts of communication sector with the students.

## **SECOND TERM (1<sup>st</sup> Grade, Spring Term)**

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### **MİS104 Introduction to Mass Communication Systems**

Social systems, mass communication systems. Political systems and mass communication systems. Economic systems and mass communication systems. Mass communication politics. Mass communication media and publicity. Mass communication media and citizenship.

### **SOS126 General Sociology**

Basic concepts of sociology. Development process of sociology as a scientific discipline. Concepts, theories and approaches ruling classical and modern sociology. Phases of sociological thought. The points where sociology and communication sciences cross and feed each other.

### **İLET106 Introduction to Economics**

Basic concepts of economics. Development phases of economical thought. Microeconomics and macroeconomics. Basic information concerning international economics. Economic policies and practices in Turkey. Liberal thought and economics. Open market and rivalry. Development and underdevelopment concepts. Capitalism and globalisation.

### **FEL109 Basic Concepts in Philosophy**

Emergence and development of philosophy. Basic concepts, theories, approaches. Paradigms of philosophical thought. First Age philosophers. Philosophical thought in Medieval Age. Eastern and South Eastern philosophy. Philosophy and communication relation.

### **İNG102 English - II**

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

### **TURK102 Turkish Language II**

The objective of this course is to examine the main movements in Turkish literature and bring a fresh perspective on the works of authors that a graduate of Faculty of Communications is expected to have an awareness of. The lessons will include case studies and practices.

### **ATA102 Principles of Atatürk and History of Revolution - II**

The events that have taken place in the recent Turkish history; especially the occurrences surrounding the collapse of the Ottoman Empire, War of Salvation, formation of Turkish Republic, the initial years of the Republic rule, the Second World War and the transformation from the single party period will be examined during this course. Lessons consist of lectures and seminars including those by guest speakers.

## **RKUL102 University Culture - II**

In this course considering the agenda of society, country and university, the topics are discussed with the students by experts within or outside the university. Sharing knowledge and experiences of communication professionals working several parts of communication sector with the students.

## **THIRD TERM (2<sup>nd</sup> Grade, Fall Term)**

### **İLET219 Communication Research Methods**

Emergence and development of epistemology. Developmental stages of methodology. Philosophical traditions that formed a basis for methodology. Relation between social sciences and methodology. Methods and technics used on social science studies. Empirical methodological tradition. Critical methodological tradition. Questionnaire technique, content analysis. Hermeneutic analysis technics.

### **İLET203 Communications Law**

Basic concepts of communications law. Development of communications law in several countries. Communications law in Turkey. Press freedom and first juristic practices. Censorship and law. Juridical regulation on press. Juridical regulation on radio and television. Cinema and law.

### **MİS201 International Communication**

The description and operation of international relations. The relationship between international relations and communication. The operation and reconstruction of mass communication internationally. International news flow. International agencies and news flows. National mass communication tools in relation with international media. International communication chains. Mass communication corporations and their reconstruction in developed countries. Mass communication corporations and their reconstruction in developing countries. Mass communication and improvement. Mass communication and underdevelopment.

### **İLET205 History of Communication**

History of humanity and communication. Communication in first ages. Communication in ancient times. Development of communication technologies. Emergence and development of mass communication. Development of mass media in Turkey. Development of journalism. Development of radio. Emergence and development of agency journalism. Television era. Digital publishing and broadcasting. Internet media.

### **İLET209 Social Psychology**

Emergence and development of social psychology as a scientific discipline. Basic concepts and theories of social psychology. Individual and society relation. Group and group dynamics. Group and society relation. Family. Attitude and perception. Attitude scales. Balance theories. Social psychology and communication.

### **İLET217 Professional English - I**

Development of ability to use of English on communication. Ability to use of English on professional field of communication. Use of English on printed media journalism. Use of English on radio and television. Use of English on cinema.

### **MİS207 Media Narratives**

In this course, media narrative strategies will be analyzed in the context of media ecology, media convergence, contemporary narrative literature theories on media platforms such as films, television series, web sites.

### **MİS209 Journalism and News**

This course aims to convey basic concepts, principles and rules about journalism and improve news writing skills in accordance with basic principles and rules of journalism.

## **FOURTH TERM (2<sup>nd</sup> Grade, Spring Term)**

### **İLET202 Turkish Media History**

Emergence and development of press in Turkey. Press in Ottoman period. First Turkish newspaper. Press in republican period. Juridical regulation on press. Emergence and development of radio in Turkey. Television broadcasting in Turkey. Expansion of Internet media. Media holdings.

### **MİS202 Interpersonal Communication**

The dimensions of communication. Interpersonal communication concept. Interpersonal relations and communication. Types of interpersonal relations. The operation of interpersonal communication. Interpersonal relations and social environment. Interpersonal relations and cultural environment.

### **İLET204 Political Communication**

Relation between politics and communication. Political systems and communication systems. Political structures and structuring of mass communication. Democracy and communication. Propaganda and persuasion techniques. Rhetoric. Political advertisement. Image and perception management.

### **MİS204 Media Management**

Media management concept. The basis of media management. Administration perception in large scale media corporations. Business management in mid-level media corporations. Business administration and management in low-level media corporations. Business administration perception in holding media. Media planning and administration.

### **İLET206 Photography**

Basic concepts of photography. Photography techniques, types of photography, art photography, photojournalism, documentary photography. Enframing at photography, depth of field, perspective and colour settings.

### **PPRG104 Entrepreneurship and Project Culture**

Students will gain for literature search, data collecting and analysing ability in this course.

### **İLET214 Professional English - II**

Effective use of English on communication field. Development of ability to use of English on news writing. Ability to read media texts in English. Development of ability to prepare media content in English.



## **FIFTH TERM (3<sup>rd</sup> Grade, Fall Term)**

### **Core Courses**

#### **İLET303 Theories of Communication**

Emergence and development of communication sciences. Liberal and critical paradigms on communication sciences. Models theories and approaches within these two paradigms. The effects of mass media. Political economy of communication, cultural studies. Media and interactivity.

#### **MİS301 Communication Sociology**

The relationship between communication and society. The relationship between communication science and sociology. The support of sociologists to the first researches in communication field. Communication theories and approaches, effected by sociology. The operation of communication through sociology. Social functions of mass communication tools.

### **Elective Courses**

#### **MİS351 Media and Human Rights**

Social responsibility missions and mass media. The informative role of mass media and the person's right to be informed. The protection of human rights in the field of mass media, information production and conduction. The reconstruction of human rights conception and understanding through mass media. Human rights violation and precautions through media.

#### **MİS353 Popular Culture**

Popular culture concept. The traditional cultural basics of popular culture. The relationship between popular culture and folk culture. Modern urbanization process and the rise of popular culture. Cultural production in mass media. Art and popular culture. Aesthetics and popular culture. The alienation impact of popular culture.

#### **MİS355 Alternative Media**

The concept of alternative media, the definition and the scope. The relationship between main stream media and alternative media. The differences and similarities of alternative media, opposing media and marginal media. The relationship between alternative media and the power. Alternative media and criticism.

**MIS357 Creative Industries:** the relationship between creativity and creative industries. Creativity in cultural industry. Creativity in art and culture in digital era. Creative arts and cultural industrial environment of digital information technology.

**MIS359 Conflict Resolution and Mediation**

Interpersonal, intergroup and intercultural conflicts models and theories will be examined.

**MIS361 Negotiator Communication**

The role of negotiator communication in conflicts at persons, groups and intercultural levels and negotiator tactics will be analysed. In addition to this third person effect will be discussed in resolution process.

## **SIXTH TERM (3<sup>rd</sup> Grade, Spring Term)**

### **Core Courses**

#### **İLET304 Political Economy of Media**

Economic and politic fundamentals of media. Liberal basis of media construction. Capitalist system and media sector. Critical political economy of media.

#### **MİS302 Communication Psychology**

Communication process, persuasive communication types, language and communication topics will be discussed. And mass consumption, consumption behaviour, consumer decision making behaviour and psychologies will be analysed.

### **Elective Courses**

#### **MİS352 Information Systems and Techniques**

Basic information about information systems and techniques. The development of information systems. Basic information about computer hardware. Basic information about software systems and applications. The types of information and communication systems and applications. The techniques of shooting, fiction and editing and applications.

#### **MİS354 Cultural Studies**

The relationship between culture and cultural studies. Critical prospect in cultural studies and the rise of cultural studies tradition. British cultural studies. Cultural studies in 3rd world societies. Cultural studies in Fareast societies. The tradition of cultural studies of today and in future.

#### **MİS356 Contemporary Tendency in Communication Studies**

Contemporary communication studies. Primary problems. The conflicton of the agenda of society and the agenda of communication studies. Examining the real problems of society in communication studies field.

### **MIS358 Intercultural Relations**

The relationship between culture and communication. Interculturality. Reinforcement of interculturality in the production and transmission area of media. Interculturality and communication. Intercultural communication in global era. The future of intercultural communication.

### **MIS360 Media and globalization**

The relationship between media and globalization. The guardianship and proprietorship of media in global economy. International media companies and their impact area. Monopolization and standardization of media. The influence of monopolized and standardized media on democratic social structures.

### **MIS362 Modernity, Postmodernity and Media**

Definition of concepts of modernity and postmodernity. The political and economic foundations of modernization. Social and cultural dynamics of modernization. Transition from modern to postmodernity. Political political base of postmodernity. Society and culture in the postmodern period. Postmodernism and globalization.

### **MIS364 Media, Religion and Communication**

Relations between media, communication and religion. Religious issues discussed in the media. Representation of different beliefs in the media.

## **SEVENTH TERM (4<sup>th</sup> Grade, Fall Term)**

### **Core Courses**

#### **MIS491 Graduation Project**

In consideration of four years, realization of a research design on communication field. Determination of research subject. Determination of research methods and techniques. Data gathering and analyzing

#### **İLET401 Communication and Ethics**

The concept of ethics. The relationship between ethics and morality. A general evaluation of ethics in history. Aristo's ethics concept. Ethics in law. Professional ethics. Communication profession and ethical principles. Public responsibilities and ethics of mass communication tools.

## **Elective Courses**

### **MIS451 Critical Media Analysis**

A critical view to the function and content of media. A critical view to the guardianship and proprietorship of media. A critical view to the news production process of media. Objectivity. A critical view to the social influence of media texts.

### **MIS453 Information Society**

Information society concept. Communication Technologies and information society. Political, economic and sociocultural dynamics of information society. Information society and culture. Information society and communication.

### **MIS455 Media and Public Sphere**

The relationship between media and public sphere. The transition of public sphere. Habermas and the theory of public sphere. Modernisation and public sphere. Postmodernism and public sphere.

### **MIS457 Media and woman**

The relationship between media and woman. The representation of woman in media. The woman in media sector. The representation of woman in the content of media. The woman concept in various media texts. The positioning of woman as subject and object in news texts. The positioning of woman in drama style media texts. The commodification of woman.

### **MIS459 Digital culture and communication**

Communication in digital technology era. Reproduction and cultural production in digital technologic environment. Digital cultural environment. Digital communication environment.

### **MIS461 Health Communication**

Health communication is the study of how health information is generated and disseminated and how that information affects individuals, community groups, institutions and public policy. The field includes the study of secular communication, as well as the strategic communication of evidence-based health information to professional and non-professional audiences.

## **EIGHT TERM (4<sup>th</sup> Grade, Spring Term)**

### **Core Courses**

#### **MİS492 Graduation Project II**

After completed research design phase, the transformation of the findings, conclusion and proposal into thesis text.

#### **MİS404 Internship**

It is purpose that the students have experience to improve their employment opportunities according to their interests.

### **Elective Courses**

#### **MİS452 City and Communication**

The relationship between city and communication. Traditional city environment and communication. Communication in modern city environment. Post industrial cities, new social structures and communication. Metropolitan environments, social and cultural structures.

#### **MİS454 Daily Life Studies**

Studies on daily life. Reconstruction of daily life in cultural production environment of media. Reconstruction of daily life in popular culture. Daily life researches in cultural studies. Daily life studies in Turkey.

#### **MİS456 Cinema and Philosophy**

The relationship between cinema and philosophy. The emerge and the development of philosophical cinema. The influence of philosophical approaches on cinema. The influence of philosophical approaches on Turkish cinema. The philosophy of cinema, the cinema of philosophy.

### **MIS458 Crime, Society and Media**

The relationship between crime, society and media. Investigating crime and criminal facts in media. The perception of crime, criminality and crime in society. Crime, criminality and crime images in media texts. The differences of sexes in the perception of crime and criminality. Cultural background in the perception of crime and criminality. The influence of social classes on crime and criminality perception. The role of religious, ethnic and sectarian identities in the perception of crime, criminality and crime.

### **MIS460 Crisis Management**

Crisis management models, before and after crisis periods, the role of communication in crisis etc. will be analyzed.

### **MIS463 Sports Media**

In sports media course, media and sports relations will be processed through bilateral relationship, media sports, sports media dependency relation, ideological media sports, sports journalism.

### **MIS465 Documentary**

This course will focus on documentary film and television broadcasting, history based on history, trends on the content of documentary publishing, and new forms of expression.

### **MIS469 Business and Economic Reporting**

Finance concept. Economics terms. Relationship between economy and journalism. Financial data analysis. Improving news writing skills with financial data.

### **SBU111 History of Civilisation**

Emergence and development of civilisations throughout human history. Civilisations and philosophical systems. Civilisations and social systems. Philosophers of ancient civilizations and their effects on contemporary thought life. Anthropological reflections of civilisations.

**Foreign Language Elective Courses**

Fall					Spring						
İSP121	Spanish I	3	0	3	3	İSP122	İSP122 Spanish II	3	0	3	3
ARA121	Arabic I	3	0	3	3	ARA122	Arabic II	3	0	3	3
ÇİN121	Chinese I	3	0	3	3	ÇİN122	Chinese II	3	0	3	3
RUS121	Russian I	3	0	3	3	RUS122	Russian II	3	0	3	3