
USKUDAR UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
NEW MEDIA AND JOURNALISM MASTER'S PROGRAM
COURSE CONTENT

YMG501 Communication Theories (3+0) Credit: 3 ECTS: 6

The course covers mainstream and critical communication theories. It focuses on behavioral theoretical approaches that started in the 1930s, such as two-step flow theory, limited effects theory, gatekeeping theory, uses and gratifications theory, agenda setting theory, spiral of silence theory, knowledge gap theory, modernization theory, cultivation theory, media system dependency theory; and critical theoretical approaches like Frankfurt School, media economy politics, cultural studies and semiology. The main aim of the course is to guide students to examine the communication problems in the theoretical framework and to choose suitable theories for a research.

SOB501 Scientific Research Methods and Academic Ethics (3+0) Credit: 3 ECTS: 6

This course aims to provide fundamental knowledge of quantitative and qualitative research methods used in communication and media studies, discuss principles of academic ethics, and guide students in writing a project proposal within their field. The course will cover quantitative research methods such as content analysis, surveys, and experimental studies, as well as qualitative methods including discourse analysis, semiotic analysis, ethnographic research, focus group studies, oral history projects, and in-depth interviews. Students will be expected to design a research project that adheres to academic ethical principles. As part of the midterm and final assessments, students will prepare project proposals in accordance with the format of a relevant reference call program.

YMG502 New Media Theories (3+0) Credit: 3 ECTS: 6

This course will discuss the theoretical work on the new media, thinkers who produce theoretical knowledge that can be read in the context of new media like McLuhan, Virilio and Castells, recent media theorists such as Manovich, Jenkins, Levy, Poster and Fuch. Such theorists will be examined within the framework of the following concepts: McLuhan and the Global Village; Virilio and Accelerated Culture, Information Bomb; Castells and Network Society; Lev Manovich and Digital Culture; Henry Jenkins and Convergence Culture, Digital Renaissance; Peter Levy and Cyber Culture, Collective Intelligence; Mark Poster and Superpanopticon; Christian Fuchs and Critical Look at the Social Media, Marx in the Information Age.

YMG504 Seminar (1+0) Credit: 0 ECTS: 2

This course aims to improve the ability of graduate students to present, discuss and communicate in front of a group by preparing an up-to-date study on their field, in accordance with scientific research methods.

YMG506 Journalism and News Theories (3+0) Credit: 3 ECTS: 6

In this course, journalism and news theories in mainstream and critical approaches will be examined. Normative theories that discuss journalism in the theoretical framework and news theories such as agenda setting, news discourse, framing theory will be covered. The main aim of the course is to provide students a theoretical basis for their work on journalism.

YMG600.01 Thesis - I	(0+0) Credit: 0 ECTS: 30
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In the thesis program, students have to complete a scientific thesis in the field of new media and/or journalism.

YMG601 Project	(0+0) Credit: 0 ECTS: 30
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In the non-thesis program, students are required to complete a project that includes new media and/or journalism practice after successfully completing their courses.

YMG600.02 Thesis - II	(0+0) Credit: 0 ECTS: 30
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In the thesis program, students have to complete a scientific thesis in the field of new media and/or journalism.

YMG505 New Media Sociology	(3+0) Credit: 3 ECTS: 6
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This course will discuss how the new media influences the practice of society and social life, and the transformations it creates in the experience of cohabitation. In this course, the following topics will be covered: Digital natives and digital immigrants; web 2.0 and changing society; how social is social media; new media is the new public sphere; new media and cyber space; new media and culture; digital and online games; a new look at identity; new media and globalization; web 3.0 technology and the future of the new media.

YMG507 Journalism in New Media	(3+0) Credit: 3 ECTS: 6
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Depending on the developments in communication technologies, important changes are taking place in the processes of production, distribution and sharing of news and comments. The possibilities provided by the Internet bring journalism to new dimensions. This course examines the origins and development of journalism in the new media, the effects on traditional journalism and journalistic practices in the new media.

YMG509 New Media and Political Participation	(3+0) Credit: 3 ECTS: 6
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After the emergence of web 2.0 technology, new media has become an important tool in political communication and political participation. The relation of users to democratic participation is important both in terms of political representation of the will of citizens and of political parties in relation to citizens. In this course, new media and political participation will be examined through current examples.

YMG511 Turkish Modernization and Journalism	(3+0) Credit: 3 ECTS: 6
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This course examines the role and function of the Turkish press in the modernization process and makes a historical analysis of the press from the Ottoman period to the present day. In particular, the role of the press will be addressed in the process of development and establishment of the Republic.

YMG513 New Media and Woman	(3+0) Credit: 3 ECTS: 6
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In this context, the concept of gender will be examined first and also women's representation in the media, the investigation of violence against women and the exploitation of women's sexuality in the new media will be discussed. The course will also address theoretical approaches and methods used in gender studies.

YMG515 New Media and Perception Management	(3+0) Credit: 3 ECTS: 6
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In the course, social and psychological dimensions of technology-based communication will be examined through the General System Theory and Cybernetics approach. The stages of evolution of

technology, network society, new surveillance, technological dependence, new media literacy, information security, cyber bullying and perception management in virtual environment constitute the general conceptual framework of this course.

YMG517 New Media Literacy (3+0) Credit: 3 ECTS: 6

New media literacy explains the analysis, interpretation and interrogation of texts created by its own language and encouraging content production. It has gained more importance as new media become increasingly dominant. In this course, from the concept of new media literacy, new media will be studied in terms of content production and consumption.

YMG519 Current Issues in Internet Journalism (3+0) Credit: 3 ECTS: 6

This course examines the legal, ethical, economic and social problems of internet journalism that has entered our lives since the 1990s. The main aim of the course is to offer solutions by highlighting existing problems.

YMG521 New Media Pedagogy (3+0) Credit: 3 ECTS: 6

In this course, the definition of media pedagogy, its aims, areas of work, theoretical approaches to media pedagogy, studies in the field of media pedagogy and applicability of this theoretical framework to new media will be discussed. In this course, the individual effects of the new media on the users, the social relations of the new media and the effect of change in communication will be studied.

YMG508 Political Economy of New Media (3+0) Credit: 3 ECTS: 6

The main aim of this course is to teach the structural model of the new media, which has taken an important place in the media sector through the emerging technology and new communication channels in the political economy approach. The course includes specific topics such as media economy, economic features of new media, media industry and new communication technologies, and financing of the new media.

YMG510 Journalism Ethics in New Media (3+0) Credit: 3 ECTS: 6

In this course, the main points of journalism ethics will be evaluated and the journalism ethics in new media will be discussed. Students will be encouraged to research on ethical issues in the new media. The main topics to be covered in this course are the historical development of journalism ethics; alternative approaches to journalism ethics; principles of journalism ethics; ethical problems in the new media; self-control systems.

YMG512 Virtual Culture and Identity (3+0) Credit: 3 ECTS: 6

In this course, specific terms and processes such as virtual culture, lower and upper culture, opposing cultures, hybrid cultures, cultural differences between the X, Y and Z generations, new virtual spaces such as Dystopia-Mytopia and power struggles, Digital Identity, Digital Brand, Memes, Post-truth society, social movements in the age of the Internet will be handled together with Manuel Castells' network society and Neil Postman's information society.

YMG514 New Media and Public Relations (3+0) Credit: 3 ECTS: 6

In terms of technological developments, new media have a very important place in the consumer's agenda. This course focuses on how image and reputation-oriented campaigns in public relations are taking place in the new media and how the new media is positioned to create awareness and discrimination. Through the examples, which processes are used to reach and affect the target groups will be analyzed.

YMG516 New Media and Alternative Journalism**(3+0) Credit: 3 ECTS: 6**

The main topic of this course is alternative journalism practices which emerged as a solution to the problems created by traditional journalism. The new media or the internet serves as an efficient space for alternative journalistic approaches such as citizen journalism, peace journalism, radical journalism. In this course, the possibilities offered by the new media for alternative journalism will be examined within the framework of sample practices.

YMG518 New Media, Democracy and Social Movements**(3+0) Credit: 3 ECTS: 6**

This course concentrates on democracy and social movements. The structure of social movements in the modern period and their position in the period of governance and the social movements carried out through social media will be examined. Students will be guided to conduct research on social movements in the new media.

YMG520 Journalism and Popular Culture**(3+0) Credit: 3 ECTS: 6**

In this course; the concept of popular culture and its' development, different approaches to popular culture, the relations of popular culture and journalism, the history of popular journalism, popular journalism in the world and in Turkey will be discussed.

YMG522 New Media Research**(3+0) Credit: 3 ECTS: 6**

Surveys on the Internet are often made with social and humanistic methods such as questionnaires, interviews, observations, participant surveys, content analysis, audience research. In addition to these, new methods need to be developed and applied considering the differences of new communication channels developing on internet. The course will emphasize the differences in the content produced, distributed and consumed by the new media, and will focus on new research methods developed to fit the new media.

YMG523 Social Media and Public Opinion**(3+0) Credit: 3 ECTS: 6**

This course focuses on how public perception on social, cultural, and political issues can be examined and measured through social media. The scope, limitations, and opportunities of studies conducted to measure public perception through social media platforms will be addressed. Students will prepare research reports on public perception by analysing specific social media data through both theoretical knowledge and practical applications. In this process, methods and techniques such as sentiment and text analysis will be used to develop students' analytical skills. The course will consist of 20% theoretical knowledge transfer and 80% practical work. This course aims to equip students with the ability to conduct entry-level public opinion research by effectively utilizing social media data.