Üsküdar University

Faculty of Communication

NEW MEDIA AND JOURNALISM

Course Contents

FIRST TERM (1st 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.

ILET109 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.

RPSI109 Positive Psychology and Communication Skills

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, port-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 and Literature - 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 (1st Grade, Spring Term)

YMG104 Introduction to Journalism

To provide students with an understanding and appreciation of contemporary journalism practice. Approaches to journalism; journalism theory; theories of news; theories of news reception and audience; news values; bias and objectivity; the working journalist; journalism ethics; print and broadcast news; commercial pressures; public broadcasting.

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 globalization.

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.

ING102 English II

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

TURK102 Turkish Language and Literature 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 (2nd 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.

YMG201 Press Narratives

In this course, the aim is to provide understanding different types of newspaper writing, as well as the news, and to strengthen the information with the practices. The content of the course includes main types of newspaper writings and their technical specification, like news, interviews, conversations, columns, articles, reviews, etc.

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.

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.

YMG203 Introduction to New Media

Concept of new media. Development of new media. Written press in the new media age. Radio and television broadcasting in the new media age. Relation between cinema and new media. Reading new media texts. Relation between law and new media. New media and ethics.

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.

YMG207 New Media Technologies

This course aims at improving computer skills of new media and journalism students to become digital literate. The course covers subjects as using computer efficiently, data storage, processing and editing, graphics design, data transfer etc.

FOURTH TERM (2nd 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.

YMG202 Journalism

Duties and responsibilities of reporter. The place of reporter on the newspaper organization. The news genres. Routine news. Special news. Practices of news gathering and writing.

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.

YMG204 Online Journalism

Emergence and development of online journalism. Online journalism and content production. News writing techniques on online journalism. News and information sources on the online journalism. Online journalism and actuality.

İLET206 Photography

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

RGPK104 Entrepreneurship and Project Culture

Students will gain for literature search, data collecting and analyzing 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 (3rd 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.

YMG301 Desktop Publishing

Basic principles of desktop publishing. Principles of mise en page. Desktop publishing practices. Desktop publishing programs. Desktop publishing hardware and formats.

Elective Courses

YMG351 Information Systems

Basic knowledge on information system and techniques. The development process of information technologies. Hardware and software systems on information technologies. Usage of information system and techniques on communication field.

YMG353 New Media Studies

Short history of conventional media studies. Communication researches, theories, and approaches in the new media age. Critical new media studies and alternative media studies.

YMG355 Digital Design

Concept of digital design. Theorical basis of digital design. Basic principles on the digital design practices. Digital design practices.

YMG357 New Media and Information Security

Characteristics of new media information. Sharing spaces of new media information. Information security on new media. Invasion of privacy. Juridical regulations. Ethics principles.

YMG359 New Media and Social Movements

Use of social media on social movements. Transformation of social movements and new media. Organization mode of digitized social movements. Online Activism. Examination of various online activism examples in the world and in Turkey.

YMG363 Newspaper Production Techniques

Newspaper publishing process steps. News gathering and writing. Reporting techniques. Editorial process. Journalism practices.

YMG367 Social Media

Basic knowledge of data cleaning, data editing, data processing, data analyzing. Data analyzing technics and methods. Python basics. Flow control and functions. Examination of data analytics' examples.

YMG369 Data Journalism

The data journalism course will present fundamentals of open /data collecting, gathering, cleaning, analysis, visualization process and understanding FOIA. Data skills are getting more important to affect data driven works for media industry. In the developing Internet world; to understand and figure out how database journalism turns to data journalism; and as the future of journalism, to teach with open data disciplines how data became a strong role in transferring more efficient growing online resources, tools, and techniques. This course will also address common pitfalls in misinterpreting data.

YMG371 Investigative Journalism

Main objective of the course is to put forward the main difference of investigative journalism from other journalistic practices, to evaluate its' importance from the public interest perspective, and to introduce main investigative reporting subjects and methods. Course content includes; Defining investigative journalism, public interest, historical development of investigative journalism, investigative journalism in Turkey, investigative journalism subjects, investigative journalism methods.

YMG373 Digital Culture

In this course, digital culture which is developed with internet is evaluated. The course covers digital addiction; digital activism; digital identity; digital natives/immigrants, and students search topics related to digital culture.

YMG379 Netiquette

Netiquette, the etiquette of the internet has become a necessity with the development and prevalence of new media technologies. Every kind of online activities of people contribute to their digital footprints and influence their everyday life reputation. This course aims to revisit essential etiquette rules for using online platforms. Netiquette rules such as correct usage of language, proper use of social media platforms, photo/ video sharing and subjects that usually discussed together with netiquette such as and cyberbullying, hate speech will be touched upon. Netiquette Course aims students who have career plans as social media experts, image consulting and all the communication faculty students.

SIXTH TERM (3rd Grade, Spring Term)

Core Courses

YMG302 Journalism Practices

Overview on newspaper publishing techniques. Stages of journalism practices. Content production in journalism. Access of news and information sources. Converting gathered information to news text. News desk process.

YMG304 New Media Literacy

New media literacy is basically defined as reaching to media content, analyzing them, questioning the correctness of the contents and producing content for media. The main aim of media literacy is to understand media correctly and to produce ethically correct contents. Starting with traditional media literacy, this course will examine different forms of literacy which becomes a necessary condition in terms of the development and transformation of the media and it will emphasize the new media literacy from the perspective of critical media analysis. The aim is to give the students equipment that prepares them for lecturing elementary level media literacy courses.

Elective Courses

YMG352 Communication Technologies History

Printing technologies from primitive level to Gutenberg's press, rotary press and offset printing technologies. All communication technology history is handled including primitive camera and digital camera, primitive cinema technology and today's technology, computer technology and today's advanced digital communication technology.

YNG354 New Media Critique

Detailed analysis on new media. Critical approach to new media content production. Critical approach to new media content. Discourse and ideological analysis of new media texts. Critical approach to political economy of new media.

YMG356 Digital Content Production and Management

Basic principles of content production in digital communication. Use of knowledge sources in digital content production. Scientific and intellectual formation of digital content producers. Digital content production practices. Digital content production in journalism. Digital content production on social media.

YMG358 Science Journalism

Science journalism concept. Emergence and becoming widespread of science journalism. Necessities and conditions procreant science journalism. Science journalism examples in world and Turkey. Problems of science journalists. Future of science journalism

YMG360 War Journalism

Emergence of war journalism. War journalism during First World War. Specialization tendencies during Second World War. Formation of war correspondents. Working conditions of war correspondents. Security. Ethical problems on war journalism. War journalism and objectivity of news.

YMG362 News Bureau Practices

News production process. Organization of news production. Organizational structure of news center. Factors influencing news production News sources. News gathering, writing and interview practices.

YMG364 New Media Research Design

New media research techniques and methods. Uses of new media research in social sciences and sectors. Examination of new media researches. Planning and process design according to research purpose. Evaluation of research result.

YMG366 E-Government and Bureaucracy

General knowledge about e-government. Concept and practices of e-government within the frame of the information society paradoxes. Critical approaches on concept and practices of e-government.

YMG368 Digital Sound Design

Sound design basics. Sound, auditory sense and perceptual effects. Sound recording and editing. Mix techniques. Sound effects.

YMG370 News Language

This course covers objectivity/subjectivity in language; ideology; subject; sexism in language; nationalism; sensationalism; tabloidization. Students will analyze news stories and produce their own stories.

YMG372 New Media and Campaigns

This course focuses on the use of new media in political and commercial campaigns. Successful campaigns are analyzed and students will work on designing campaigns in news media.

YMG374 Rights Journalism

This course aims at providing students with the necessities of rights journalism respectful to gender, ethnicity, culture, and religion differences, and able to write news stories in accordance with the principles of right journalism.

YMG376 Editing Techniques in New Media
The main aim of the course is providing students to do editing in new media environment. Within the course, basic editing programs, general logic of editing, editing techniques, post-production are the main topics to be covered. Students are able to do editing music clips, documentaries, commercials, and drama.

SEVENTH TERM (4th Grade, Fall Term)

Core Courses

YMG491 Graduation Project-I

Students must successfully complete Graduation Project I and II. Students are given the freedom to choose either to design a newspaper, create website/news site or to write a thesis in to semesters. Students who choose project must complete two different projects.

İLET401 Communication and Ethics

The roots and thought of ethics. The importance of the fields of communication. The ethics of communication in Turkey. Ethical approaches to press, television and Internet broadcasting.

Elective Courses

YMG451 New Media Publishing

New era in publishing and new media. Digital newspaper publishing. Digital magazine publishing. Digital radio and TV broadcasting. Social media. Citizen journalism. Advertising in new media.

YMG453 New Media and Ethics

Concept of ethics. Ethics on communication. Ethical principles for right of privacy . New media publishing and the principle of social responsibility. Human rights and ethics. Literary property and ethics. Right to information and ethics.

YMG455 New Media and Democracy

Public disclosure function and new media. Information production and distribution process in new media. Active participation and new media. Multimedia production and pluralism.

YMG457 Crime Journalism

Definition of crime journalism. Domain and interest of crime journalism. Educational formation of crime journalists. Working conditions and professional status of crime journalists. Crime journalism in Turkey. Accreditation conditions for crime journalism.

YMG459 Local Journalism

Concept of local journalism. Historical overview on local press. Importance of local press. Economy of local press. News sources for local journalists. Local news production process. Local news practices.

YMG461 Social Media and Social Responsibility

Concept of social responsibility. Social media positioning on social responsibility project. Effective use of social media for social responsibility project.

MBI329 Forensic Journalism

Concept of crime. Making news of criminal events. Critics of criminal news on media. Ethic principles of criminal news.

YMG463 Mobile Marketing

Scope of mobile marketing. Place of mobile marketing in integrated marketing. Mobile marketing purposes and methods. Examination mobile marketing practices' examples.

YMG465 Digital Libraries and Publishing

Development of digital libraries. Information monopolies. Digital libraries , knowledge and power. Development of e-publishing.

YMG467 Big Data

What's big data? Big data components. Cloud computing. Big data methods. Security and privacy problems.

YMG469 Programming for New Media

Programming languages. Web based interactions. HTML & CSS. Software life cycle. Open source.

EIGHT TERM (4th Grade, Spring Term)

Core Courses

YMG402 Graduation Thesis II

Students must successfully complete Graduation Project I and II. Students are given the freedom to choose either to design a newspaper, create website/news site or to write a thesis in to semesters. Students who choose project must complete two different projects.

YMG404 Internship

The purpose of internship is to make students to get real world experience, and to improve their employment opportunities according to their interests.

ISG490 Occupational Health and Safety in Communications

Aim and importance of occupational health and safety in the field of communication, its historical development; basic concepts in occupational health and safety, practices and legislative measures based on examples in Turkey. In the case of stress, discrimination and oppression in film sets, natural disaster situations, war correspondence, filming and making news in terrorism zones, and in busy working hours in advertising agencies; risks in computer, laboratory and studio use and employer responsibilities. International conventions on occupational health and safety for communications employees, joint decisions of the European Union.

Elective Courses

YMG452 Social Media and Audience

Concept of social media. Social media content production and audience participation. Collocation of production and consumption. Shift from passive audience to active audience. New productive audience. Reexamination of communication models, communication theories and approaches.

YMG454 Journalism Practices in New Media

Journalism practices process in new media. Access to news sources, information gathering and news writing. Publishing news. Types of online journalism.

YMG456 Citizen Journalism

Importance of citizen journalism. Development of citizen journalism. Dijital age and citizen journalism. Demilitarization process and citizen journalism. New media era and citizen journalism.

YMG458 Alternative Media

What's alternative media? The place of alternative media in public opposition. History and place of alternative media in Turkey. New communication technologies and alternative media. Alternative media and freedom of speech. Alternative media and citizen journalism.

YMG460 Social Media and Children

Impact of social media on children. New media literacy for children. Child abuse and social media.

YMG464 Game Design

History of game design. Principal concepts in game design. Development process of digital games. Game script. Interface design and sound design for games.

YMG466 Digital Entrepreneurship

Description of entrepreneurship. Kinds of entrepreneurship. Notion and entrepreneurship. Creating business models and flows. Finance and investment processes.

YMG468 Social Media Management

Principles of social media management. Social media and digital marketing. Social media management for non-governmental organization. Social media management tools.

Foreign Language Courses

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