

**Üsküdar Üniversitesi**

**İletişim Fakültesi**

**YENİ MEDYA VE İLETİŞİM  
(İNGİLİZCE) BÖLÜMÜ**

**Ders İçerikleri**

**2024**

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

### **COM111 Introduction to Communication**

This course provides an overview of the basic concepts of communication sciences and the skills required to communicate in a variety of contexts. The course's objective is to provide students with an introductory understanding of the evolution of communication sciences, fundamental communication concepts, the role and significance of communication in social and human interactions, types, dimensions, and levels of communication, and the principles of effective communication. After completing the course, students will be able to explain and give examples of the various ways that human communication occurs in a range of settings.

### **PSIR157 Political Science**

This course covers a variety of topics, such as the foundational ideas and evolution of political science and political systems, democratic systems' emergence and growth, parliamentary systems and procedures, the evolution and functioning of democracy in Turkey, the institutions and politics of democratic systems, and the philosophers and administrators who influenced the field of political science.

### **NMC101 Introduction to New Media**

The goal of this course is to understand how the development of digital communication technologies has transformed the media environment with features such as interactivity, hypertextuality, instantaneity, and multimedia. We will examine the relationship between media and society, as well as the historical evolution of new media and their differences from traditional media. We will deliberate on the impact of new media in social, economic, political, and cultural areas, using both affirmative and critical approaches. The course will cover the theoretical backgrounds of participatory culture, alternative media, internet journalism, digital activism, troll culture, virtual identity, virtual public space, digital rights, and digital surveillance.

### **RPSYC109 Positive Psychology and Communication Skills**

The topics of this course include the general framework 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. The approach of this course empowers individuals to harness their own resources and values, leading to a life filled with happiness, peace, success, and high levels of satisfaction. The creative and appropriate use of these resources and values allows individuals to exert their personal and cultural potential with a conscious choice. In this course, students will discuss research and conceptual studies on various topics and theoretical frameworks, including a meaningful life, a sense of thankfulness, happiness, hope, optimism, positive emotions, post-traumatic personal growth, endurance, self-perception, strength, and time perception. Students will also learn how to use methods such as brain mapping, signature strengths, gratitude journaling, and seven ways to increase happiness.

### **ENG103 English I**

This course covers the fundamentals of the English language, as well as exercises for reading and writing essays, listening, translating, and speaking.

### **TURK103 Turkish Language I**

This course aims to explore the key trends in Turkish literature and provide a new insight into the works of Turkish authors. The classes will include case studies and practices.

### **ATA103 Principles of Atatürk and History of Revolution I**

This course will examine the events in recent Turkish history, particularly those surrounding the collapse of the Ottoman Empire, the Independence War, the formation of the Turkish Republic, the early years of the Republic, the Second World War, and the transition from the single-party period.

### **RCUL103 University Culture I**

In this course, students will hear from professionals in the communication field who will share their insights and experiences. Experts from various organizations will discuss a range of topics important to the country, the university, and society.

## **SPRING (2nd term)**

### **NMC104 Digital Design**

The aim of this course is to provide students with fundamental knowledge about the design principles and techniques used in the digital world. The course combines theoretical knowledge with practical applications, and students will acquire the necessary skills in graphic design, web design, user experience, and user interface design. Students will also learn to develop creative projects and produce effective visual content using standard design software. Additionally, the course aims to develop students' critical thinking and problem-solving skills focused on visual design.

### **SOC126 General Sociology**

This course covers a range of topics, including the fundamentals of sociology, the evolution of sociology as a scientific field, the ideas, theories, and methods that underpin both classical and modern sociology, the stages of sociological thought, and the domains where sociology and communication sciences complement and intersect.

### **COM106 Introduction to Economics**

This course covers a variety of topics, including fundamental economic concepts, the stages of economic thought, microeconomics and macroeconomics, basic information about international economics, economic policies and practices in Turkey, liberal thought and economics, open markets and competitiveness, concepts of development and underdevelopment, and capitalism and globalization.

### **PHIL109 Basic Concepts in Philosophy**

The topics of this course include the emergence and development of philosophy; fundamental concepts, theories, and approaches; paradigms of philosophical thought; first-age philosophers; philosophical thought in the Medieval Age; Eastern and South Eastern philosophy; and the relationship between philosophy and communication science.

### **ENG104 English II**

This course covers the fundamentals of the English language, as well as exercises for reading and writing essays, listening, translating, and speaking.

### **TURK104 Turkish Language II**

This course aims to explore the key trends in Turkish literature and provide a new insight into the works of Turkish authors. The classes will include case studies and practices.

### **ATA104 Principles of Atatürk and History of Revolution II**

This course will examine the events in recent Turkish history, particularly those surrounding the collapse of the Ottoman Empire, the Independence War, the formation of the Turkish Republic, the early years of the Republic, the Second World War, and the transition from the single-party period.

### **RCUL104 University Culture II**

In this course, students will hear from professionals in the communication field who will share their insights and experiences. Experts from various organizations will discuss a range of topics important to the country, the university, and society.

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

### **COM219 Communication Research Methods**

This course examines the emergence and development of epistemology, as well as the developmental stages and philosophical traditions of methodology. We will discuss the relationship between social science and methodology, focusing on various research methods. The course will also include discussions on empirical tradition, critical tradition, survey techniques, content analysis, and hermeneutic analysis.

### **COM203 Communications Law**

This course covers the fundamental principles of communications law, its evolution across various nations, Turkey's legal framework, freedom of the press, and its initial legal practices. This course will also discuss censorship and law, judicial regulation of the press, juridical regulation of radio and television, and cinema and law.

### **COM205 History of Communication**

This course starts with the following idea: "Human history is also the history of communication." The course will cover the topics of human history and communication, communication in the early 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 the transformative effects of new media. The aim of this course is to gain a critical perspective on history and evaluate concepts such as information, communication, oral and written culture, and mass media within social and historical contexts.

### **COM217 Vocational English I**

The aim of this course is to equip students with the ability to use English in the professional fields of communication, such as journalism, radio and television, cinema, and new media.

### **COM209 Social Psychology**

This course covers a variety of topics, including the fundamental concepts and theories of social psychology, the emergence and development of the field as a scientific discipline, personal and social relationships, groups and group dynamics, group and society relations, attitudes and perception, attitude scales, balance theories, and social psychology and communication.

### **NMC205 Media Management**

This course covers a variety of topics, such as media management and its foundations; administrative approaches in large-scale media corporations; business management in medium-scale media corporations; business administration and management in small-scale media corporations; business administration perception in holding company media; and media planning and administration.

### **NMC207 Digital Video Editing Techniques**

This course serves as an introduction that encompasses the foundational concepts and methodologies essential for video editing in a digital media environment. By gaining a thorough understanding of the diverse editing techniques, tools, and software employed in the industry, students will be able to improve the quality of the digital content they produce. The course will focus on the significance of storytelling, pacing, and continuity within editing, as well as the technical nuances encompassing color correction, sound design, and visual effects. After completing the course, students will have a strong understanding of editing principles and the ability to apply them effectively, resulting in refined and professional-level digital media projects.

### **NMC209 Writing for New Media**

This course starts with the basics of copywriting and includes practices for writing in various digital formats. The course aims to develop students' creative writing skills as well as their ability to produce influential works that adhere to digital media practices, target audiences, and algorithms. The course's topics include basic copywriting rules, various text types, developing creative ideas, creative writing exercises, digital platform content policies, and impactful text creation strategies for digital media.

## **SPRING (4th term)**

### **COM216 Media Literacy**

In the most general sense, media literacy refers to accessing, critically analyzing, and producing media content. The primary goal of media literacy is to understand the media accurately and produce content that adheres to ethical principles. This course will begin with traditional media literacy, look at various forms of literacy that have emerged as a result of the media's growth and change, and place special emphasis on new media literacy—a skill that is essential for people of all ages in the modern world.

### **COM204 Political Communication**

This course covers a variety of topics, including the relation between politics and communication science, political structures and mass communication, democracy and communication, propaganda and persuasion techniques, rhetoric, political advertisement, and image and perception management.

### **NMC204 Video Camera Techniques**

This course will primarily focus on the foundational video camera techniques widely used in the modern industry. We will discuss the fundamentals of lighting and camera motion, including scaling and angles. We will also cover techniques for creating videos for online platforms.

### **RPRE104 Entrepreneurship and Project Culture**

This course will cover all stages of project preparation. The focus will be on gaining project planning and writing skills, finding ideas and transforming them into projects, developing research designs, determining data collection techniques, and analyzing data.

### **COM214 Vocational English II**

The aim of this course is to equip students with the ability to use English in the professional fields of communication, such as journalism, radio and television, cinema, and new media.

### **COM206 Basic Photography**

This course will focus on the basic concepts, types, and techniques of photography. Students will learn framing, depth, perspective, and color settings. We will explore fine art, news, and documentary photography. Students will have the opportunity to practice their skills through hands-on projects and assignments.

### **NMC208 Content Creation for New Media**

This course will focus on online platforms and how they affect the popularity and distribution of content. Today, these platforms have a significant impact on digital media for both users and content creators. Therefore, we will discuss the characteristics of these platforms, the content types they support, the user profiles that favor them, the features of mobile and desktop versions, the algorithms they use, and their advantages and disadvantages. Students will practice content creation, dissemination, and management, as well as learn how to determine the platform for each piece of content.

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

### **COMPULSORY COURSES**

#### **NMC303 New Media Journalism**

This course covers basic newswriting and journalism techniques, as well as news practices for digital media. Through in-class practice, students will reinforce their theoretical knowledge on fundamental topics such as news language, news discourse, news values, news gathering, and news writing techniques. The course delves into the changes in news production, distribution, and consumption processes due to digitalization, examining various news formats and novel forms of journalism, and providing examples and applications.

#### **COM303 Theories of Communication**

This course focuses on the birth and development of the communication sciences. We will discuss models, theories, and approaches in the field, as well as the liberal and critical paradigms. The course will offer a comprehensive understanding of the intellectual, cultural, and historical framework that shaped the development of communication theories, elucidating the core concepts and arguments. Students will learn about the limitations and methods presented by the models, approaches, and theories of media and communication studies.

### **ELECTIVES**

#### **NMC341 Data Analytics**

This course aims to provide students with fundamental knowledge of data analytics and visualization. The course will introduce students to statistical concepts and teach them how to effectively present data using visualization tools and techniques. The course also covers topics such as data collection, data cleaning, and data analysis methods. Students will be able to apply the skills to their research activities. In addition, by further developing their skills in this field, they can find employment in the business intelligence units of companies and organizations.

#### **NMC351 New Media Studies**

This course aims to delve into the social, political, economic, and cultural role of new media in today's society. The course will focus on approaches, research areas, and research methods for new media studies, as well as the effects of traditional media theories on novel approaches. We will also discuss scholarly research on contemporary new media studies from a critical perspective.

#### **NMC355 Interview Techniques**

This course will cover fundamental interview techniques and the differences between "reportage" and "interview." Students will learn how to select guests and formulate questions for various media platforms, as well as the preparation steps and how to craft news articles after the interview.

### **NMC357 New Media and Social Movements**

The course will cover an overview of social movement theories, critical approaches, the relationship between social classes and social movements, and the opportunities and limitations presented by digital technologies. We will discuss the transformation of collective action with digital technologies, digital activism, and optimistic and pessimistic perspectives. We will focus on examining the role of social media in shaping contemporary social movements.

### **NMC363 Digital Culture**

This course focuses on the effects of digital technologies on cultural production. We will discuss theories on the transformation of everyday life practices regarding politics, art, identities, and types of communication. The course will also cover concepts such as digital natives, digital art, digital avant-garde, digital counterculture, and digital resistance. After completing the course, the students will have a comprehensive understanding of the theoretical approaches in the field of digital culture.

### **NMC367 Popular Culture**

This course will cover a variety of topics, including the concept of popular culture, the traditional cultural foundations of popular culture, the relationship between popular culture and folk culture, the modern urbanization process and the emergence of popular culture, the cultural production environment and popular culture of mass media, art and popular culture, aesthetics and popular culture, and the alienating effect of popular culture.

### **NMC371 Digital Gaming Culture**

This course will cover theories about the cultural function of digital games, the history of video games, and the development of the game industry. We will discuss the class, race, ethnicity, gender, and lifestyle representations in the games as cultural products. Furthermore, this course will examine how digital games affect children and adolescents, as well as how games reproduce the competitive ideology of the market economy. Students will be able to understand critical and theoretical perspectives on gaming culture.

### **NMC373 Television Studio**

The main focus of this course is how to set up the studio for a television show based on the guest and the topic, as well as the pre-broadcast and broadcast stages. Students will have hands-on television production experience while also learning the necessary theoretical background. By the end of the course, students will be able to apply their knowledge and skills in a practical setting.

### **NMC377 Sociology of Communication**

This course will focus on the relationship between communication and society while discussing the connection between communication sciences and sociology. Sociological theories played an important role in the development of the field of communication, and they also impacted communication theories and approaches. The course will investigate these roots and delve into the social functions of mass communication tools from a sociological perspective.



### **NMC379 Textual Analysis in Media Studies**

This course aims to focus on how the media affects society and discuss analysis methods to better understand the nature of this effect. The course will cover the concepts of ideology, politics, gender, social responsibility, democracy, and the government-power relationship, along with media structures and different perspectives on textual analysis.

### **NMC381 Cultural Memory**

The goal of this course is to introduce students to the controversial nature of cultural memory and equip them with an advanced theoretical framework to understand the "memory explosion" that has occurred in recent years. Therefore, memory has become one of the most widely discussed topics 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 aims to provide some insights into 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 cover a number of case studies, including memory studies in Turkey.

### **NMC383 Big Data**

New information technologies make it possible to obtain, store, measure, analyze, and share large amounts of data. This course will focus on these technologies and the concept of big data, while also taking a closer look at the components, possibilities, and limits in the field. From an ethical and methodological standpoint, we will talk about the social and economic changes brought about by gathering, producing, and using these data sets.

### **NMC391 New Media Ethics**

This course will address ethical issues related to new media technologies and social media, covering a range of topics. While examining the impacts of new media on individuals and society, the course will focus on issues such as data privacy, information security, fake news, cyberbullying, and digital inequality. We will discuss the ethical problems posed by artificial intelligence technologies and examine their transparent and balanced use. Students will be supported in discovering ways to make ethical decisions and become conscious digital citizens in new media environments. The course aims to equip students with the necessary knowledge and skills to understand and critically evaluate the ethical challenges encountered in the digital world.

### **NMC393 New Media Workshop**

This course equips students with a deep understanding of the complex dynamics present in digital media and communication technologies, enabling them to create innovative and conceptually advanced digital application (APP) designs. This course integrates theoretical frameworks with empirical methodologies to deliver comprehensive knowledge in user experience (UX) design, interface architecture, and interactive media systems. Students will navigate through a rigorous project lifecycle, encompassing ideation, iterative prototyping, and formal competition submissions. The course emphasizes the synthesis of advanced problem-solving capabilities, creative ideation, and technical proficiency while simultaneously nurturing critical professional skills such as collaborative teamwork and strategic project management. This course will

significantly augment students' capacity to devise pioneering solutions within the digital ecosystem, thereby providing a substantial competitive edge in both scholarly and professional domains.

### **NMC395 Digital Ethnography**

The research opportunities provided by the field of digital communication are critical for understanding current social, cultural, economic, and political structures. This course focuses on the various ways social interaction and social worlds intersect in online and offline environments. The digital ethnographic approach employs a variety of qualitative ethnographic methods to critically examine traditional social science concepts and distinctions and explore their innovative expressions in contemporary everyday life. This course's main goal is to familiarize students with digital research methods and enable them to conduct research on digital cultures.

### **NMC397 History of Digital Media**

This course aims to explore the history of digital media, beginning with the transition from television to social media and peer-to-peer media technologies. The course explores the cultural landscape that led to the emergence of digital media in the second half of the twentieth century. Through the analysis of the functioning of new media, the course allows the student to delve into notions relating to the technological, cultural, and social characteristics of the contemporary media ecosystem.

### **NMC399 Interface Design**

This course provides an in-depth exploration of the fundamental principles, methodologies, and effective practices required to create user interfaces across digital platforms. Through a dynamic combination of theoretical discourse, practical exercises, and hands-on projects, students will develop a deep understanding of user-centered design principles, information architecture, interaction design, and visual aesthetics. With a strong emphasis on usability, accessibility, and enhancing the user experience, this course provides students with the tools to assess user requirements, conceptualize innovative design solutions, and prototype interfaces using industry-standard methodologies and tools. Upon completion, students will have the expertise to develop intuitive, visually compelling interfaces that increase user engagement and satisfaction across a range of digital products and applications.

**SPRING (6th Term)**

## **COMPULSORY COURSES**

### **NMC306 Coding for New Media**

This comprehensive course aims to enhance students' proficiency in data processing, cleaning, analysis, visualization, and reporting using the R programming language. The course will equip students with data-driven thinking skills, enabling them to make data-based decisions and work effectively with data in a contemporary media environment. The course will be conducted in a lab environment with hands-on practice, and students will present their work in three separate assignments.

### **NMC308 Theories of New Media**

This course provides a comprehensive exploration of the historical evolution of new media, tracing back to the emergence of Web 2.0 technologies and delving into the conceptual frameworks employed in new media studies. The course critically examines the continuities and disruptions between new media and their predecessors. Students will acquire a solid theoretical foundation to explore diverse domains within the realm of new media research, encompassing areas like social media, video games, media arts, and other creative forms. Students will also explore various theoretical approaches in new media studies throughout the semester, addressing themes such as platformization, gamification, the surveillance society, attention economy, affect and embodiment, digital culture, memes, and interpassivity.

## **ELECTIVES**

### **NMC350 Cultural Studies**

This course aims to provide an overview of the critical approach in cultural studies and covers a variety of topics, including the emergence, current state, and future of cultural studies, British Cultural Studies, and cultural studies in the Global South. This course introduces students to the concepts, analytical methods, and interpretive strategies commonly employed in cultural studies. The focus will be on utilizing interdisciplinary methods to investigate the various ways in which cultural processes and objects are created, molded, dispersed, enjoyed, and react to one another. We will explore these various facets of culture and discuss them in their broader social, artistic, ethical, and political context.

### **NMC352 News Writing Styles**

This course will focus on different news writing styles. Throughout the semester, students will gain news writing experience by practicing various writing techniques. They will learn to write news for different platforms, including visual and audio media. By the end of the course, students will have a comprehensive understanding of how to effectively communicate news stories in a variety of formats.

### **NMC354 Intercultural Communication**

This course mainly focuses on the relationship between culture and communication, the concept of interculturality, intercultural communication, and its future in the globalized world. This course serves as an introduction to foundational and contemporary concepts, practices, and processes of intercultural communication, as well as methods of critical intercultural analysis. We will address topics such as 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 discuss these subjects through a variety of readings, in-class activities, class discussions, and examples from movies and television.

### **NMC360 International Communication**

The aim of this course is to provide students with knowledge and awareness on topics such as international media systems, the flow of international information and news, cultural differences, and communication strategies. This course critically examines global communication's role in shaping international politics, security, societal activism,

and trans-border cultural practices, providing students with the opportunity to discuss the repercussions of current international issues within the context of international communication. Enriched with theoretical knowledge and case studies, the course also prepares students for communication problems they may encounter in the international arena. Students will gain awareness of the dynamics of global communication and the effects of intercultural interactions.

### **NMC364 Modernism and Postmodernism**

This course will cover a variety of topics, including the definitions of modernity and postmodernity, the political economy, and the social and cultural dynamics of modernization, the transition from modernity to postmodernity, society and culture in the postmodern era, and postmodernism and globalization.

### **NMC366 Media, Communication and Religion**

This course covers the relationship between media, religion, and communication. Students will learn about a variety of topics, such as religious discussions in the media, the representation of different belief systems, the basic principles, social aspects, and cultural environment of religious broadcasting, religious broadcasting in Turkey, and the psychological dimensions of religious publishing. The course aims to enrich the students' understanding of these topics through readings and in-class discussions.

### **NMC370 Psychology of Communication**

This course will provide a comprehensive overview of the psychological aspects of communication in various contexts. Throughout the semester, we will cover a variety of topics, including communication processes, persuasive communication, language and communication, mass consumption, and consumer behavior.

### **NMC372 Creative Writing and Communication**

This course aims to help students become more proficient communicators by encouraging and maintaining their creative writing flow. The course will focus on various forms of self-expression through writing exercises and group discussions. Students will be familiar with a variety of writing styles in addition to readings on a range of themes. They will also learn about writing processes, the mental and physical states involved in writing, and effective writing techniques.

### **NMC374 Digital Television**

This course focuses on the fundamentals of digital television practices, as well as the broadcasting opportunities and limitations of new communication technologies. Students will gain practical experience by developing television broadcasting projects and learning how to create engaging content for television audiences using digital tools and technologies.

### **NMC376 New Media Aesthetics**

This course will focus on digital art aesthetics in a cultural and social context. We will cover a variety of topics, including aesthetic theories, digital art approaches, the historical roots of digital art, interactive art, algorithmic aesthetics, and the repositioning of the avant-garde.

### **NMC378 Information Technologies (IT) Law**

As information technologies advanced, new legal requirements arose. This course focuses on information technology (IT) law, which regulates rights violations, cybercrime, and sanctions related to information technologies. We will cover a variety of topics, including crime theory, cybercrime, data security, network security, internet publishing regulation, internet crime prevention, and personal data protection.

### **NMC386 Media and Artificial Intelligence**

Artificial intelligence technologies have created major changes and breakthroughs in media use and production. This course aims to introduce students to the theory, practice, and techniques of artificial intelligence (AI) and its applications in the media and communications industries. Students are expected to comprehend the fundamental principles of artificial intelligence and its impact on media and communication processes. The course will examine topics such as artificial intelligence algorithms, their application in new media, and their potential impact on academic and industrial communication environments.

### **NMC388 New Media Project**

This course is designed to facilitate students in developing creative digital projects by leveraging the dynamic nature of social networks. This course offers an in-depth analysis of digital communication theories, social media algorithms, and user interaction models, thereby enabling students to generate innovative solutions within digital platforms. Throughout the project development process, students will engage in ideation, prototype development, user testing, and analysis phases, ultimately submitting their projects to national and international competitions. The course structure promotes an integrated approach to creative problem-solving, strategic digital planning, and advanced technical skills, while also fostering the development of critical professional competencies such as collaboration, leadership, and project management.

### **NMC390 Television Broadcasting**

This course will cover the production and post-production stages of a television program. We will focus on the different types of television programs, setting up the decor, and selecting music appropriate for each genre. Students will have practical training and acquire the necessary skills to produce a television program.

### **NMC392 Social Media Management**

The aim of this course is to provide students with the knowledge and skills required to use social media effectively. The course will cover topics such as how social media functions, how to create social media content, how to adapt the content to various platforms, how to interact with users, how to build professional relationships with consumers, the tools available for these processes, and the current approaches to brand positioning and marketing strategies.

### **NMC394 Cybernetics**

This course aims to teach students the fundamental concepts, principles, and applications of cybernetics. Students will focus on understanding the behavior of complex systems by using cybernetic principles to analyze control and communication within systems.

Course outcomes include developing students' abilities to understand system interrelationships, analyze feedback mechanisms, and evaluate system interactions.

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

### **COMPULSORY COURSES**

#### **COM401 Communication and Ethics**

Ethics plays a critical role in preserving a healthy communication environment in both everyday life and mass communication. This course will begin with the origins of ethics and then focus on ethical issues in communication. We will discuss ethics in publishing, broadcasting, journalism, advertising, public relations, and gender representation, as well as legal regulations in Turkey.

#### **NMC491 Graduation Project I**

This course aims to equip students with more practical experience and support them in applying their skills to their work. Students will prepare a project using the theoretical and practical education they received during their studies. They will determine their topic, implement their ideas, and present their project at the end of the semester. Throughout the course, students will receive guidance on preparing an impactful project. This hands-on approach will help students gain valuable skills that they can apply to their future careers in the field of communication.

### **ELECTIVES**

#### **NMC453 Crime, Media and Society**

This course explores the sociological aspects of violence in the media and the presentation of crime news. We will cover a variety of topics, including crime and children, femicide, crime and hate speech, and ethics and objectivity in representing crime.

#### **NMC459 Crisis Communication**

This course will focus on the concept of crisis and discuss its characteristics, types, sources, processes, environment, and stages. We will delve into the main factors that create crises and study post-crisis communication. We will also discuss issues such as crisis organization, reputation, and risk management.

#### **NMC463 Mobile Applications**

The development and widespread use of mobile communication technologies have spawned a wide variety of smart devices and programs in almost all areas. Mobile applications are programs specific to iOS and Android-based systems. The mobile applications course aims to teach students about basic mobile infrastructures, mobile operating systems, application design, and application development tools. It also provides hands-on experience in developing mobile applications at a basic level.

### **NMC467 Multimedia Applications**

This course aims to introduce the tools and software that create the concept of multimedia and multimedia culture. We will discuss sound, text, symbols, graphics, and images in a digital environment. Students will also learn about multimedia applications in various fields, such as advertising, education, entertainment, and communication. By the end of the course, students will be able to create their own multimedia projects using the tools and software introduced.

### **NMC473 Video News Production**

This course provides students with an understanding of every stage of the video news production process. Students learn skills such as determining news value, writing news stories, operating cameras and sound equipment, using video editing software, and publishing news videos. Course outcomes include developing students' abilities to evaluate news sources, create effective news stories, and professionally utilize audio-visual media tools.

### **NMC475 Digital Media Storytelling**

This course delves deeply into the core principles, techniques, and strategies crucial for crafting narratives within the digital sphere. Through a blend of theoretical discourse, practical application, and creative assignments, students will gain a thorough grasp of storytelling essentials, plot development, character evolution, pacing dynamics, and thematic cohesion. With a focus on bridging traditional narrative methods with modern digital platforms, students will learn to harness diverse multimedia elements—ranging from audio and video to graphics and interactive features—to amplify narrative impact and engage audiences effectively. By the end of the course, students will be adept at conceptualizing, producing, and disseminating cohesive and emotionally resonant digital stories across various digital media platforms, preparing them for success in the dynamic landscape of digital storytelling.

### **NMC477 Digitalization and Daily Life**

This course aims to provide students with awareness and knowledge about how digital technologies shape and transform individuals' daily lives. From a critical perspective, it examines the impact of digital communication tools on various areas such as social relationships, work life, education, entertainment, and identity, offering students a comprehensive viewpoint. While evaluating the positive and negative aspects of digitalization on social dynamics, students will have the opportunity to deeply consider the issues encountered in the digital age. Enriched with theoretical knowledge and current examples, the course equips students with the necessary tools to analyze the digital world from different dimensions.

### **NMC479 Corporate Social Media Management**

This course focuses on a multifaceted discipline that enables enterprises to effectively manage their digital footprint. The primary objective of this course is to provide students with the necessary theoretical framework and practical skills essential for designing, implementing, and evaluating corporate social media strategies. Corporate social media plays crucial roles in terms of increasing brand salience, cultivating stakeholder engagement, improving customer satisfaction, and optimizing promotional initiatives. The objective is to equip students with the necessary knowledge to comprehend and utilize the complex features, algorithms, and assessment techniques of social media

platforms. This will give them the skills to expertly lead digital initiatives for their organizations. Effective implementation of corporate social media governance gives businesses a competitive edge and encourages long-term growth. Therefore, this course aims to provide students with the skills and knowledge they need to have successful career paths in the business world.

### **NMC481 Digital Cinema**

This course covers a variety of topics related to the digitalization of film production and distribution, as well as the changes in cultural contexts and aesthetic practices surrounding new technologies. In addition, the course will focus on the relationship between digital cinematography and cinematic realism, new trends in editing practices, and the effects of digital media on cinematic techniques. The course will provide students with highly experiential training in visual storytelling, creative problem solving, and professional collaboration.

### **NMC483 Sociology of New Media**

This course aims to analyze new media from a sociological point of view. The course's main topic is how new communications technologies and forms (such as the internet, mobile phones, and social media) are changing the shape of social relations and interactions.

### **NMC485 Social Media and Society**

The aim of this course is to explore and discuss the impacts of social media on society. This course addresses the transformative power of social media on social relationships, social groups, public discourse, agenda-setting, and activism processes. Students will evaluate the role of social media platforms in sharing information, cultural production, and consumption dynamics, while also focusing on digital literacy and ethical responsibility. The course aims to provide students with an in-depth understanding of how social media shapes societal structures. Additionally, it enables students to critically analyze the positive and negative effects of social media, allowing them to make informed assessments of the challenges and opportunities encountered in the digital age.

## **SPRING (8th Term)**

### **COMPULSORY COURSES**

#### **NMC402 Internship**

This course aims to support students in gaining field experience and developing their professional career fields. We expect students to enhance their practical, technical, and administrative skills and gain experience beyond the academic curriculum. The internship will contribute to their education and introduce them to professional life.

#### **NMC492 Graduation Project II**

This course aims to equip students with more practical experience and support them in applying their skills to their work. Students will prepare a project using the theoretical and practical education they received during their studies. They will determine their topic, implement their ideas, and present their project at the end of the semester. Throughout the course, students will receive guidance on preparing an impactful project.



This hands-on approach will help students gain valuable skills that they can apply to their future careers in the field of communication.

### **OHS490 Occupational Health and Safety in the Communications Sector**

This course will focus on the purpose, importance, historical development, and basic concepts of occupational health and safety, as well as current regulations in Turkey. We will place a special emphasis on the communications industry and discuss film sets, natural disaster situations, war correspondence, reporting from terrorism zones, advertising agencies' long working hours, the risks of new communication technologies, working in laboratories and studios, and employer responsibilities. We will also talk about the international conventions on occupational health and safety for communications employees and the European Union's regulations.

## **ELECTIVES**

### **NMC456 Crisis Journalism**

Issues such as natural disasters, problems related to climate change, and rapid population growth are an important part of today's journalism. In addition, in the face of large-scale protests, terrorism, and other societal challenges, it is critical to understand how to report sensitive issues to the general public without causing further polarization and conflict. The aim of this course is to examine communication practices and journalism in crisis situations. We will focus on distinguishing between rumor and news, establishing a trusting media environment, supporting peace journalism, and communicating the relationship between municipalities, local governments, and the public.

### **NMC458 Media and Ideology**

This course focuses on analyzing political and social communication regarding both the implicit and explicit representations of dominant, alternative, and counter-ideological ideas. We will examine existing dominant and alternative ideological structures from various perspectives, as well as their different representations. We will discuss a variety of topics, including political trends, the relationship between media and politics, media industrialization, media and resistance, and alternative media.

### **NMC460 Media and Gender**

This course aims to raise awareness of gender equality among students by examining gender representations in media and to encourage them to produce content with this awareness for their future professional practices. We will discuss gender theories, feminist research, and the analysis of gender representations in media texts.

### **NMC464 Blogging**

This course aims to equip students with practical experience in blogging. They will create thematic projects and set up their own blogs. We will cover different types of blogs, such as personal blogs, corporate blogs, community blogs, and blogging in journalism. Students will also learn about effective writing techniques for blogs and strategies for engaging with readers.

### **NMC466 Diplomacy Journalism**

This course focuses on the fundamental concepts of diplomacy and the important issues in diplomatic reporting. We will discuss the basic concepts of international relations, diplomatic institutions, organizational methods, and decision-making processes in foreign policy. We will also examine the news writing techniques and language specific to diplomacy journalism.

### **NMC468 Podcast Production**

This course focuses on equipping students with practical knowledge on how to design and produce a podcast, including scriptwriting, recording techniques, editing, and distribution strategies. Students will also learn about the different types of podcasts, how to engage with listeners, and ways to effectively promote their podcast to a wider audience.

### **NMC472 Digital Research Methods**

This course aims to teach students research and data collection methods in a digital environment. Students will learn how to conduct digital research in accordance with scientific and ethical rules using techniques such as online surveys, focus groups, online interviews, data analytics tools, and other digital research methods. They will also develop digital data analysis and interpretation skills.

### **NMC476 Digital Film Production**

This course provides a comprehensive exploration of the principles, techniques, and practices essential to the creation of high-quality digital films. Through a mix of theoretical discussions, practical exercises, and hands-on projects, students will develop an in-depth understanding of the entire filmmaking process, from pre-production planning to post-production editing and distribution. Emphasizing both technical skills and creative storytelling, the course covers topics such as scriptwriting, cinematography, lighting, sound design, and digital editing using industry-standard software. Students will also learn about the logistical aspects of film production, including budgeting, scheduling, and team coordination. By the end of the course, students will acquire the skills and knowledge necessary to produce professional digital films that engage audiences and effectively tell compelling stories.

### **NMC478 Fact-checking for New Media**

This is a comprehensive course aimed at enhancing students' abilities to evaluate the accuracy and reliability of information disseminated in digital media environments. In today's digital age, social media, blogs, news websites, and other online platforms have become the primary tools for information sharing. This situation has paved the way for the rapid spread of misinformation and disinformation. This course aims to equip students to handle these challenges effectively.

### **NMC480 Digital Journalism Practices**

This course enables students to understand journalism practices in the digital media age. We will discuss how to produce news on digital media platforms, using social media, data journalism, and mobile journalism. The course outcomes include developing students' abilities to devise effective digital news publishing strategies, adapt news content to different platforms, and raise awareness of digital media ethics.

## **NMC482 Artificial Intelligence Practices**

This comprehensive course will equip students with the necessary skills to use generative AI tools effectively and ethically. In today's rapidly digitalizing world, AI technologies are revolutionizing many fields and offering innovations. This course will support students in developing creative and practical solutions using AI tools.

### **GENERAL ELECTIVE FOREIGN LANGUAGE COURSES**

<b>Fall Semester</b>						<b>Spring Semester</b>					
ISP 123	Spanish I	3	0	3	5	ISP 124	Spanish II	3	0	3	5
ARA 123	Arabic I	3	0	3	5	ARA 124	Arabic II	3	0	3	5
CIN 123	Chinese I	3	0	3	5	CIN 124	Chinese II	3	0	3	5
RUS 123	Russian I	3	0	3	5	RUS 124	Russian II	3	0	3	5
JAP 123	Japanese I	3	0	3	5	JAP 124	Japanese II	3	0	3	5
ITA 123	Italian I	3	0	3	5	ITA 124	Italian II	3	0	3	5