

**Üsküdar University**

**Faculty of Communication**

**NEW MEDIA AND COMMUNICATION  
DEPARTMENT**

**Course Contents**

**2023**

## **FALL (1st Term)**

### **İLET111 Introduction to Communication**

This course provides an overview of the basic concepts of communication and the skills necessary to communicate in a variety of contexts. The aim of the course is to teach students introductory concepts about the subjects such as development of communication sciences, basic concepts of communication, the place and importance of communication in human and social life, types of communication, dimensions of communication, levels of communication, effective communication etc. Upon completion, students should be able to explain and illustrate the forms and purposes of human communication in a variety of contexts.

### **SBU157 Political Sciences**

This course includes the following topics: 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.

### **YMI101 Introduction to New Media**

With this course, it is aimed to comprehend the change of the media environment formed with the development of digital communication technologies, in the light of the characteristics of the new media such as interactivity, hypertextuality, and multimedia. The historical development of new media, differences from conventional media will be discussed in the context of the relationship between media and society. The impact of the new media in social, economic, political and cultural areas will be deliberated over affirmative and critical theoretical approaches. In this context, an introduction will be lead in the concepts and theoretical backgrounds of participatory culture, alternative media, internet journalism, digital activism, troll culture, virtual identity, virtual public space, digital rights, digital surveillance.

### **RPSI109 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**

This course includes the following topics: 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.

**SPRING (2nd term)**

**YMİ102 Introduction to Mass Communication Systems**

This course introduces some general concepts to students such as mass communication, mass society, mass culture, popular culture, popular and mass behavior concepts, definitions, historical and sociological developments, mass media, structures, organization and effects etc. The use of all kinds of technical communication tools that provide distribution or publication of written, audio or visual works is also among the topics taught in the content of the course. Within the scope of the course, by paying attention to historical perspectives, regulations, global implications and changes, it is aimed to introduce students to the principles, philosophy, policies and practices of mass communication industries (written, broadcast, internet and digital communication).

### **SOS126 General Sociology**

This course includes the following topics: 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**

This course includes the following topics: 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**

This course includes the following topics: Basic 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**

This course includes the following topics: 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.

### **FALL (3rd Term)**

#### **İLET219 Communication Research Methods**

This course includes the following topics: 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 Communication Law**

This course includes the following topics: 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.

#### **İLET205 History of Communication**

This course kicks off from the following idea: “human history is also the history of communication”. Beginning with human history and communication, communication in the early ages, communication in ancient ages; the development of communication technologies, the birth and development of mass media, the use of the printing press and the development of print media, the introduction of radio, the birth and development of cinema, the television age, digital communication technologies and changes in communication until the internet media are evaluated

by considering their effects on societies. The aim of this course is to gain a critical perspective on the concept of history, to evaluate the concepts such as information, communication, oral and written culture, mass media, media, and related events and facts around their social and historical contexts.

### **İLET211 Basic Photography**

The most common visual communication tool of today's mass media, photos are based on a series of aesthetic foundations, especially technical. Therefore, in this course, basic concepts of photography, photo shooting techniques, types of photography, art, news and documentary photography, photographic framing, depth, perspective and color settings are applied.

### **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.

### **YMI203 Media Narrative Genres**

Within the scope of the course, media narrative strategies are analyzed within the framework of media ecology, media convergence, contemporary narrative literature theories and visual aesthetics on media platforms such as films, TV series, websites. In addition, the relations between social aesthetics and media aesthetics are examined in relation to art aesthetics.

### **İLET209 Social Psychology**

This course includes the following topics: 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.

### **YMI205 Media Management**

This course includes the following topics: 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.

## **SPRING (4nd term)**

### **İLET216 Media Literacy**

In the most general sense, media literacy means gaining the skills of accessing media content, analyzing media content, questioning the accuracy of the information obtained, and producing content for the media. The main purpose of media literacy is to understand the media correctly and to be able to produce content in accordance with ethical principles for the media. In this course, starting from traditional media literacy, different forms of literacy that have become a necessity with the development and transformation of the media will be examined, and new media literacy, which is necessary for people of all ages today, will be emphasized.

### **YMI202 New Media Publishing**

Within the scope of the New Media Publishing course, the digitalization of the media, digital media mediums, the differences between conventional and digital publishing will be explained and new types of publishing will be discussed. These include many different genres such as podcast publishing, blog publishing, online video production, and digital photography. This support is intended for students to recognize the developments that have emerged with new media broadcasting and to create content, video and infographic, and to publish them on digital platforms within the scope of the course. In this course aimed to recognize the developments that have emerged with new media broadcasting and to create content, video and infographic, and to publish them on digital platforms.

### **İLET204 Political Communication**

This course includes the following topics: 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.

### **YMI204 Camera Use Techniques**

A good light in terms of visual video design and related camera knowledge is the basic element of visuality known as video aesthetics. In this context, in this course, the basic illumination used in television and camera movements, especially camera scales and angles, are explained and shown as applied. Besides, camera and light information about video content production produced for online platforms are also mentioned.

### **RPRG104 Entrepreneurship and Project Culture**

Entrepreneurship and Project Culture course topics are as follows: All stages of project preparation; to gain project planning and writing skills; determining various project topics in the field of communication and transforming them into projects; development of research design; determining data collection techniques; data analysis applications.

### **İLET214 Professional English II**

The topics that make up the content of the Professional English II course are as follows: Effective use of English in the field of communication; improving the ability to use English in news writing; Gaining the readability skills of English media texts; Improving the ability to prepare media content in English.

## **FALL (5th Term) COMPULSORY**

### **YMI301 Journalism Practices**

Practices in the process of preparing news language and content. Reporter practices. The process of creating news, news writing techniques, content production, visualization, framing techniques, journalism and analysis of the process in the field, news writing and techniques, headline news and techniques such as headlines. Using technology to access information and process the news.

### **İLET303 Theories of Communication**

Theories of Communication course focuses on the birth and development of communication sciences, the study of liberal and critical paradigms in the field of communication sciences, the models, theories and approaches developed within both paradigms. Accordingly, while introducing the basic concepts and arguments of the theories, the course aims to clarify the historical, cultural and intellectual context in which these theories are produced. The course provides information to the students about the approaches and constraints offered by the approaches, theories and models developed in the communication and media studies.

## **ELECTIVES**

### **YMI351 New Media Studies**

New Media Studies course aimed to evaluate the social, political, economic and cultural role of the new media in the context of the approaches, research areas and research methods for new media. Within the course, the effects of conventional media studies on new media studies,



differences between conventional media studies and new media studies, contemporary academic new media studies will be explained and academic research in the field of new media will be discussed with a critical perspective.

### **YMI353 News Production Processes**

The phenomenon known as news is a process that starts with determining what will be news, gather information about that news, receive opinions from those who witnessed the event or situation, confirm information from different sources, and then write the news according to various traditional rules. Therefore, this course focuses on the dynamics that lie behind the concept of news both theoretically and practically, and it is put into practice with practices to be carried out throughout the course.

### **YMI355 Reportage and Interview Techniques**

The basis of freedom of press and expression is to give others a voice at the basis of journalism. In this context, interviews with the subjects of the news are of great importance. Therefore, in this course, the differences between the two types of news known as "reportage" and "interview" are emphasized and the similarities and divergences between these two types of news are emphasized. In addition, issues such as how to determine the questions for the newspaper, radio, television, presentation, what the guest is chosen according to, pre-interview preparation steps, and how to write the text after the interview are discussed.

### **YMI357 New Media and Social Movements**

In this course, an overview of social movements theories, new social movements theories and their critiques, the link between social class and social movements, the possibilities and boundaries of digital technologies in terms of social movements will be handled. Within the scope of the course, transformation of collective action forms with digital technologies, digital activism types, optimistic, pessimistic and consistent approaches to digital activism will be discussed and illustrated by current examples.

### **YMI359 Web Design**

The design of the internet sites, which are at the center of today's mass communication and how they are structured formally and aesthetically, constitutes the focus of the course. How a website is prepared is explained practically. In this context, the topics to be covered are; basic principles of web design, introduction of HTML and CSS coding systems, how to apply visual and typography, aesthetics of web design, color schemes, user tests.

### **YMI363 Digital Culture**

The effects of digital technologies on cultural production and reproduction will be discussed within the frame of theories that consider the transformation of everyday life practices, politics, art, identities and types of communication. For this purpose, the concepts such as digital native, digital art, digital avant-garde, digital counter-culture, digital resistance will be explained and thus the students will have comprehensive knowledge of the theoretical approaches in the field of digital culture.

### **YMI365 Media and Human Rights**

Media and Human Rights is an innovative course bringing together the study of traditional human rights concerns regarding the media and current debates regarding the role played by the media within the field of human rights. This course aims to help students understand the term "human rights" in theory and practice. The complex relationship between media and human rights will be addressed within the framework of issues such as terrorism, immigration, discrimination, hate speech, genocide, death penalty, freedom of expression, protection of journalists in conflict regions, internet, social media and human rights. It will offer a balance of theoretical and practical insights and provide the opportunity for students to engage in research in a new and dynamic field.

### **YMI367 Popular Culture**

Within the scope of digital culture course, the following topics will be covered: The concept of popular culture; traditional cultural foundations of popular culture; popular culture and folk culture relationship; the modern urbanization process and the emergence of popular culture; culture production environment and popular culture of mass media; art and popular culture; aesthetic and popular culture; The alienating effect of popular culture.

### **YMI369 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.

### **YMI371 Digital Game Culture**

The theories on the cultural function of games, the history of video games and the development of the game industry will be discussed in this course. Class, race, ethnicity, gender, lifestyle representations in the games considered as cultural areas will be examined. In addition the effects of games on children and young generation and the reproduction of the competitive ideology of

the market economy in games will be examined. In this way, students will be provided both to comprehend theoretically the game culture and to approach critically this culture.

### **YMI373 Television Studio**

Studio programs, which constitute an important dimension of television broadcasting, have become more systematic with digitalization. Behind this is a process that starts with the flexible design of the studio as a venue and extends to the coordination to be performed during the shooting of the program. In this course, students learn how to prepare the studio in a television program according to the guest and subject, and what the pre-broadcast and broadcast stages cover. Students learn television production experience by giving the necessary theoretical background and showing them as applied.

### **YMI375 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.

### **YMI377 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.

### **YMI379 Media Text Analysis**

While the Media Text Analysis course reveals the commercial nature of the media, it aims to discuss the media's impact on society through various topics and to learn and apply media analysis methods in order to demonstrate this effect. As the content of the course, the concepts such as ideology, politics, gender, social responsibility, democracy, government-power relationship along with the media structures and approaches to the media will be discussed in the context of analysis of various media texts.

### **YMI381 Cultural Memory**

The aim of this course is to introduce students to the controversial nature of cultural memory and to equip them with an advanced theoretical framework to understand the “memory explosion” that has occurred in recent years. In recent years, memory has become one of the most widely debated

issues in the social sciences. While modernity focused largely on the future, how do we explain the enormous preoccupation with the past in the postmodern era? This course will give some answers to this question. Beginning with a look at the way memory operates, the course will review major debates on memory in diverse fields such as psychology, sociology, and history. It will then focus on particular themes, including memory's relationship to place, identity, trauma, narrative, commemoration, media and the body. The course will rely on a number of case studies, including studies of memory in Turkey.

### **YMI383 Big Data**

With the development of information technologies, digital data sets that cannot be obtained, stored, measured, analyzed and shared previously and the technology used to store and analyze it explained with the concept of big data. In the course, big data, technologies used for big data, components, possibilities and limits of big data will be explained. The social and economic transformation created by the collection, production and use of big data will be discussed ethically and methodologically.

### **YMI385 Digital Publishing Practices**

In this course, the definition, scope, theoretical and social dimension of digital media, digital media applications, digital media technology, digital publishing, digital image techniques, color and image sources, color usage models are explained. With the digitalization, the historical transformation of the media is emphasized and the basic principles of digital broadcasting are practically shown.

### **YMI387 Media and Artificial Intelligence**

The historical development of artificial intelligence and the applications of artificial intelligence, which expresses the systems that can imitate human intelligence and improve themselves with repeated analysis, will be discussed in this course. It is aimed to comprehend a wide range of artificial intelligence applications that are widely used in everyday life such as chat robots, live support, smart assistants and recommendation engines.

### **YMI389 Data Analytics: Fundamentals and Applications**

This course aims to provide students with fundamental knowledge in data analytics and visualization. Students will be introduced to statistical concepts to understand the data analytics process. Additionally, they will learn how to effectively present data using data visualization tools and techniques. The course covers topics such as data collection, data cleaning, data analysis methods, and data visualization techniques. The skills acquired in this course can be applied to students' own research activities. Moreover, if they further develop themselves in this field, they can take on roles

in companies' business intelligence departments.

## **SPRING (6nd term) COMPULSORY**

### **YMI304 Television Broadcasting Practices**

In this course, students learn the preliminary and preparatory stages, production stage and post-production stage of a television program in theory and practice. Practices that should be considered in internal and external shooting are mentioned. Information is provided about the types of television programs. According to the type of television program, the points to be considered in the choices from decor to music are transferred. Have practical training which is a requirement of the profession of television. At the end of the course, the student acquires the equipment to produce a television program.

### **YMI306 New Media and Coding Applications**

This course will focus on digital encodings that enable new media tools to work. Within the scope of the course, it is aimed that the students learn the basic logic of coding and acquire the necessary infrastructure for coding in new media. In this context, the course will examine the relationship between new media and coding, taking into account the qualities of new media such as digital representation, modularity, variability, automation and transcoding. In the light of this basic information, the programming languages required for coding in new media will be explained and the HTML, CSS and JavaScript coding information necessary for Web coding will be transferred to the students in a practical way.

## **ELECTIVES**

### **YMI350 Cultural Studies**

Cultural Studies course aims to provide an overview of the critical view in cultural studies and the emergence of the tradition of cultural studies, British Cultural Studies, cultural studies in Third World societies, cultural studies in Eastern societies, and the current state and future of cultural studies tradition. This course introduces students to the terms, analytical techniques, and interpretive strategies commonly employed in cultural studies. Emphasis is on interdisciplinary approaches to exploring how cultural processes and artifacts are produced, shaped, distributed, consumed, and responded to in diverse ways. Through discussion, research and writing, it is aimed for class members to explore these different dimensions of culture and to understand them in their wider social, aesthetic, ethical and political context. Articles published in prestigious academic journals related to the field will be used as sample analysis texts in enriching the course.

### **YMI352 News Writing Types**

The focus of this course is on the types of news in printed media. In this context, how to write a news according to the news type, what the news items are, and how to write a news according to the type of the news are examined and explained. Throughout the course, after the theoretical background of the news types is transferred, news writing practices are carried out. In this way, students learn to write news in visual and audio media according to the types of news, and they are equipped with the most important subject of the press about reporter.

### **YMI354 Intercultural Communication**

Intercultural Communication course mainly focuses on the relationship between culture and communication, the concept of interculturality, interculturality and communication, intercultural communication and the future of intercultural communication in the global era. This course serves as an introduction to foundational and contemporary concepts, practices, and processes of intercultural communication, methods of critical intercultural analysis, and the scholarly field of intercultural communication. Students in this course will engage in a critical assessment of intercultural communication theories and applications with the explicit goal of addressing issues of intercultural practices. This course will address topics ranging from the contested nature of culture and cultural definitions; privilege, power, and oppression; globalization, transnational conflict, and modern technological influences in intercultural practices; representation of cultures and identities in popular media; and the relationship between language, power, and culture. We will engage these topics through multiple and diverse readings, examples from television and film, class discussions, and in-class activities.

### **YMI356 Television Journalism**

In this course, the definition of television news, the narrative structure it presents theoretically, the visual presentation strategies are conveyed and shown as their practices. KJ writing, which is the specific features of television news, how to make a television conversation, how to write the text of the overhead, how to show the tables and statistics, editing the images, and the narrative structure of the television news are covered in the course.

### **YMI358 Magazine Journalism**

Magazines that offer different contents to the media readers in terms of subject and content have an important place today. Thematic publishing is the most important feature of the magazines, which continue to publish both digitally and in print. Therefore, this course covers topics such as journal types, magazine types, news and text writing for magazines, magazine cover design, magazine ads, magazine design and management.

### **YMI362 Media and Reality**

This course aims to discuss and assess the interdisciplinary approaches to the old and new definitions of the concepts that are correlated to the truth, reality, lies, euphemism in media. In the course the difference between the truth and the reality and their contemporary validity in media will be revealed. The foci of the course will also cover and analyze the importance of rhetoric in traditional and social media, the reality and arranged reality both in the language and in media.

### **YMI364 Modernism and Postmodernism**

This course will cover the following topics: Definition of the concepts of modernity and postmodernity; economic political foundations of modernization; social and cultural dynamics of modernization; transition from modernity to postmodernity; economic political foundations of postmodernity; society and culture in the postmodern period; postmodernism and globalization.

### **YMI366 Media, Communication and Religion**

This course covers the relationship between media, religion and communication comprehensively. Students that take this course will be learning a rich variety of topics such as religious matters discussed in the media, the representation of different faiths in the media, the basic principles of religious broadcasting in the media, media-mediated religious broadcasting in Turkey, religious broadcasting and the social side, the psychological dimensions of the religious publishing, religious broadcasting and cultural environment etc. The main objective of this course is to enrich the students' view of the subject by pre-lesson readings and in-class discussions.

### **YMI368 Political Economy of Media**

It is aimed to examine the social functions of media based on the media ownership structure and to its relation with political institutions. Therefore, the basic concepts of political economy theory of media and the development of political economy approaches on communication theories will be explained. The economic political theory both in liberal paradigm and in critical paradigm will be handled comparatively and their reflections on communication theories will be evaluated. The approaches on the political economy of the media will be examined around the issues of media ownership and monopoly, culture industry, consciousness industries, their reflections on the cultural studies.

### **YMI370 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.

### **YMI372 Creative Writing and Communication**

This course is designed to stimulate and sustain the creative flow of writing and contribute to the training of effective communicators. It is aimed to show the students ways of expressing themselves with the help of different writing methods and discussions. In addition to the readings on various subjects, students who choose the course will get acquainted with various writing assignments and will be introduced to topics such as the process of starting writing, the physical and mental states of writing, and effective writing.

### **YMI374 Digital Television Practices**

The digital television broadcasting has been shaped around television broadcasting over the internet, interactive television and IPTV systems. The students are expected to acquire the necessary basis for digital television, both theoretically and practically in the course. For this purpose, the possibilities and limits of digital television broadcasting and the new communication environment that brings the audience from the passive position to the active position and the digital television applications will be discussed. Students will experience practically the new communication environment in producer position by developing project for television broadcasting over the internet.

### **YMI376 New Media Aesthetic**

With the development of new media art, which expresses the merging of art with digital technologies, this new art created by both human and artificial intelligence transform the aesthetic perception. Digital art aesthetics produced in new media will be discussed in the cultural and social context. For this purpose, the course will handle aesthetic theories, digital art approaches, the position of digital art in art history, interactive art, code design and algorithmic aesthetics, repositioning of the avant-garde, and digital art works will be analyzed aesthetically.

### **YMI378 Information Technology Law**

With the development of information technologies, new legal regulations specific to these technologies were required. Prevention of rights violations and crime prevention and regulation of crime sanctions arising due to information technologies, regulated under the information technology law. Crime theory, cybercrime, data security, network security, regulation of internet



publishing and prevention of crime on internet and protection of personal data will be explained within the scope of Information Technology Law course.

### **YMI380 Political Journalism**

The fact that politics is an integral part of social life makes it important how politics news is conveyed. Behind this is the correct and objective transfer of political news. In this context, topics such as journalism in the context of political communication, media-power relations, social dimensions of political journalism, journalism during the election periods, communication of election questionnaires, mediaization of politics.

### **YMI382 City and Communications**

This course aims to teach the economic, social, political and cultural dimensions of the life of cities in different socio-cultural and historical structures, the social factors that cause urban structuring, the possible social effects of planning decisions and the ability to think critically about urban life and related problems. As part of the course, which discusses the social relations that shape the cities, the capitalist urbanization and industrialization process that started in the 19th century is introduced in a historical and comparative perspective. This historical view is followed by analysis of current urban change processes. Broad variety of topics such as economic and institutional developments, urbanization processes in developing economies, housing problems of low-income people, joint use of the city, ecological-social problems of urban society, and the current rural-to-urban migration process, etc. will be analyzed within the scope of the course.

### **YMI 384 Text Mining**

This course aims to introduce students to the basic concepts and techniques of text mining. Text mining is a discipline that enables the extraction of meaningful information from large text datasets. Students learn text mining methods such as processing text data sources, applying text preprocessing techniques, text classification, sentiment analysis, topic modeling.

## **FALL (7th Term) COMPULSORY**

### **YMI491 Graduation Project I**

In this course, students will realize a research design including four years of experience in communication; determining the research topic; determination of research methods and techniques; projects that will include data collection and analysis. The main objectives of this course are: To group students with the knowledge they have learned in theoretical and practical courses within a certain discipline for project work; To present the planned project as a product

by blending the information gained from the lessons they have taken; to understand how to create a substructure for designs and learning will continue throughout life; to gain skills.

### **İLET401 Communication and Ethics**

Ethics has an important place in maintaining a healthy communication both in the context of daily communication and mass communication. Therefore, the relationship between ethics and communication is crucial as well as vital. In this course, ethical issues in the field of communication are explained. Origins and philosophy of the concept of ethics, the importance of ethics in the field of communication, communication, ethics, and its legal dimension in Turkey, newspapers, television and ethics in Internet publishing, advertising ethics, gender and ethics, public relations are the main issues of ethics courses.

## **ELECTIVES**

### **YMI451 Biotechnology and Communications**

The topics covered in this course are as follows: Biotechnology and communication studies carried out by power and surveillance with technology; addressing current developments with theoretical infrastructure.

### **YMI453 Crime, Communication and Media**

The phenomenon of crime has an important connection with the size of the crime as well as how it is transmitted. While the dimension of this is related to ethics and objectivity, how crime-related people are transferred in the news, while its social context is promoting violence and crime through media content. Therefore, this course examines the sociological dimension of violence in the media, how crime news is presented in the press, crime and children, crime and women's murders, crime and hate speech.

### **YMI455 Social Media and Public Sphere**

Since social media has an important place in our lives and are open to access and where their thoughts are freely expressed, the approaches that social media are accepted as a new public sphere are presented as interdisciplinary. This course will examine whether it is possible for social media to promote democratization by creating an open and egalitarian public sphere. For this purpose, public sphere and new virtual public sphere will be discussed in the light of affirmative and critical approaches. The possibilities and limits created by the role of the social media in the transformation of the public sphere will be evaluated from a critical perspective.

### **YMI457 Internet Journalism Practices**

The news language and news presentation practices that change and transform in the internet environment with digitalization are the focus of this course. In this context, the development of internet journalism, the effect of internet journalism on today's mass communication, ethics and objectivity in internet journalism, desktop journalism practices, news writing for internet journalism, headline, spot, creating news text, click journalism, breaking news, news photography, news on social media sharing are the subjects of the course.

### **YMI459 Crisis Communication**

In this course, the definition of the concept of crisis, its characteristics, types of crisis, sources of the crisis, the stages of the crisis, the main factors that create the crisis, the crisis process, the crisis environment and post-crisis communication. The stress that emanates with the crisis and its communicative effects at both the individual and mass levels are emphasized and issues such as organization for the crisis, reputation and risk management are also addressed.

### **YMI461 Documentary**

In this course, documentary cinema and television broadcasting is examined on the basis of its historical processes, and theoretical approaches regarding the content of documentary broadcasting are emphasized. In particular, new forms of expression emerging with digitalization are studied and defined in detail. At the end of the course, the student will be equipped with the historical and theoretical dimension of documentary cinema. It also has the opportunity to experience theoretical equipment in practice to be carried out in the course.

### **YMI463 Mobile Applications**

The development and widespread use of mobile communication technologies brought about the emergence of a wide variety of smart devices and programs in almost all areas. Mobile applications are programs specific to iOS and Android-based systems. Within the scope of the mobile applications course, it is aimed that students will have knowledge about basic mobile infrastructures, mobile operating systems, application design, application development tools, application publishing, and gain experience in mobile application with the projects they will develop at a basic level from the design to the publishing.

### **YMI465 News Agency Journalism**

News Agency journalism, which has an important place in today's journalism, requires speed-based journalism. However, the most important dilemma that speed-based journalism brings with it is that the journalist's effort to convey the news quickly puts the journalist at risk of not conveying the news correctly and objectively. On the other hand, another dimension of agency journalism is

that it brings a corporate working life and has its own professional differences. In this course, students learn the historical, theoretical dimensions of agency journalism and practice in news production.

### **YMI467 Multimedia Practices**

In this course, the tools and software that create the concept of multimedia and multimedia culture are introduced. In this regard, the transition stages of sound, text, symbols, graphics and images to digital environment are emphasized. In today's world where all of the text, image and audio media are intertwined, the dimensions of multimedia applications that are gaining importance with the convergence in the context of mass communication and interpersonal communication are examined and explained on sample applications.

### **YMI469 New Media Literacy**

In this course, new media literacy will be explained theoretically as a new form of literacy created by new media environments in the light of media literacy and critical media literacy. Within the scope of the course, new media literacy; will be explained in the context of meaning construction processes, taking into account the social functions and political economy of the new media. In the context of new competencies and risks required by digital communication technologies, new media literacy will be discussed theoretically, risk issues such as cyber bullying and cyber stalking, hate speech and crime, and issues that develop with new media literacy competencies such as citizen journalism and activist media practices will be discussed.

### **YMI 471 Field Journalism**

The basis of the profession of journalism is the pursuit of news in the field. Any news made before landing on the field is incomplete and misleading. Because we can see all the elements of the news only in the field where it takes place. Environmental conditions, witnesses, subjects, objects, emotions and atmosphere can only be fully perceived in the field. Therefore, in order to train journalists in communication faculties, it is necessary to constantly bring students to the field and bring them together with the elements of the news. "Journalism in the field" should be taught at the university as an important course in this respect.

## **SPRING (8th term)**

### **COMPULSORY**

#### **YMI492 Graduation Project II**

In this course, it is aimed to transform the findings, conclusion and suggestion part of the study, the research design stage of which has been completed, into the thesis text. To offer students the opportunity to have experience at all levels of a design; developing students' innovative ideas and promoting team awareness; contributing to their professional and ethical development; to give students the experience of giving oral and written presentations; are among the other objectives of this course.

#### **YMI402 INTERNSHIP**

In this course, students are aimed to gain experience to develop their professional career fields according to their interests. In the internship course, it is aimed that the students gain practical, technical, administrative information and experience outside the academic curriculum and contribute to their education, and to recognize the business life, employee-employer relations.

#### **ISG490 Occupational Health and Safety in Communications**

The purpose and importance of occupational health and safety in the field of communication, its historical development; basic concepts in occupational health and safety, examples of practices in Turkey and the precaution that taken on the basis of law. 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.

### **ELECTIVES**

#### **YMI450 City Journalism**

Urbanization, which has gained importance since the 16th century, and the problems that show up, have an important place in our social life. Communicating the problems that arise in the city or with urbanization in a way that is of public interest has an important place in solving the problems. In this context, the course covers the relationship between city and news, immigrants and news, interviews in modern urban environment, new social movements, city and news, problems in metropolitan life and news.

### **YMI454 Crime Journalism**

In this course, the basic concepts of crime journalism, the duties, powers and responsibilities of the reporter for police news, what sources and how the police and courthouse will shape the news, decision making in professional difficulties, the rights and responsibilities of the journalist in the context of press law, attention in the police court news texts. Issues such as points, objectivity and ethics are explained with examples and various practices.

### **YMI456 Crisis Journalism**

The nature disasters caused by the climate changes that show up parallel to the increasing population constitute an important dimension of today's journalism. As well as mass actions, terrorist incidents, etc. social dilemmas make it important to know how to convey the news in times of crisis and how to maintain mass harmony. Therefore, in this course, communication in crisis moments and crisis journalism in this context are examined. The main focus of the course is how to distinguish between rumor and news, how to establish a socially peaceful and trusting environment in communicative terms, and to communicate the relationship between municipality and local governments and the environment.

### **YMI458 Media and Ideology**

This course includes the following topics: Analyzing political and social communication by implicit or explicitly addressing the dominant, alternative and counter-ideological attitudes; to examine existing dominant ideological structures from various perspectives and to examine their different representations; conceptual analysis of representations of alternative or opposing ideologies; various structures of media and politics relationship, text analysis, conceptual discussions; ideological dimensions of political communication; the process of ideology in modernity and beyond, globalization and ideology, the ideological use of sound, and the relations between language and ideology; ideologies and theories; patriarchy, nationalism, globalization, women's movements, liberalism, neo-liberalism, capitalism and media industrialization and ideology; media and resistance; alternative media; social media and ideology; media and surveillance relationship.

### **YMI460 Media and Gender**

Gender is a concept and a study field expresses that gender roles are built socially by criticizing the perspective shaped on the basis of bilateral gender discrimination. In the social construction process of the gender, media plays an important role as producer of sense. In this course, it is aimed to raise awareness of gender equality among students by examining the gender representations in media and to produce media texts with this awareness for their professional

practices when they graduate. For this purpose, gender theories, feminist researches in media studies, and analysis of gender representations in media texts will be included in this course.

### **YMI462 Social Media Journalism**

Social media platforms are crucial for the news circulation process today. As part of the news process, the specific structures of the social media platforms also bring about the differentiation of the news production process. It is aimed to explain the news production process in social media platforms, the application of news language and news content in different social media platforms, and the concepts of social media news production process within the scope of projects developed by students in this course.

### **YMI464 Blog Publishing**

The development of network technologies has made it possible for anyone who wants to have blog sites where they can express themselves without requiring code knowledge. Blog sites make possible to create and circulate content in many different areas from personal blogs, corporate blogs and community blogs to blogging journalism. Within the course, students are expected to experience blog publishing practically with the thematic projects they create their own blog sites.

### **YMI466 Diplomacy Journalism**

The new mass communication, especially social media, which has emerged with digitalization, has made it possible for everyone to reach the news on a global level, as well as making international politics visible to everyone. This situation, starting with social media posts made by leaders and extending to various national or international summits, is very important in terms of journalism. Therefore, this course focuses on the basic concepts and issues of diplomacy and the issues that a diplomacy reporter should pay attention to while producing the news. On the other hand, basic concepts of international relations, diplomatic institutions, organizational methods and decision making processes in foreign policy are examined and news writing techniques and language required by diplomacy reporter are taught.

### **YMI468 Podcast Broadcasting**

This lesson focuses on podcast broadcasting, which is the current equivalent of radio broadcasting, which has an important place in the history of mass communication. Therefore, in this lesson, students learn the history of radio in the context of the development of digital broadcasting, the transformation of radio culture with digital broadcasting, and the theoretical and practical dimensions of today's podcast broadcasting. At the end of the lesson, each student learns how to design a podcast, what points they need to pay attention to, and puts it into practice.

### **YMI470 Digital Platforms and Journalism Applications**

In this course, the definition, scope, theoretical and social dimension of digital media, digital media applications, digital media technology, digital publishing, digital image techniques, color and image sources, color usage models are explained. With the digitalization, the historical transformation of the media is emphasized and the basic principles of digital broadcasting are practically shown.

### **YMI472 Digital Research Methods**

This course aims to teach students research and data collection methods in digital environment. Students learn to conduct digital research in accordance with scientific and ethical rules by learning techniques such as online surveys, focus groups, online interviews, data analytics tools and other digital research methods. In addition, digital data analysis and interpretation skills are also developed.

## **FACULTY ELECTIVE FOREIGN LANGUAGE COURSES**

### **ILET353 English Communication Skills**

In this course, which aims to improve communication skills in English, students will be directed to practices that improve their communication skills such as speaking in the classroom, asking questions, and conducting interviews.

### **ILET352 English Presentation Skills**

In this course, which aims to improve English presentation skills, students will develop basic skills such as applying storytelling techniques to complex topics and creating slides that can make the presentation more understandable. Within the scope of the course, students will prepare presentations on various topics and present them in front of the class.

<b>FALL</b>					<b>SPRING</b>						
İSP123	Spanish I	3	0	3	5	İSP124	Spanish II	3	0	3	5
ARA123	Arabic I	3	0	3	5	ARA124	Arabic II	3	0	3	5
ÇİN123	Chinese I	3	0	3	5	ÇİN124	Chinese II	3	0	3	5



RUS123	Russian I	3	0	3	5	RUS124	Russian II	3	0	3	5
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