
USKUDAR UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
NEW MEDIA AND COMMUNICATION DOCTORATE PROGRAM
COURSE CONTENT

YMi601 Theories and Approaches in New Media (3+0) Credit: 3 ECTS: 12

In this course, new media theories are discussed. The theories and approaches developed since the birth of communication studies, especially the theories, approaches and models developed within the liberal paradigm are analyzed in detail. Theories and approaches developed in the field of new media are examined in detail.

YMi603 Communication Researches and Scientific Ethics (3+0) Credit: 3 ECTS: 12

The main purpose of the course is to point out the possible methodological problems that students will encounter during the thesis phase and to discuss the quantitative and qualitative methods used in communication research and the relevance of these methods to research problematics. The relationship between theory and method will be examined within the scope of the course; quantitative and qualitative methods will be evaluated in the context of researches.

YMi605 Digital Media and Political Communication (3+0) Credit: 3 ECTS: 12

In this course, terms, concepts and theories based on political science are discussed in relation to communication sciences. The scope of the course includes studies on propaganda, persuasion and motivation techniques, perception and image management, how the relationship between political and communication framework is shaped by the effect of digitalization.

YMi607 Media and Reality (3+0) Credit: 3 ECTS: 12

In this course, the relationship between media and reality is discussed. In this context, concepts such as reality, hyperreality, and surreal created in the media environment are discussed in relation to the relevant theories and approaches of recent years.

YMi609 Crisis Communication in Outbreaks (3+0) Credit: 3 ECTS: 12

In this course, the formation of communication during epidemics, crisis communication and management are discussed. In particular, the impact of the latest global pandemic on people's communication tendencies is examined in detail.

YMi611 New Media and Perception Management (3+0) Credit: 3 ECTS: 12

The content published in new media, social media and the relationship between perception management are covered in the course. Social and cultural reflections of perception management are emphasized.

YMi613 Epistemological Bases of Communication (3+0) Credit: 3 ECTS: 12

Within the scope of the course, epistemological foundations of communication sciences are emphasized and the relationship between communication sciences and epistemology is analyzed. Based on the epistemological roots of the methods and theories that form the basis of communication sciences, studies are carried out on the future vision of communication sciences.

YMi615 New Approaches to Popular Culture (3+0) Credit: 3 ECTS: 12

Popular culture, which is an important part of communication sciences, is discussed with its conceptual and theoretical aspects within the scope of the course. Topics such as the effect of mass media on the production and spread of popular culture, the relationship between culture industry and popular culture, popular culture and alienation, popular culture and globalization are covered.

YMi617 Neuro-Communications (3+0) Credit: 3 ECTS: 12

In the course, neuroscientific tendencies in which communication sciences are also influenced by digital communication technologies, the relationship between neuroscience and communication, the reflections of recent developments in neuroscience to communication sciences are discussed.

YMi619 New Media Audience (3+0) Credit: 3 ECTS: 12

The audience of the new communication environment shaped by digital communication technologies is analyzed within the scope of the course. The difference of the new audience, which is formed with the new media, from the traditional audience; the way of using the media, its demographic features, social, psychological and cultural character are discussed.

YMi621 Media Studies in Middle East (3+0) Credit: 3 ECTS: 12

Media studies in the Middle East countries, media structuring in the third world and Middle East countries, the use of new media, cyber space and its effect, the situation of the Middle Eastern countries in terms of digital communication technologies, the information gap between the Middle Eastern countries and developed western countries, and the one-way communication flow are covered in the course.

YMi623 Cinema in Turkey (3+0) Credit: 3 ECTS: 12

The subject of the course is Turkish cinema. The birth, development, current status and future of cinema in Turkey are discussed. It is aimed to create some data regarding the necessary studies for the improvement of cinema and for the production of films that will create positive social and cultural effects.

YMi625 Digital Television Journalism (3+0) Credit: 3 ECTS: 12

The features of television journalism, its production, distribution processes, its effects on people, and its social reflections are covered in the course.

YMi627 Television Culture and Society (3+0) Credit: 3 ECTS: 12

The course focuses on the culture that was born with television and spreading rapidly. The visual has overtaken the meaning by TV series and superficial television programs as well. This course addresses the problems of the cultural structure where commercialization has become widespread and focuses on solutions.

YMi629 Social Media and Public Space (3+0) Credit: 3 ECTS: 12

A new form of public space has emerged with social media, which has become widespread in society with digital communication technologies. The formation and functioning of this new public space is discussed in detail in this course.

YMi631 New Media Broadcasting (3+0) Credit: 3 ECTS: 12

In this course, broadcasting formats and types of broadcasting in the new media era of journalism, television and radio will be discussed, with an emphasis on digital communication technologies and the reshaping of media.

YMi633 New Trends in Journalism (3+0) Credit: 3 ECTS: 12

New forms of journalism, digital technologies and its effects on journalism, internet journalism, the new character of journalism, the changing environment of the journalism profession, new era journalism and ethics are covered in this course. Detailed studies on the current situation of journalism will be conducted within the scope of the course.

YMi602 Communication Theories (3+0) Credit: 3 ECTS: 12

This course covers communication theories and approaches developed within the liberal and critical paradigm. Especially the theories and approaches developed in critical political economy constitute the main subject of the course. In addition, the theories, concepts and terms developed within the critical cultural studies are emphasized.

YMi604 Critical Media Theories (3+0) Credit: 3 ECTS: 12

This course focuses on critical media and communication theories developed within political economy and cultural studies. Ideology analysis, economic-political analysis, discourse analysis, reception analysis, text reading can be evaluated within this scope.

YMi606 Seminar (0+0) Credit: 0 ECTS: 0

In this course, subjects and methods covered in other courses are studied practically. In the course, which forms the basis for the Ph.D. thesis, it is essential to make studies suitable for the character of the students thesis subjects.

YMi610 Political Economy of New Media (3+0) Credit: 3 ECTS: 12

In this course, detailed analyzes will be made on the political economy of new media and traditional media. Media and capital structure, media ownerships, monopolization, cartelization, media conglomerates, the political economy of media shaped by digital technologies and several other issues will be discussed.

YMi612 New Media Studies (3+0) Credit: 3 ECTS: 12

In the course, studies on new media are carried out. Along with digital media technologies, the transformation of media as new media and the new structural and functional situation are discussed. Detailed researches on new media are conducted in the course.

YMi614 Artificial Intelligence and Communication (3+0) Credit: 3 ECTS: 12

Artificial intelligence studies, the effect of artificial intelligence on studies and trends in communication sciences, the evolution of the media in the era of artificial intelligence, and new developments in information techniques are discussed within the scope of the course.

YMi616 Biotechnology and Communication (3+0) Credit: 3 ECTS: 12

The relationship between biotechnology and communication, which has been discussed with the development of digital technologies and artificial intelligence in recent years, is discussed within the

scope of this course. Evaluations are made on concepts such as biopower and bio perception created in the field of biotechnology.

YMI618 Psychological Bases of Communication (3+0) Credit: 3 ECTS: 12

The relationship between communication sciences and psychology, the development of communication research in psychology, the methodological and theoretical proximity between communication sciences and psychology, psychology theories that nurture theories and approaches within the scope of communication sciences, behavioral approach and communication sciences, psychoanalytic approach and communication sciences, cognitive approaches and communication sciences relationship constitutes the subjects of the course.

YMI620 New World's Media (3+0) Credit: 3 ECTS: 12

The course covers the changes in the world and media relations, the effects of the globalizing world on the media, the digital communication age and the new world order, cyber space and international relations, cyberspace and intercultural relations.

YMI622 Cinema in the Digital Age (3+0) Credit: 3 ECTS: 12

The course focuses on cinema in the digital age and examines digitalization and film theories. Theoretical studies that allow the development of cinema are examined in detail and the effects of digitalization are focused on. The course covers mainstream film theories, critical film theories, and foreign and domestic cinema researchers who lead them.

YMI624 Social Effects of Television Series (3+0) Credit: 3 ECTS: 12

In the course, social effects of TV series are discussed. In this context, it is aimed to carry out detailed studies on the social effects of the TV series by considering the production processes, content analysis, cultural motifs and commercial backgrounds.

YMI626 The Sociology of News (3+0) Credit: 3 ECTS: 12

The subject of the course is the production and distribution process of news created and presented in radio, television, newspaper and new media. Issues such as news values, objectivity, factors affecting the news production process, and the social effects of news are discussed within the scope of the course.

YMI628 Social Media Psychology (3+0) Credit: 3 ECTS: 12

The psychological effects of social media have recently become a very important subject and field of study. In this course, it is aimed to make detailed researches on the subject and to form a basis for thesis studies.

YMI630 Mobile Phone Culture (3+0) Credit: 3 ECTS: 12

It is planned to carry out detailed studies on mobile phone usage habits, the cultural results that come with it, as well as the observed sociological and psychological problems.

YMI632 Digital Series Production (3+0) Credit: 3 ECTS: 12

The course focuses on TV series in digital environment. All stages of the production, management, distribution, watching, production and distribution of TV series films in various digital media environments are examined. Research on the audience of TV series produced in digital environment is also within the scope of the course.

The course deals with the cyber security issue, which has become seriously important with digitalization. In this context, it will be discussed what cyber security is, how to prevent it, what legal regulations are required.