NEW MEDIA AND COMMUNICATION UNDERGRADUATE PROGRAM COURSE DESCRIPTIONS

Compulsory Courses

1st. Semester

PRA101 Foundations of Communication (3-0-0-3-6)

Definition of communication concept; aspects of human communication; functions of communication; communication process and its components; verbal communication and colloquialism; written communication; problems and principles in communication; communication process operation; body signals; interpersonal distances; lie and body signal.

NMC101 Key Concepts in New Media (3- 0- 3 -5)

New media encompasses a range of technologies used to produce, share, store and distribute digital content. Technologies such as the Internet, social media platforms, digital advertising, smartphones, tablets and smart devices form the basic infrastructure for new media. New communication foci and technologies have changed the traditional media tools and structure, leading to the emergence of new media. The aim of this course is to enable students to understand new / current / popular theories, concepts and approaches in the digital field and to have the competence to know and comprehend the trends and concepts that design the future.

NMC103 Introduction to Programming and Algorithm (2 2 3 5)

With this course, it is aimed to introduce students with basic programming methods and to gain basic programming skills in line with applications. It is aimed to make applications in order to gain proficiency in basic programming concepts such as basic concepts of C# language, data types, variables, operators, methods, object oriented programming.

NMC105 Introduction to Sociology (3 0 3 5)

In the course, the basic topics, theories and concepts of sociology, the method and logic of sociological inquiry are covered; a general analysis of the political, economic and cultural elements that make up the social structure and the relationship of the individual with society is presented. Within the scope of the course, the shaping of sociology by different social and historical conditions and its temporal, spatial and hierarchical transformations/changes are discussed. In parallel to the issues in these analyses, examples from Turkey and other countries related to social life are evaluated comparatively.

2nd Semester

NMC102 Introduction to New Media (3 0 3 5)

Within the scope of this course, it is aimed to define and teach the characteristics of the new communication environment, which emerged as a result of the development of digital technologies and conceptualised as cyber environment. 'How has communication developed from past to present? How is personal and mass communication done through which media?', 'How was the transition from the traditional one-way communication of newspapers, radio and television to the interactive communication environment of the internet and mobile phones?' What are the similarities and differences between the traditional communication environment and the new communication environment? How was the cyberspace formed?' will be emphasised. In addition, it will be evaluated how features such as interactivity, personalisation and virtuality in the cyberspace have changed and transformed personal and mass communication.

NMC104 Introduction to Journalism (3 0 3 5)

The aim of the course is to define the basic concepts related to the profession of journalism and to provide a critical approach to journalistic practices. Within the scope of the course, the emergence of journalism and its institutionalisation as a profession, traditional and alternative journalism approaches, journalist identity, news and news values, news gathering and writing, internet journalism, news agencies, news reporting, types of journalism, journalism ethics, current problems in journalism will be discussed.

PRA104 Foundations of Advertising (3-0-3-7)

Concept and types of advertising; advertising communication; relation between advertising and marketing; advertising history and globalization; advertising process; people and organizations in advertising process; authorities and the responsibilities of clients, media and advertising agencies in advertising process; consumer behaviors and advertising; advertising research; essentials in advertising budgets; interaction between advertising and public relations; definition of the campaign process in advertising.

NMC106 Basic Photography (2 2 3 5)

The aim of the course is to teach the basic concepts and theories of photography, to introduce the basic materials of photography with light and light sources, to develop the language of expression by discovering the meaning of images and creating a strong photographic composition. Basic concepts of photography and photography; historical development of photography; classification of cameras according to their technical characteristics; photography techniques; lens knowledge; correct exposure skills; the use of light, illumination, colour, depth of field concepts for correct photography; digital photography, visual editing knowledge and techniques; basic technical, aesthetic and philosophical analysis of photography

3rd Semester

NMC201 Digital Marketing (3-0-3-5)

This course aims to teach students the basic concepts, tools and strategies of digital marketing. Participants will learn about topics such as brand management, target audience analysis, content production, social media management, SEO, SEM and digital advertising in online environment.

NMC203 Social Media And Communication (3 0 3 5)

This course aims to familiarise students with the basic concepts, issues, genres and technologies of digital communication. Practical work on the web, audio, video and image will be used to provide a critical overview of contemporary communication issues. Students will also be able to analyse the history, theories and practitioners of social media. In short, this course will provide a critical assessment of how human communication is influenced by

technology and its impact on society and institutions by looking at existing social media practices.

NMC205 Video - Sound Editing Techniques (0 3 3 6)

It is aimed to teach sound and image editing used in film, advertising and video content production in general. The student is aimed to gain the ability to make the raw sound and image obtained more usable by processing it in video editing programmes. It is aimed to practice through image and sound editing programmes, adobe premier, sound and image editing theories.

NMC207 Artificial Intelligence (3 0 3 4)

Within the scope of this course, the historical development of artificial intelligence, which refers to systems that can imitate human intelligence and improve themselves through repeated analyses, and artificial intelligence applications will be discussed. It is aimed to comprehend a wide range of artificial intelligence applications such as machine learning, deep learning, Natural Language Process (NLP), Virtual, Augmented and Mixed Reality, Metaverse, Chatbots, live support, intelligent assistants, which are actually widely used in our daily lives.

4th Semester

NMC202 Digital Literacy Practices (3 0 3 5)

Today, literacy is used as an educational term that refers to many mental skills and communication skills using language, far beyond being an action performed with written symbols. In this course, issues that increase students' digital literacy skills and competence will be evaluated through conceptual, theoretical and historical process with practical examples.

NMC204 Branding on Digital Platforms (2 1 3 5)

Definition of brand; concept of branding; importance of branding; trend approaches to the branding process; rebranding/brand revision; brand creation and market research; brand positioning; the place and importance of brands on digital platforms, digital consumers, branding strategies and customer loyalty on digital platforms; brand values; brand

revitalisation; brand protection; 10 rules of branding are among the topics covered in this course.

NMC206 Creative Writing (2 1 3 5)

The aim of this course is to increase the student's knowledge and experience in script writing through practice. In accordance with the aim of the course, writing essays and film reviews will be made to encourage creative writing.

NMC208 News Design in Media (0 3 3 6)

The scope of this course consists of news types in print media. In this context, how a news is written according to the type of news, what are the elements of the news and how a news is technically written according to its type are examined and explained. During the course, after the theoretical transfer of news types, news writing practices are carried out. In the process, students learn to write news according to news types in visual and audio media and gain practical knowledge and skills in journalism, which is the most important subject of the press**.**

5th Semester

PRA301 Political Communication (3-0-0-3-6)

Political news, media and politics, myths and facts; early history of political communication studies; democracy and political communication; political and social integration under the influence of media technologies; mass communication and public space; political campaigns, political parties and media; political advertising; participation in political communication**.**

NMC301 Mobile and E-Commerce (2 1 3 6)

Within the scope of this course, it is aimed to comprehend mobile and e-commerce applications and to provide the level of knowledge and awareness that can be used in business life. Marketing management; definition of market communication and e-commerce; market communication mix; segmentation, positioning and understanding buyer behaviour; understanding different types of media; corporate identity; sales literature; brand; website; sales team; international fairs; product and packaging; parts of e-marketing; use of online market and customer research resources; website; b2b e-marketplaces; emarketing; use of social media; setting up and managing a b2c sales site; successful b2b and b2c site examples and new generation trends, practices and concepts will be evaluated.

NMC303 Creative Video and Animation Design (0 3 3 7)

The primary aim of this course is to provide students with an understanding of the history, theory and practice of Video Art through screenings, readings and discussions. It aims to introduce the students to the basic elements, different stages and concepts required for the application of 2D animation in the digital world through their own original works. Within the scope of this course, they learn the basic principles of animation from a holistic perspective, its characteristics, the processes from the creation of the idea to the distribution stage. Through the realised projects, students discover the cycle of time, space, rhythm, expression, gait in animation and learn how to apply these techniques to 2D animations.

NMC305 Web and Social Network Analysis (0 3 3 5)

The aim of the course is to develop the ability to examine the relationships between user and data-based network activities on websites and social media platforms, to analyse these relationships and reveal different connections and patterns, to capture and evaluate insights and to take new actions in communication plans. Knowledge of web analytics and social networking; data processing to create decisions and methodologies used in communications; professional analytical tools (Google analytics, NodeExcel, etc.) to measure the performance of digital environments or products; understanding user behaviour, product or service improvement, campaign or project results.

6th Semester

PRA302 Research Methods in Communication (3 0 3 6)

The concept of research; criteria of scientificity; aims of science; types of scientific research; types of scientific research; framework and characteristics of research method; archive management; content analysis, pragmatic analysis; departmental analysis; scientific analysis; case study; sampling method and its characteristics; determination of sample size and its importance; determination of the variables of the project; introduction to survey method; types and characteristics of asking questions in survey method; issues to be considered in survey preparation; types and characteristics of scales used in survey; preparation of survey questions for the project; evaluation of surveys; data analysis /spss application examples.

NMC302 Digital Culture (3 0 3 6)

In this course, the impact of digital technologies on forms of cultural production and reproduction will be discussed within the framework of theories that address the transformation of everyday life practices, politics, art, identities and forms of communication. For this purpose, concepts such as digital native, digital art, digital avant-garde, digital counter-culture, digital resistance will be explained and the student will be able to master the theoretical approaches in the field of digital culture.

NMC304 Digital Game Applications (0 3 3 6)

In this course, theories about the cultural function of the game, the history of video games and the development of the game industry will be discussed. In the digital game culture course, representations of class, race, ethnicity, gender, lifestyle in games, which are considered as cultural spaces, will be analysed. In addition, the effects of games on children and young generations and the reproduction of the competitive ideology of the market economy through games will be analysed. In this way, it will be ensured that students both comprehend the game culture theoretically and approach this culture critically.

NMC306 Multimedia Workshop (0 3 3 6)

Within the scope of this course, general definition of multimedia and subject selection, monitoring of sample multimedia works, general description of sound recording devices and editing / montage programs (Adobe Premiere), sound recording techniques, sound file and processing of recorded sounds (Adobe Soundbooth), selection of photographs and videos and making them ready for editing and montage, editing and montage of photographs, videos and sound recordings in multimedia formation, bringing together prepared photographs, videos and sound recordings.

7th Semester

NMC401 Legal and Ethical Issues in Communication (3 0 3 7)

The aim of the course is to create an awareness of the professional ethical values that a good communicator / journalist should have, the basic elements to be sensitised and their responsibilities towards the individual, society and the state. The concept of ethics, Historical development of communication ethics, Ethical problems in crisis periods, Privacy of private life and violations in social media, Content and copyright/patent rights in social media, Hate

speech, Digital surveillance, Digital journalism and changing dimensions of professional ethics.

NMC403 Cyber Security (3 0 3 7)

The aim of the course is to provide an understanding of cyber risks and threats in the digital world, to perceive and effectively use the basic security mechanisms necessary to ensure security in computer systems, networks and applications, and to comprehend digital threats such as malware and spyware. The concept of information security; verification; privacy and law; encryption; risk management and control ciphers; information security models; information security infrastructure; strategy and architecture.

NMC405 Sociology of Media (3 0 3 6)

Within the scope of this course, what is the meaning of media on society today? The emergence of global forms of mass communication has reshaped the practices of everyday life. What are the relationships between mass communication studies and other dimensions of social practice? How have the Internet and digitalisation reshaped social, cultural, political and economic relations? Do media cultures reaffirm today's dominant social relations? What kinds of identities do the Internet and mobile communication now promote? Who are the key thinkers we need to be aware of when thinking about these and other problems? A range of concepts, theories and the social impact of change will be evaluated.

NMC407 Building Digital Startups (1 2 3 6)

Every person in the world has an idea. But the realisation of these ideas goes through very painful stages. It requires a lot of patience, labour and diligence to plan and implement an idea over time. Within the scope of this course, we will teach our students the concept of startup, which is talked about a lot today, and how to establish a startup, which is a business model trend that has spread all over the world. What are the thought and technical stages of successful startups? What is the importance of team concept in startups? questions such as will be answered. In addition, students will be provided to gain experience by making applications on relevant startup platforms.

8th Semester

NMC402 Graduation Project (1 2 2 4)

Research, planning, implementation and evaluation stages of scientific research projects; criteria to be considered in determining the subject of the research project; literature review method; literature review reporting; quoting and citing with reference sources; research report writing; hypothesis identification in scientific research projects; general definition and classification of scientific research methods; planning the application process of the methods used in research projects; creating a draft table of contents for the content of the research; new topics emerging in line with the research results.

STJ001 Internship (30 Days) (0 0 0 4)

Elective Courses

NMC251 New Generation Journalism (3 0 3 4)

The aim of this course is to provide the student with the theoretical basis of journalism and to comprehend the effects of the generations and technology developing with digitalisation on the journalism profession. New generation journalism understanding; new generation news follower; new generation news headlines; specialisation in news in specific areas; news in the form of a game; augmented reality and virtual reality in journalism; VR technology in journalism; periscope journalism.

NMC257 Internet Journalism (3 0 3 4)

Basic concepts and practices in journalism, the social role of journalism, the relationship between social, political and economic developments and journalism, the process of transition from printed newspaper to digital journalism, the history of the Internet and Internet journalism, new information technologies and the future of journalism, It includes current issues such as readers, news and editorial work in internet journalism, internet news writing techniques, internet news entry techniques, storytelling and news narrative structures in digital journalism, types of digital journalism, social media and data journalism, confirmation journalism, video (vlog) journalism, blog journalism.

NMC259 Communication Law (3 0 3 4)

Definition of law and state, general information, general regime of fundamental rights and freedoms. Regulation of freedom of expression of thought in mass media, constitutional and legal provisions. General regime of freedom of thought and expression of thought, limitation of these freedoms and limits of limitation. Regulation of freedom of thought and expression of thought in the European Convention on Human Rights, comparison with constitutional provisions, evaluation of the case law of the European Court of Human Rights. General information about mass communication. Administrative and legal structure of communication and mass communication institutions. Regulation of freedom of communication in Turkey. Press regime. Provisions regarding periodical publications. Responsibility regime in the press. Radio-Television regime. Cinema-Video regime. Internet regime.

NMC261 Integrated Marketing Communication (3 0 3 4)

The process, which started with classical marketing, is now on the agenda to create customer satisfaction and brand value with the principle of one voice-one message under the name of integrated marketing communication. In this context, the aim of the course is to provide students with the necessary information about the functioning and applications of the concept of integrated marketing communication. Definition and basic concepts of marketing; marketing communication as a discipline; integrated marketing communication; components of integrated structure; marketing mix; advertising as a marketing activity; public relations; sponsorship and social responsibility activities; examples of integrated marketing communication activities from the world and Turkey.

NMC253 Communication through Play (3 0 3 4)

The way to be successful in private and professional life in the period we live in, which is also called the 'Communication Age', where the flow of information has reached incredible dimensions with the effect of technological developments, is to be able to communicate with oneself and other people in a healthy way. In order to do this, first of all, it is necessary to learn what communication is and which methods should be used in which situations in order to communicate effectively, by combining it with playful processes and by doing it with the principle of here and now. Ista course aims to provide students with these knowledge and skills through implicit learning. Why do we communicate, communication functions, elements of communication process, functioning of communication process, types of

communication, forms of communication, communication in different environments, communication barriers, ways to overcome communication barriers, listening with empathy / understanding with empathy.

NMC255 Media and Music (3 0 3 4)

During the course of the syllabus under this title, students will learn the production and usage procedures of Music as part of digital platforms such as youtube, itunes, spotify and podcasts used through media devices such as television, radio, mobile phone applications. The use and preparation of Music in the world of films and TV series, advertisements and games are prepared in a way to encourage student creativity. It is aimed to produce projects that will be good for the society through the presentations that students will prepare in the Media and Music course.

NMC256 Intercultural Communication (3 0 3 4)

Introduction to Intercultural Communication. Elements of Culture and Intercultural Communication. Factors Preventing Intercultural Communication. Subcultures and Subgroups. Identity Concept and Difference. Colonialism, Distribution Models, Cultural Icons, Cultural Hegemony. Intercultural Communication and Language. Intercultural Communication and Nonverbal Messages Intercultural Communication and Culture Shock. Intercultural Communication and Mass Media. Cinema and Intercultural Communication (Analysis). Television and Intercultural Communication (Analysing). Written Press and Intercultural Communication (Analysing). Advertising and Intercultural Communication (Analysing) Course Description.

NMC258 Programme Production (3 0 3 4)

Within the scope of this course, it is a course that will be mostly practical and a few theoretical courses will be given theoretically, explaining all the basic features of creating TV productions on digital platforms, from the techniques of creating a TV project, script presentation features, rating and financial regulation, shooting techniques and marketing infrastructure. This course will be taught with technical equipment such as studio, broadcasting equipment (camera, sound, light, etc.) and computer.

NMC260 New Media and Visual Design (3 0 3 4)

Design as a concept in New Media environments will be discussed and concepts such as aesthetics, visual perception, cognitive evaluation, multimedia will be explained in the axis of new media and visual design. The articulation of visual design to new media and the process of change will be emphasised.

NMC270 Mindfulness in the Digital Age (3 0 3 4)

Within the scope of this course, the concept of mindfulness will focus on how to follow a way to look, question and criticise the negativities brought by the digital age more consciously. In today's world, there are researches that show that minds that are exposed to many stimuli, mainly living in the past and the future, and attention, focus and unhappiness increase accordingly. Current situation evaluations will be made on stress management with mindfulness in business life and social life.

NMC252 Social Responsibility and Project Production (3 0 3 4)

The aim of this course is to show and teach how to be sensitive to each other and our environment with social responsibility; to produce projects in our workshop after realising social, cultural, economic and environmental problems. The concept of social responsibility; the importance of social responsibility studies; corporate social responsibility studies; brand identity and social responsibility; analyses of issues requiring social responsibility in the world; creative social responsibility projects; project production and sharing and management on digital media platforms.

NMC262 Expression Management and Presentation Techniques (3 0 3 4)

Whatever the subject, it can be quite difficult for many people to give a speech in front of a crowded audience. Especially those who will make a speech or presentation for the first time can be quite stressed for this. Concerns such as speaking properly during the presentation, influencing the audience or transferring information to the other side can cause this stress. However, speakers with a strong body language can overcome many of these concerns. In this course, body language and effective presentation techniques will be taught to students.

NMC351 Film Studies (3 0 3 4)

At the end of this course, the student is expected to know the structure of cinema as an art form, its mechanisms as a narrative and communication tool and its functioning as an industry. Basic concepts and terminology of cinema as an art; the birth of cinema and the first films shot; creating the language of cinema as a means of expression; technical structure in image formation; the relationship between lens light, depth of field and exposure; the industrial dimension and functioning of cinema; basic analysis of cinema films from creative and technical aspects.

NMC359 Health Communication (3 0 3 4)

The aim of the course is to transfer the basic theoretical and practical knowledge that qualified communication specialists should have in the health sector, which is one of the rapidly developing and basic markets in our country. Definition and theoretical background of health communication; characteristics of health communication in the context of inter-disciplinary structure; health communication theories and models; media and health communication; ethical issues in health communication; literacy in health communication.

NMC360 Event Management in Social Media (3 0 3 4)

The aim of the course is to discuss the concept of social media, the characteristics of social networks and their use in different fields, to prepare a successful social media communication plan that can be used in different sectors and to learn to report communication activities carried out in social networks. Targeted image development; sales growth, performance improvement, supporting local communities; new skills and knowledge in social media, job creation, infrastructure investments; target management; local communities; association/exhibitor; convention bureau/attendees; meeting incentives; conference; events/invitations; tender process; programme development and design; negotiation and best deal; crisis management.

NMC352 Hybrid Media (3 0 3 4)

The aim of the course is to deal with the emergence conditions, development, social development and politics of communication tools and media, starting with the newspaper in the historical process and to comprehend all aspects of the hybrid media that emerged by fusing new media with traditional media, where the internet is the locomotive power.

NMC354 Social Media (3 0 3 4)

Introduction to the concept of social media; the use and effects of social media; the use of social media in different business areas; basic concepts of social media; the relationship of Web 2.0, Web 3.0, Web 4.0. technologies with the internet; the relationship of social media with social and cultural life; examination of different social media examples; methods of using social media in business life; project development on the use of social media in business life.

NMC357 History of Cinema in Turkey and the World (3 0 3 4)

In this course, after the birth of cinema and the first films shot, the development of Turkish cinema is covered in detail in comparison with world cinema.

NMC358 Environment and Ecology (3 0 3 4)

The environment is the cultural, economic, social, biological and physical environment that allows all living things to survive and continue their generations. In other words, it is the place where a living creature can sustain its life in a healthy way. In addition, the environment is a nature that includes all living things on earth as well as all kinds of non-living things. Ecology is the scientific analysis and study of the interactions between organisms and their environment. Within the scope of this course, students will be raised awareness about environment and ecology.

NMC459 New Media in Cinema (3 0 3 4)

This course aims to analyse the effects of digital instruments, which are added to the traditional media, on the communication sector, especially in the fields of television and cinema, by criticising and analysing the effects of television series and films. Analysing the differences between traditional media and new media, discussing and defining the concepts of interactivity, postmodernism, active audience, multimedia, virtual reality (cyborg), digitality, smilacrum, etc. through series and films that deal with social transformations emerging with the rise of new media and social media.

NMC451 Digital Activism (3 0 3 4)

Just as new Internet-based technologies have changed the paradigm of communication, so have forms of social organisation, activism and protest movements. The aim of this course is to examine the types of alternative media, the digitalisation of activism and the types of digital activism, to show the sociological, political and economic analysis of new social movements and the position of new media. Network society, online public sphere, digital social movements, activism, digital activism, digital cultures, networked sociability, civil society, identity.

NMC453 Brand Communication (3 0 3 4)

The aim of the course is to understand the nature of the brand concept and the important role of strategic management of this concept in the survival of businesses in the competitive marketing environment, to gain the ability / competence to apply knowledge about the brand asset and the process by which this concept is created, measured and managed, and to gain familiarity with theory and practice at all stages of the strategic brand management process. Basic concepts of brand communication; brand equity; brand positioning; creating marketing programmes to build brand equity; integrated marketing communication; brand equity measurement and evaluation; brand strategies; brand extension; sustainability in brand management; global brands; corporate, managerial and ethical issues.

NMC464 Crisis Management (3 0 3 4)

The aim of the course is to explain how to manage crises as a perception of threat to individuals, companies and organisations. Basic concepts in the context of organisation and crisis; components of the organisational environment affecting the crisis; types of crisis; characteristics of crisis; crisis management process; proactive/reactive/interactive approaches in crisis management process; crisis management in social media; the importance of monitoring and social listening in crisis management; examples of successful crisis management.

NMC456 Data Mining in New Media (3 0 3 4)

The aim of this course is to teach students Data Mining Concepts, Data Preparation Techniques, Statistical Learning Theory (Naive Bayes), Clustering Methods, Decision Trees and Decision Rules, Association Rules in the context of new media environment.

NMC458 Critical Approaches in New Media (3 0 3 4)

To approach the concept of new media from a critical perspective, to learn how new media and related technologies are used in the background and their unintended effects on sociological and individual dimensions. Participatory and avoidant behaviours in new media; mainstream approaches to new media: multimedia, interactivity, alternative media, mobile and online media; critical approaches based on avoidant/avoidant behaviour; fear of surveillance society; loss of naturalness of communication; blurring of the distinction between private and public sphere, commercialisation of communication.

NMC454 Advanced Photography (3 0 3 4)

Practical photography projects and photography trips will help students to master the techniques of photography and to form the perception of composition in photography. By analysing the history of photography and asking each student to make a comprehensive presentation on the work of a photographer as homework, students will be supported to understand photography not only technically but also culturally.