



**EUROPEAN UNIVERSITY OF LEFKE**

**NEW MEDIA and COMMUNICATION**

**PROGRAMME HANDBOOK**

**2024**

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## **New Media and Communication Programme (NMC)**

The primary aim of the NMC program is to develop successful graduates, who have the required qualities for a global and national communication environment by using the new communication technologies in a creative manner with ethical and social responsibility.

Within the light of this structure the aims of the program are; to educate new members who can participate in the media industry and fulfil the basic needs of the sector with their technological background, ability to follow all developments and ability to apply these technologies to the practices of the field. Within that goal, the programme is not only covering mainstream communication areas but also covers online publishing, communication, social media communication and mobile reporting. In that sense, NMC Programme aims to cover for future media professionals' areas such as new media and publishing, digital content production, user experience, story telling, digital photography, digital marketing communication and media analysis, and so on.

The NMC Programme also aims to establish and implement dialogue on various levels among other departments of the faculty, enabling students to cooperate with other students and become acquainted with a wide range of interrelated fields of knowledge: the theory and practice of media, film and television, visual communication design, journalism, photography and video, public relations and advertising. All these fields together navigate the students for the appropriate direction in both education and career.

During their education in the program, our students gain a ground built on the knowledge required by communication science, and at the same time, they begin to create their own portfolios in their second year by acquiring the contextual, managerial and application skills required by digital media.

Our students have the opportunity to determine their own career plans with our curriculum and rich elective course pool, updated in light of our national and international stakeholders. Within this context, while our students gain interdisciplinary knowledge in social, economic, psychological, historical and ethical subjects and fields of social sciences, they also enter into new media and communication sciences in the first year of the programme.

By their second year, our students; beyond the theoretical and tutorial-centered courses of communication science and new media such as communication theories, new media literacy and Public Relations, which are essential interdisciplinary subjects of communication science, they begin an intensive new media applications, learn to produce digital content, become familiar with storytelling and new media, mobile journalism, and interaction design, where they start to apply new media production techniques, take digital photography shots. Briefly, they start to create their own application-oriented portfolios. Moreover, 'Research Method' course is available to support the scientific research skills of our undergraduate students.

In the third year, that is, the fifth and sixth semesters, which has been developed with the same understanding, our students - in addition to media analysis course, which has great importance in forming public opinion, gain practical experience in using new media environments, learn to market the digital content they produce in digital environments, and

learn effective social media communication as well as learning how to communicate effectively. They complete their third year by learning intercultural communication and by acquiring the principles of communication law within the context of universal law principles.

Our curriculum, which consists of the basic knowledge and practices of communication and new media, allows our students to progress in their areas of interest and expertise with concentrated elective course choices, and guides them to gain an interdisciplinary formation and improve their academic expertise and comprehensiveness in the related fields.

In their third and fourth years, besides gaining a strong infrastructure, our students choose elective courses according to the type and dimension of communication and media they want to advance in.

Especially with the workshops and graduation projects in their final years, our students create their own media, strengthen their portfolios and prepare for professional life.

In this way, upon graduation, our students can work in every field of communication and media, at the communication departments of institutions and organizations, in traditional media houses or new media news platforms, in digital and social media management, and they can produce content. Our students who want to continue their careers as academics can choose courses from the elective pool that will support their goals, in addition to the research methods course, workshops and graduation projects, which are compulsory for all our students.

Our New Media and Communication students also have the opportunity to publish all the content they have produced during their education, including news writing, on the department application platform EUL SPOT (available in Media Center), which is also managed by them.

**Vision:** The New Media and Communication program aims to train communication and digital media professionals who are needed by the international sector and preferred all over the world in the constantly developing and changing field of communication and new media.

**Mission:** In this regard, our program aims to provide visionary communicators and new media professionals who are sensitive to social and ethical issues, who can adapt the developments in the field to the expectations in the sector, and who have knowledge, skills and competence.

Our curriculum, revised in the light of the feedback received from our stakeholders, covers subjects and courses that meet the needs of the national and international new media and communications sector. Program outcomes are updated in the light of stakeholders' opinions and expectations such as the sector representatives, graduates, and current student opinions through the surveys, and meetings held by the faculty members and the sector representatives. A structure has been established to periodically review the updates with the opinions and suggestions of the same stakeholders. A qualification profile has been created in line with the vision and mission of the program and 24 program outcomes have been defined.

**The educational objectives of the program can be summarized as follows:**

**EO1.** Our graduates can specialize in the field of new/digital media - digital communication and work as digital media - digital communication experts to develop the communication strategies of the sector, institutions and organizations through digital media.

**EO2.** In addition to the new media field, our graduates can also specialize in social media and work as content producers by managing the social media accounts of institutions, organizations or individuals.

**EO3.** Our graduates can produce content in the field of e-journalism - digital-journalism, they can be journalists.

**EO4.** Our graduates can continue their postgraduate education and take part in research and development activities in the field of communication science and media.

**The outputs of the program are as follows:**

**PO1.** Acquire and articulate concepts grounded in *theoretical* and *practical* knowledge pertinent to the realm of **digital media** and *communication sciences*;

**PO2.** Develop an understanding of *cross-cultural communication* by applying fundamental concepts of communication science;

**PO3.** Acquire knowledge of **media industrialization, news production processes**, and the definition of news within the context of the industry;

**PO4.** Engage in critical discourse pertaining to the ideas, topics and problems specific to the field of **digital media** and **communication**;

**PO5.** Acquire foundational knowledge regarding the **principles and operations of new media**;

**PO6.** Understand and explain the ownership **structure, characteristics** and operational **functions** of **media organizations**;

**PO7.** Raise awareness of social, economic, political, and cultural transformations by the help of interdisciplinary subjects such as history, sociology, and psychology.

**PO8.** Utilize essential technical equipment relevant to the field of **digital media** and communication;

**PO9.** Develop a positive attitude and behaviour towards **lifelong learning** by following current and **technological developments in the field**;

**PO10.** Gain the necessary experience in **news collecting** and **news writing**;

**PO11.** Gain professional ethics and knowledge and use of language in **producing content** that is free of discriminatory expressions and words;

**PO12.** Attain proficiency in media literacy by critically analyzing information disseminated through mass media;

**PO13.** Create **user-centered design** innovative designs and **multimedia products** for print and digital/media;

**PO14.** Utilize information and **communication technologies** as required by the field of communication and new media;

**PO15.** Develop proficiency in using English to stay updated with developments in the field, comprehend terminology, and communicate effectively with colleagues;

**PO16.** Adhere to social, scientific, cultural, and professional **ethical values** during the phases of data collection, interpretation, application, and dissemination within the field;

**PO17.** Acquire knowledge of **ethical** and fundamental **communication laws** applicable to media professionals, and develop an understanding of their **integration within professional practices**;

**PO18.** Enhance the performance of individuals assuming roles as both individual contributors and team leaders by identifying their learning requirements. Acquire the skills to strategise, plan, and **manage work** through **creativity** and strong leadership qualities;

**PO19.** Gain knowledge of the working conditions and **real-life experience**, management practices, and professional organizations within the field of new media;

**PO20.** Approach issues and challenges within communication and **digital media creatively**, supporting findings with both quantitative and qualitative data. Effectively communicate insights to society and pertinent individuals and institutions through oral and written means;

**PO21.** Understand and experience occupational safety and health practices pertinent to the communication field;

**PO22.** Adhere to environmental and sustainable principles within the ever-evolving digital landscape, demonstrating and developing a strong sense of **social consciousness**;

**PO23.** Operate with an awareness of the impact and significance of culture, cultural facets, and **intercultural** differences in **communication**;

**PO24.** Carry out the communication studies of institutions and organizations by utilizing **new media tools** including **digital marketing among** others.

**Curriculum:** The New Media and Communication curriculum has 8 semesters combining a total of 131 local credits, 240 ECTS with 46 courses. The courses in the curriculum can be classified into 2 types mainly; *compulsory* and *elective*. Different disciplines of communication sciences are starting from the 3<sup>rd</sup> semester with the ‘*Public Relations*’ course and followed by the ‘*Communication Theory*’ in 4<sup>th</sup> semester. At the same time, courses that

contain theoretical and practical knowledge in NMC are listed in the 3<sup>rd</sup> and 4<sup>th</sup> semesters of the curriculum. The curriculum is designed for offering basic knowledge and practical skills of new media studies with the following courses; *New Media and Communication Technologies*, *Storytelling and New Media*, *Digital Content Production*, *Mobile Reporting*, *New Media Publishing and Interaction Design*. Moreover, ‘*Research Method*’ course is available for supporting scientific research skills of undergraduate level students. In the 5<sup>th</sup> and 6<sup>th</sup> semester the curriculum is formed by both practical and theoretical courses. Practical courses such as ‘*User Experience*’, ‘*Digital Marketing Communication*’ and ‘*Social Media Communication*’ courses are listed. Moreover, starting with the 5<sup>th</sup> semester and followed by the 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> semesters, interdisciplinary (University Free Elective) courses are offered for encouraging students to improve their academic proficiency and comprehensiveness in the related fields.

The updated curriculum also includes *summer training* where the students are expected to complete **20 consecutive** working days under the supervision of a certified expert in the industry. During the final year of the programme, the students are also required to prepare and present/demonstrate the graduation project.



**EUROPEAN UNIVERSITY OF LEFKE**  
**FACULTY OF COMMUNICATION SCIENCES**  
**New Media and Communication Program**  
**Undergraduate Curriculum**  
**2023-2024**

1. Semester				2. Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
COM100	Introduction to Computers	(3-0) 3	5	COMM101	Introduction to Communication	(3-0) 3	6
COM101	English I	(3-0) 3	3	COM110	English II	(3-0) 3	3
SCI101	Introduction to Social Sciences	(3-0) 3	5	NMC104	Digital Photography	(2-2) 3	5
NMC101	Introduction to New Media	(3-0) 3	5	COM204	Ethics in Profession	(3-0) 3	8
COM112	Economics	(3-0) 3	6	COMM102	History of Mass Communication	(3-0) 3	5
COM115	Sociology	(3-0) 3	7	COM104	Psychology	(3-0) 3	6
<b>TOTAL</b>		<b>18</b>	<b>31</b>	<b>TOTAL</b>		<b>18</b>	<b>33</b>
3. Semester				4. Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
NMC251	Public Relations	(3-0) 3	6	NMC256	New Media and Publishing	(2-2) 3	6
NMC255	Digital Content Production	(2-2) 3	6	NMC252	Research Methods	(3-0) 3	6
NMC253	New Media and Communication Technologies	(3-0) 3	6	NMC258	Mobile Reporting	(2-2) 3	6
NMC257	New Media Literacy	(3-0) 3	6	NMC260	Communication Theories	(3-0) 3	6
NMC259	Storytelling and New Media	(2-2) 3	6	NMC262	Interaction Design	(2-2) 3	6
<b>TOTAL</b>		<b>15</b>	<b>30</b>	<b>TOTAL</b>		<b>15</b>	<b>30</b>
5. Semester				6. Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
NMC361	Media Analysis	(3-0) 3	7	NMC302	Media Law	(3-0) 3	6
NMC363	User Experience	(2-2) 3	7	NMC368	Intercultural Communication	(3-0) 3	7
NMC365	Digital Marketing Communication	(3-0) 3	6	NMC366	Social Media Communication	(2-2) 3	6
NMCXX X	Elective I	(3-0) 3	5	NMCXXX	Elective II	(3-0) 3	5
EULXXX	University Free Elective	(3-0) 3	4	EULXXX	University Free Elective	(3-0) 3	4
<b>TOTAL</b>		<b>15</b>	<b>29</b>	<b>TOTAL</b>		<b>15</b>	<b>28</b>
7. Semester				8. Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
COM106/ ORT106	Turkish	(2-0) 2	2	COM108/ ORT108	History	(2-0) 2	2
NMC461	New Media and Communication Workshop	(1-4) 3	6	NMC464	Graduation Project II	(0-2) 3	7
NMC463	Graduation Project I	(0-2) 1	3	NMCXXX	Elective VI	(3-0) 3	5
NMCXX X	Elective III	(3-0) 3	5	NMCXXX	Elective VII	(3-0) 3	5
NMCXX X	Elective IV	(3-0) 3	5	NMCXXX	Elective VIII	(3-0) 3	5
NMCXX X	Elective V	(3-0) 3	5	EULXXX	University Free Elective	(3-0) 3	4
EULXXX	University Free Elective	(3-0) 3	4				
NMC400	Summer Training	(0-0) 0	1				
<b>TOTAL</b>		<b>18</b>	<b>31</b>	<b>TOTAL</b>		<b>17</b>	<b>28</b>

**Total Credit: 131**

**Total Course: 46**

(1 Summer Training + 4 University Free Elective + 8 Dept. Elective + 33 Compulsory course)

**Total ECTS:240**





# **NEW MEDIA and COMMUNICATION**

## **COURSE CATALOGUE DESCRIPTIONS**

<b>Course Name</b>	Introduction to Computers
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COM100
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Lect. Önder Onursal
<b>Lecturer</b>	Lect. Önder Onursal
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program
<b>Type of teaching, expected class size</b>	Online
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 160 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course focuses on the computer applications which are necessary for every student to be able to use during his/her undergraduate study. Students will be covering the basic components of computers, such as Random Access Memory (RAM), Read Only Memory (ROM) and Central Processing Unit (CPU), relationship between these hardwares. Students will be able differentiate between different types of operating systems, application softwares and web-based applications. Students learn basic information about network connection and the types. Except those information, each student will learn how to save himself/herself against the viruses. All topics support the learning environment by lab sessions and each student will be able to use office applications.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Use Windows OS Controls and Manage Files.</li> <li>2. Having knowledge how to get connected, use browser, send email, and lunch search engine.</li> <li>3. Ability to understand Application Software in action including software for word processing, spreadsheet, database management, Presentation, network and graphics.</li> <li>4. Develop an understanding of diversity in hardware and software</li> <li>5. Having knowledge how to use multimedia software</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<input type="checkbox"/> Midterm Examination <input type="checkbox"/> Final Examination
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Shelly Cashman Vermaat, Discovering Computers Essentials, 1st. ed. [ISBN 9781337285117] 2018</li> <li>2. Shelly Cashman Vermaat, Discovering Computers Fundamentals, 3rd ed. [ISBN 1-4188-4372-5] 2007</li> </ol>

<b>Course Name</b>	English 1
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COM101
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Mehmet Mert
<b>Lecturer</b>	Mehmet Mert
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program
<b>Type of teaching, expected class size</b>	Online
<b>Workload</b>	<ol style="list-style-type: none"> <li>4. Lectures: 3 Lecture hours per week</li> <li>5. Self-Study: 2 hours per week</li> <li>6. Total Exercises and Examination Preparation time: 85 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 3 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course introduces the main grammatical structures to the students and helps them to develop their listening, speaking, reading and writing skills as well as vocabulary and pronunciation. The students are provided with clear rules and example sentences. The lessons contain high-frequency vocabulary that the students are likely to come across during their studies and future their future careers
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. The students will be able to understand and use English structures accurately to express themselves.</li> <li>2. The students will be able to learn and use the vocabulary learnt during the lessons.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<input type="checkbox"/> Midterm Examination <input type="checkbox"/> Final Examination
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. English File, Intermediate Plus, Student's Book, Christina Latham-Koenig, et al, Oxford University Press, Third Edition</li> </ol> <p><b>Supporting:</b></p> <ol style="list-style-type: none"> <li>2. English File, Pre-Intermediate Plus, Workbook, Christina Latham-Koenig, et al, Oxford University Press, Third Edition</li> </ol>

<b>Course Name</b>	Introduction to Social Sciences
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	SCI101
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Prof. Dr. Ebru Oğurlu
<b>Lecturer</b>	Prof. Dr. Ebru Oğurlu
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 1 <sup>st</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, >70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 1 hour per week</li> <li>3. Total Exercises and Examination Preparation time: 155 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	The main purpose of this course is to let students see how seemingly diverse disciplines intermingle — anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. define social science and explain its relevance and importance as an interdisciplinary area of study.</li> <li>2. develop reasonable approaches to problems in social science</li> <li>3. Ability to systematically analyze social issues</li> <li>4. Ability to understand the interdisciplinary nature of social sciences</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Elgin F. Hunt and David C. Colander, Social Science: An Introduction to the Study of Society, 16/E, Pearson, 2017</li> <li>2. Yuval Noah Harari, Sapiens: A Brief History of Humankind, ISBN 9781846558245, 2014.</li> <li>3. Jared M. Diamond, Guns Germs, &amp; Steel (ISBN 9780393038910) The Book and the documentary videos</li> <li>4. Steven D. Levitt and Stephen J. Dubner, Freakonomics: A Rogue Economist Explores the Hidden Side of Everything, Harper Perennial, 2005</li> <li>5. Tim Harford, The Undercover Economist, Revised and Updated Edition: Exposing Why the Rich Are Rich, the Poor Are Poor - and Why You Can Never Buy a Decent Used Car!, Oxford University Press, 2012</li> <li>6. Jostein Gaarder, Sophie's World: A Novel About the History of Philosophy, Harper Perennial, 2009</li> </ol>

<b>Course Name</b>	Introduction to New Media
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC101
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Prof. Dr. Elif Asude Tunca
<b>Lecturer</b>	Prof. Dr. Elif Asude Tunca
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 1 <sup>st</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 153 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	New media is any media from newspapers to books, TV and radio broadcasting that delivered digitally. A website or emails, mobile phones, any streaming applications, any internet-based form of communication exist under these new communication technologies are subject to New/Digital media. In this course, the historical development of media, what new media is and how it has developed, what the new media tools and fields are, how they are used and how they should be used, what the features that differentiate media and new media environments from traditional media are discussed. Besides, its impact on socio-political-cultural and economic fields is examined at conceptual and theoretical levels.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>(1) Know what is meant by the term ‘new media’</li> <li>(2) Develop knowledge and understanding on the theoretical points and practical applications of the new media</li> <li>(3) Develop an acquired understanding of the importance of media</li> <li>(4) Describe the key properties of new media and gain ability to compare differences between traditional media and the new media</li> <li>(5) Understand the history of traditional printing – broadcasting and compare it with the technological and computer based media developments</li> <li>(6) Learn the media history of their country</li> <li>(7) Know the basic concepts and terminologies used in new media; such as VR, AR, AI, Convergence</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Participations</li> <li>• Homework/Assignments</li> <li>• Presentation</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Convergence Culture: Where Old and New Media Collide, Howard Jenkins, NY Press, 2008</li> <li>2. New Media: An Introduction, T. Flew, Oxford Press, 2008</li> <li>3. The New Media: A Critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, I. Grant and Kieran Kelly, USA Routledge, 2009</li> </ol>

<b>Course Name</b>	Economics
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COM112
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Berna Serener
<b>Lecturer</b>	Assist. Prof. Dr. Berna Serener
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 1 <sup>st</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, >70
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 179 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course introduces students to the key concept and topic of microeconomics such as opportunity cost, production possibility frontier, demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Supply and demand analysis</li> <li>2. Elasticities</li> <li>3. Production</li> <li>4. Costs</li> <li>5. Market</li> <li>6. Presentation of economic issues with graphs, tables and essays</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Quiz</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. M. Parkin, Economics, 12th Edition, Pearson, 2015.</li> <li>2. N. G. Mankiw, Principles of Economics, 7th Edition, 2014.</li> </ol>

<b>Course Name</b>	Sociology
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COM115
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Inst. Dilem Öke
<b>Lecturer</b>	Inst. Dilem Öke
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 1 <sup>st</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 194 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 7 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course makes an introduction to the discipline of sociology and provides an outline of the major sociologists, sociological paradigms and areas of sociological inquiry. It aims at developing students' awareness about the society in which they live, with a due emphasis on sociological perspective and sociology as a scientific discipline. Thus, the course helps the students to develop a sociological outlook and understand what such outlook retains in terms of the founding theories, main sociological approaches, and related discussions in those areas ranging from everyday life, culture and globalization to social stratification and mobility.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. understand what the notions of society and social structure refer to</li> <li>2. understand why sociology is important for us and for comprehending the logic of social sciences in general</li> <li>3. be able trace the relationships between everyday life, communication and society</li> <li>4. be able to generate a sociological outlook and discuss ideas based on such issues as globalization, inequality, stratification, and culture</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Giddens, A, 2004. Sociology (fully revised fourth edition), Cambridge: Polity Press.</li> <li>2. Macionis, J.J., 2011. Sociology, USA: Pearson.</li> <li>3. Giddens, A, 1987. Social Theory and Modern Sociology, Stanford University Press.</li> </ol>

<b>Course Name</b>	Introduction to Communication
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COMM101
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 2 <sup>nd</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, >70
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 165 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course is designed to introduce and provide basic understandings of communication. It focuses on the general conditions and contexts of communication practices. It aims at providing the student with the general knowledge of definitions, models and basic concepts in communication; the range of verbal and non-verbal codes, and their complex interrelations in the message systems of modern electronic media; and various communication contexts, with emphasis on the structure and function of interpersonal and mass communication.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Communication and communication process, and basic communication models,</li> <li>2. An acquired understanding of the importance of communication for people and the society</li> <li>3. Types and levels of communication</li> <li>4. Effective communication</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Fiske, J.C. (1990). Introduction to Communication. London:Routledge.</li> <li>2. Dimbleby, R. &amp; Burton, G. (1985). More than words: An introduction to communication. London:Routledge</li> <li>3. Lule, J. (2016). Understanding Media and Culture: An introduction to Mass Communication. Minnesota: University of Minnesota.</li> <li>4. Mattelart, A., Mattelart, M. (1998). Theories of Communication. London: Sage</li> </ol>



<b>Course Name</b>	English II
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COM110
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Inst. Mehmet Mert
<b>Lecturer</b>	Inst. Mehmet Mert
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 2 <sup>nd</sup> semester
<b>Type of teaching, expected class size</b>	Online
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 85 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 3 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	English I
<b>Catalogue Descriptions/Content</b>	This course introduces the main grammatical structures to the students and helps them to develop their listening, speaking, reading and writing skills as well as vocabulary and pronunciation. The students are provided with clear rules and example sentences. The lessons contain high-frequency vocabulary that the students are likely to come across during their studies and future their future careers
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will have developed knowledge and understanding of: <ol style="list-style-type: none"> <li>1. The students will be able to understand and use English structures accurately to express themselves.</li> <li>2. The students will be able to learn and use the vocabulary learnt during the lessons.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. English File, Intermediate Plus, Student's Book, Christina Latham-Koenig, et al, Oxford University Press, Third Edition</li> </ol> <b>Supporting:</b> <ol style="list-style-type: none"> <li>2. English File, Pre-Intermediate Plus, Workbook, Christina Latham-Koenig, et al, Oxford University Press, Third Edition</li> </ol>

<b>Course Name</b>	Digital Photography
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC104
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Elif Atamaz - Inst. Sude Saraç
<b>Lecturer</b>	Assist. Prof. Dr. Elif Atamaz - Inst. Sude Saraç
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 2 <sup>st</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 1 hour per week</li> <li>3. Total Exercises and Examination Preparation time 160 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course aims to enable the students to gain control in basic photography, as well as to develop their skills in pixel based photographic design, using numerous digital photo editing software. Students will utilize and become familiar with basic concepts of photography, photography techniques, types of photography, art photography, photojournalism, documentary photography, and will be familiar with several technical methods such as framing at photography, depth of field, perspective and colour settings.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding to:</p> <ol style="list-style-type: none"> <li>1. Have creative control over digital photograph</li> <li>2. Apply photographic composition rules and techniques</li> <li>3. Know and to be able to apply some digital photographic editing, modifying, and recreating techniques</li> <li>4. Produce high quality creative digital photographic content for new media.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class exercises</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Projector and Moodle for Lecture note sharing, Computer Lab., and Camera
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Textbook of Digital Photography (2nd Ed.), Dennis P. Curtin, Shortcourses and Photocourses Publications, 2007R</li> <li>2. Digital Photography (Third Edition), Katrin Eisman, Sean Duggan, Tim Grey, 2011</li> </ol>

<b>Course Name</b>	Ethics in Profession
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COM204
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Assist.Prof. Dr. Esra Aydın Kılıç
<b>Lecturer</b>	Assist.Prof. Dr. Esra Aydın Kılıç
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 2 <sup>nd</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, > 500 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 5 hours per week</li> <li>3. Total Study and Examination Preparation time: 230 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 8 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The aim of this course is to define ethical principles, to enable students to develop ethical behaviours related to their profession, and to provide information about unethical behaviours that students may encounter in their professions. Within the context of the course, students will demonstrate understanding of the ethical principles in general or in application of specialized knowledge, results of research, creative expression, design processes, etc. that are related with their sciences, disciplines and potential professionals.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>(1) Demonstrate knowledge of important ethical systems and ethical types</li> <li>(2) Demonstrate their respect for different ethical perspectives</li> <li>(3) Critique some aspects of an ethical and unethical behavior</li> <li>(4) Clearly formulate their ethical position on an issue</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Participations</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Richard D. Parsons (2000). The Ethics of Professional Practice 1st Edition. Pearson Publication.</li> <li>2. Lecturer's course notes</li> <li>3. Video records</li> </ol>

<b>Course Name</b>	History of Mass Communication
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COMM102
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Lecturer</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsor, 2 <sup>nd</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 161 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course explores the development of mass communication and its history, the main factors that played role in the development of mass communication and the relationship between the history of communication and the history of humanity. It also aims at providing the students with the basic understanding of the particular economic, social and cultural factors that have gradually evolved into the present conditions of global mass media sectors. It emphasizes the processes of modernization and industrialization in that respect and concentrates on the historical development of each mass medium via a detour from different historical contexts.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. understanding the differences between mass communication and other communication processes.</li> <li>2. understanding the history of mass communication as part of and in relation with the history of humanity and civilizations.</li> <li>3. being able to trace the relationships between development of mass media and social, cultural and economic factors</li> <li>4. understanding the present conditions and contexts of mass communication as an outcome of its history</li> <li>5. become familiar to their own country's media history and era</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Assignment/homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Baran, S. J. 2006. Introduction to Mass Communication (4th Ed.), McGraw Hill. Library ref.: 302.23 BAR 2005</li> <li>2. Crowley, D. &amp; P. Heyer, (2015). Communication in History: Technology, Culture, Society</li> <li>3. Dimpleby, R. &amp; G. Burton, 1998. "Mass Communication" in More than Words, London: Routledge.</li> </ol>

<b>Course Name</b>	Psychology
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COM104
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Doğa Eroğlu Şah
<b>Lecturer</b>	Assist. Prof. Dr. Doğa Eroğlu Şah
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 2 <sup>nd</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 172 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course is a broad introduction to the field of psychology. Students explore the key figures, diverse theoretical perspectives, and research findings that have shaped some of the major areas of contemporary psychology. This course also examines the research methods used by psychologists across these areas to study the origins and variations in human behaviour.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Will be able to define psychology and trace its historical development.</li> <li>2. Will be able to define the related topics at the introductory level and compare them.</li> <li>3. Will be appreciate the importance of to be able to think critically and analytically.</li> <li>4. Will be able to have an understanding about how psychological principles correlates with individual's behaviours.</li> <li>5. Will be able to appreciate the importance of scientific research and following current findings in the continuously developing field of psychology.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Textbook: Ratus, A. S. (2016). PSYCH 5, Introduction to Psychology. (5th Edition). (New, Engaging Titles from 4LTR Press)</li> </ol>

<b>Course Name</b>	Public Relations
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC251
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Enis Faslı
<b>Lecturer</b>	Assist. Prof. Dr. Enis Faslı
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 3 <sup>rd</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 172 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course provides students with a comprehensive understanding of the principles, strategies and practices in the field of public relations. Through this course, students will examine the role of public relations in different sectors such as business, public sector, non-profit organizations and media. Students will develop essential skills such as planning and executing effective public relations campaigns, crisis communication, media relations and ethical decision-making.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Understand and define the basic concepts of public relations.</li> <li>2. Analyze the applications of public relations in different sectors.</li> <li>3. Create and implement public relations strategies.</li> <li>4. Develop plans for crisis communication and manage crisis situations.</li> <li>5. Acquire basic knowledge of media relations and effectively communicate with the media.</li> <li>6. Gain skills in campaign management and design public relations campaigns.</li> <li>7. Understand and apply ethical practices in public relations.</li> <li>8. Improve written and oral communication skills and create effective public relations materials.</li> <li>9. Evaluate the role of public relations in society and the business world.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class exercises</li> <li>• Attendance: Participation</li> <li>• Midterm</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Teams and Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Alison Theaker, The Public Relations Handbook, 2nd ed. (2001) Routledge.</li> <li>2. Newsom D &amp; Haynes, J. Public Relations Writing, Form &amp; Style, 9 th Ed. Boston, MA: Wadsworth 2010.</li> </ol>

<b>Course Name</b>	New Media and Communication Technologies
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC253
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Lecturer Zühre Özer - Sude Saraç
<b>Lecturer</b>	Lecturer Zühre Özer - Sude Saraç
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 3 <sup>rd</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 169 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course examines the impact of new media technologies on communication practices and the broader cultural landscape. Students will explore the evolution of digital media, emerging technologies, and their implications for society, businesses, and communication professionals.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>(1) Recognises concepts such as interface, domain, hosting, site architecture, network structuring, network security related to new media</li> <li>(2) Knows the features of social media platforms</li> <li>(3) Knows the concepts of data mining and data security and discusses the accuracy of data</li> <li>(4) Knows alternative platforms and can use them when necessary</li> <li>(5) Distinguishes digital media environments, knows the properties of different media</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. New Media A Critical Introduction Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly 2008 by Routledge</li> <li>2. Ayhan, A. (2019). New Approaches in Media and Communication. Berlin, Germany: Peter Lang Verlag. Retrieved Nov 8, 2023, from 10.3726/b15661</li> <li>3. Communication Technology Update and Fundamentals, 18th Edition August E. Grant (Editor), Jennifer H Meadows (Editor) 2022 by Technology Futures, Inc.</li> </ol>

<b>Course Name</b>	Digital Content Production
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC255
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Elif Atamaz - Inst. Merve Güvenç Özerdem
<b>Lecturer</b>	Assist. Prof. Dr. Elif Atamaz - Inst. Merve Güvenç Özerdem
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 3 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 166 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course provides a basic introduction to multimedia tools like text, layout, graphic, photo, video, and audio focusing on writing, designing and producing content for diverse social media and digital communication platforms. The most important goal of the course is for the student to be able to adapt content and messages that will be relevant to digital marketing and communication strategies. This also includes an understanding of the various target groups for the message.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding to:</p> <ol style="list-style-type: none"> <li>(1) Use multimedia equipment and software applications to produce digital content</li> <li>(2) Analyse which multimedia forms are convenient for different digital presentation platforms</li> <li>(3) Produce high quality creative digital content for new media</li> <li>(4) Use various digital platforms and social media in their publishing work.</li> <li>(5) Work individually and in teams to produce a portfolio of digital media content</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class exercises</li> <li>• Classwork/homework</li> <li>• Midterm Examination</li> <li>• Final Project</li> </ul>
<b>Media Employed</b>	Computer Lab., Projector and Moodle for Lecture note sharing,
<b>Reading List/ Recommended Text Book</b>	<p>Main:</p> <ol style="list-style-type: none"> <li>1. Digital Multimedia (3rd Edition), MacAvon Media PDF Documents</li> <li>2. Fundamentals of Multimedia (2nd Edition), Ze-Nian Li, Mark S.Drew, Jiangchuan Li, Springer</li> <li>3. Mobile and Social Media Journalism (Adornato) ISBN-13: 978-1506357140</li> </ol>



<b>Course Name</b>	New Media Literacy
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC257
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist.Prof.Dr. Mustafa Portakalç1
<b>Lecturer</b>	Assist.Prof.Dr. Mustafa Portakalç1
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 3rd semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3,5 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 167 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course aims to make students think critically about how media shapes and influences cultures and societies. The main aim of the course is to examine particularly new/digital media and to understand its impact in terms of both their advantages and disadvantages/ limitations. Through studying new media literacy students will learn to use digital platforms properly and to be a good digital media participator within the lights of the 21st Century skills. More specifically, the objective of the course is to critically analyse new media in terms of audience/purpose, content/framing, and format/techniques, and to be a competent new media literate.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Definition of media literacy and new literacy genres</li> <li>2. Explanation of new literacy</li> <li>3. Explanation of Web technologies</li> <li>4. Writing in Web and effectively participation on the Web</li> <li>5. Explanation of access to information</li> <li>6. Definition of social media literacy and the components of social media literacy</li> <li>7. Explanation of web information literacy</li> <li>8. Explanation of the importance of copyright, license and web ethics</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class participations</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. The Literacy of Media, Terry Eagleton, Blackwell Pub., 2000</li> <li>2. Carnival Culture: The New Media, James B. Twitchell, Columbia University Press, 1992</li> <li>3. Media Literacy: From a report of the National Leadership Conference on Media Literacy, New Brunswick: Transaction Publishers</li> <li>4. Literacy in the New Media Age, G. Kress, London and New York Routledge: Taylor &amp; Francis Group, 2010</li> <li>5. Media Literacy (3<sup>rd</sup> Edition). W.J. Potter, Thousand Oaks, California: Sage Publications, 2005</li> </ol>

<b>Course Name</b>	Storytelling and New Media
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC259
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Elif Atamaz - Inst. Merve Güvenç Özerdem
<b>Lecturer</b>	Assist. Prof. Dr. Elif Atamaz - Inst. Merve Güvenç Özerdem
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 3 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 166 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course looks at the theory, principles, and practice of digital storytelling across new media. Course examines linear, nonlinear, and experimental storytelling techniques, focusing on digital platforms for interactive sharing. Course practices go through the process of creating narrative image data to share on social media and equip students with audio-visual storytelling tricks and methods to create structures and scripts that work for digital sharing.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding to:</p> <ol style="list-style-type: none"> <li>1. Understand the storytelling as a subject for online media production, and social media environment.</li> <li>2. Develop aesthetic, creative and technical skills for producing and managing a audio-visual story</li> <li>3. Employ interactive storytelling techniques using a range of digital media tools</li> <li>4. Consider the implications of digital communication technologies in interactivity, continuity, and context of digital stories.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class exercises</li> <li>• Homework/Assignment</li> <li>• Midterm Examination</li> <li>• Final Project</li> </ul>
<b>Media Employed</b>	Computer Lab., Projector and Moodle for Lecture note sharing,
<b>Reading List/ Recommended Text Book</b>	<p>Main:</p> <ol style="list-style-type: none"> <li>1. The Power of Visual Storytelling. McGraw-Hill Education eBooks, ISBN: 978-0-07-182393-7, Walter E., Gioglio J. (2014).</li> <li>2. Digital Storytelling: Capturing Lives, Creating Community, Martistore, Lambert Joe (2021).</li> <li>3. New Narratives: Stories and Storytelling in the Digital Age. Lincoln, Page, Ruth, and Bronwen Thomas, (2011).</li> </ol>

<b>Course Name</b>	Research Methods
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC252
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Hüseyin Karşılı
<b>Lecturer</b>	Assist. Prof. Dr. Hüseyin Karşılı
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 4 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 167 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points –6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course aims at providing the student with a comprehensive understanding and assessment of research methods in communication sciences and media studies. The student will consider the logic and variety of methods that communication scientists use to observe the social world by examining the most common qualitative and quantitative techniques as well as obtaining necessary practical skills required for their application. The focus is on assessing how well research strategies address the underlying the media and communication studies with a due emphasis on the techniques for data collection and analyses of interviews, questionnaires, observation, and database material. Development of the skills required for both written and oral dissemination of results is also a key feature of the course
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will have developed knowledge and understanding of: <ol style="list-style-type: none"> <li>1. Understand the nature of scientific research</li> <li>2. Apply the steps of a scientific research</li> <li>3. Understand the basic quantitative research methods</li> <li>4. Acknowledge quantitative methods</li> <li>5. Prepare and present project report</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Project/Assignment/Research</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Saunders, M., Lewis, P., and Thornhill, A. 2019. Research Methods for Business Students (8th Edition), Pearson, UK.</li> <li>2. Bhattacharjee, A. 2012. Social Science Research (2nd Edition), Open Access Textbooks Collection Book 3, Tampa.</li> </ol>

<b>Course Name</b>	New Media and Publishing
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC256
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Lecturer Zühre Özer
<b>Lecturer</b>	Lecturer Zühre Özer
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 4 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 169 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	Students will be using and learning, the principles of using digital layout as the main instrument for publication as well as the vocabulary and basic ideas related to typography and page layout in new media area. A summary of industry-standard page layout and design software as well as several print and electronic delivery techniques are covered. A primer on InDesign and other software and techniques for creating electronic pre-press artwork that will be consistent to the designer's layout or written instructions while being economical and tidy. Type specifications, visual language, and the development of the printed item from concept to finished printed project will all be discussed.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>1. Define the terms and language of page layout and design.</li> <li>2. Apply real world production skills used by graphic designers and production personnel</li> <li>3. Create a digital media presentation</li> <li>4. Use typographic terminology and specifications</li> <li>5. Practice importing text and graphics into page layout programs</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Content Production for Digital Media, Jay Daniel Thompson , John Weldon, 2022 by Springer</li> <li>2. The Business of Digital Publishing 2nd ed., Franca Hall, 2022 by Routledge</li> <li>3. Exploring InDesign Creative Cloud, Terry Rydberg</li> </ol>

<b>Course Name</b>	Mobile Reporting
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC258
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 4 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 169 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course explores the techniques and tools used in mobile reporting for journalism and media communication. Students will learn to produce, edit, and distribute news and multimedia content using mobile devices, with a focus on storytelling and ethical considerations
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Enable to write news stories by considering the ethical communication laws</li> <li>2. Explore the relationship between production and consumption processes of the media</li> <li>3. Gain practical experience in producing and publishing news stories using mobile technology.</li> <li>4. Using smartphones effectively for newsgathering</li> <li>5. Develop strong storytelling skills for digital news and multimedia content</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Presentation</li> <li>• Midterm Examination</li> <li>• Final Project</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Briggs, Mark. (2016). Journalism Next: A Practical Guide to Digital Reporting and Publishing (3rd ed.)</li> <li>2. Janet Jones and Lee Salter (2012) Digital Journalism Sage Publications</li> <li>3. Bender; R.J &amp; Dovenport, D &amp; Drager, M. Fedler F.(eds).Writing and Reporting for the Media .London Palrave Macmillan</li> <li>4. Fleming,C.,Hemingery,E.,Moore,G.,Welford,D.(eds.)(2006).Introduction to Journalism.Sage publications</li> </ol>

<b>Course Name</b>	Communication Theories
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC260
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Lecturer</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 4 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 167 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course aims at providing the student with the major theories and perspectives concerning the nature and role of communication - especially, of mediated communication- in modern society. The course explores the communication models and messages; classical and contemporary rhetorical theories; theories of interpersonal, group and mass communication as well as the persuasion theory, public opinion, basic media theories and related debates.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Learn what is meant by "theory" and "scientific theory"</li> <li>2. Learn the origin and historical background of communication theories</li> <li>3. Learn the main stream models and theories associated with communication</li> <li>4. Be able to associate communication theories with the examples/cases</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Werner J. Severin and J. W. Tankard (1998). Communication Theories. Longman Publication</li> <li>2. Em Griffin (2012). A First Look at Communication Theory. Mc Graw Hill.</li> <li>3. Laughey Dan (2007). Key themes in Media Theory. London: McGraw Hill.</li> </ol>

<b>Course Name</b>	Interaction Design
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC262
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Elif Atamaz - Inst. Merve Güvenç Özerdem
<b>Lecturer</b>	Assist. Prof. Dr. Elif Atamaz - Inst. Merve Güvenç Özerdem
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 4 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 166 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course provides a high-level overview of the essential concepts related to interaction design focusing on screen based interaction issues. During the course, students will become familiar with the elements of visual representations by using various tools and applications that are commonly used in professional interaction design work.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. The fundamentals of user-centered design</li> <li>2. The principles and processes of interaction design.</li> <li>3. The meaning and importance of interaction design and apply it in new media tools.</li> <li>4. The implications of digital communication technologies in interactivity, continuity, and context of digital stories.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class exercises</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Project</li> </ul>
<b>Media Employed</b>	Computer Lab., Projector and Moodle for Lecture note sharing,
<b>Reading List/ Recommended Text Book</b>	<p>Main:</p> <ol style="list-style-type: none"> <li>1. An Introduction to Human-Computer Interaction, Sharples, M. (1996) in M. Boden(ed.) Artificial Intelligence, Academic Press, pp. 293–323</li> <li>2. Don't Make Me Think, Steve Krug, ISBN: 0321344758 (2006)</li> <li>3. Interaction Design: Beyond Human - Computer Interaction (3rd edition), Rogers Y., Sharp H., and Preece J. (2019), ISBN: 0470665769</li> </ol>

<b>Course Name</b>	Media Analysis
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC361
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 5 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 197 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 7 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course involves consideration of theories of on the critical approaches arguing for the possibility of communication as depending less on so-called universal models than on social, political and economic context of communication. To this end, more contemporary communication studies and specific examples for such studies will be one of the main focuses in the second part. Thus, this course will introduce the student to a broad range of approaches to communication so that s/he can comprehend the ideas at play in the professional literature and in the practice of communication, and will understand to analyse the media from a broader perspective.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Develop knowledge and understanding on critical thinking</li> <li>2. Understand the importance of critical approaches in communication theories</li> <li>3. Compare the mainstream and critical approaches on the basis of certain key terms (such as hegemony and ideology)</li> <li>4. Know the core ideas involving such perspectives as political economy, cultural studies, structuralism, semiotics and postmodernism</li> <li>5. Learn major media analysis methods</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Project/Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p>Main:</p> <ol style="list-style-type: none"> <li>1. Laughey, Dan (2007). Key Themes in Media Theory. London: McGraw-Hill.</li> <li>2. Werner J. Severin and J. W. Tankard (1998). Communication Theories. Longman Publication</li> <li>3. Em Griffin (2012). A First Look at Communication Theory. Mc Graw Hill.</li> </ol>



<b>Course Name</b>	User Experience
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC363
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Inst. Sude Saraç
<b>Lecturer</b>	Inst. Sude Saraç
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 5 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 196 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 7 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course explores the fundamental concepts, techniques, practices, workflows, and tools associated with the practice of user interface and user experience design for digital platforms including mobile applications, and interactive web designs. Students will learn to create an online and mobile, experience for an online-based start-up company.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. The definition and principles of UI/UX Design</li> <li>2. The entire life-cycle of design—the process, purpose, and tools to meet the needs of users in any sector.</li> <li>3. Producing UX documentation including wireframes, designs, prototypes, and user flows.</li> <li>4. The basics of HCI (human-computer interaction) and the psychology behind user decision-making.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class exercises</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Project</li> </ul>
<b>Media Employed</b>	Computer Lab., Projector and Moodle for Lecture note sharing,
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. The Elements of User Experience: User-Centered Design for the Web and Beyond. Garrett J. J. (2010). San Francisco.</li> <li>2. Don't Make Me Think, Steve Krug, ISBN: 0321344758 Krug, S. (2006).</li> <li>3. Interaction Design: Beyond Human - Computer Interaction (3rd edition), Rogers Y., Sharp H., and Preece J. (2019), ISBN: 0470665769</li> </ol>

<b>Course Name</b>	Digital Marketing Communication
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC365
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Inst. Sude Saraç
<b>Lecturer</b>	Inst. Sude Saraç
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 5 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 165 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course's objective is to provide information on communication and digital marketing, both theoretical and practical. In addition to the theory, real-world examples, and technologies utilised in digital marketing, the student will have the chance to master the ins and outs of communication with a focus on digital marketing and will learn more about the topics that go under the umbrella of Internet marketing.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Along with learning the fundamentals of digital marketing and communication, the student will also pick up extensive and basic vocabulary</li> <li>2. Engage online platforms, tools and software to achieve marketing outcomes</li> <li>3. Be able to observe, analyze and explain economic phenomena in the field of communication and digital marketing in a specific field of business activity</li> <li>4. Can independently propose solutions to specific marketing problems arising in the company and make decisions in the field of digital marketing and communication activities</li> <li>5. Describe the digital marketing communication processes</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. PR Smith &amp; Ze Zook., Marketing Communications Integrating Online and Offline, Customer Engagement and Digital Technologies 7th, 2019, Kogan P</li> <li>2. Simon Hall, B2B Digital Marketing Strategy: How to Use New Frameworks and Models to Achieve Growth 2nd Ed., 2023 Kogan Page</li> <li>3. Jarome M. Juska, Integrated Marketing Communication: Advertising and Promotion in a Digital World 2nd Ed. 2021 Routledge</li> </ol>

<b>Course Name</b>	Media Law
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC302
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Enis Fashl
<b>Lecturer</b>	Assist. Prof. Dr. Enis Fashl
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 6 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 3 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 181 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	The course will consider the legal environment which applies to the operation and regulation of the media in Turkey, TRNC and globally. Topics to be covered may include: defining the media for regulatory purposes, media ownership, defamation, privacy, freedom of information, confidential information, content regulation, international and comparative perspectives, contempt of parliaments and the courts, breach of confidence, advertising, and the online media, including social networking. Concepts such as freedom of speech, ethics and access to justice will also be discussed. The focus of the course is on a critical analysis of how the law applies to traditional and new media.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will have developed knowledge and understanding of: <ol style="list-style-type: none"> <li>1. Understand the principles of media law</li> <li>2. Be familiar with ethics and media ethics being able to trace the relationships between development of mass media and social, cultural and economic factors</li> <li>3. Learn sources of law</li> <li>4. Be familiar with legal rules in Media law and their applications</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Assignment/homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Lee Wilkins &amp; Clifford G. Christians (Ed., 2009). The Handbook of Mass Media Ethics, New York &amp; London: Routledge (available online; Master e-book ISBN: 0-203- 89304-2).</li> <li>2. Matthew Kieran (Ed., 1998). Media Ethics, New York &amp; London: Routledge (available online; Master e-book ISBN: 0-203-00361-6).</li> <li>3. Geoffrey Robertson, Andrew Nicol (2008). Media Law, Penguin UK</li> </ol>

<b>Course Name</b>	Social Media Communication
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC366
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Inst. Merve Güvenç Özerdem
<b>Lecturer</b>	Inst. Merve Güvenç Özerdem
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 6 <sup>th</sup> Semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 184 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course explores the use of social media as a communication tool in today's digital age. Students will learn the strategies and techniques necessary to create and manage effective social media campaigns, understand audience engagement, and utilize various social platforms for communication and marketing
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Develop a deep understanding of the role of social media in modern communication</li> <li>2. Gain practical skills in creating and managing social media content and campaigns</li> <li>3. Analyze and adapt to evolving trends in social media platforms and user behaviour</li> <li>4. Create and present a social media marketing plan showcasing their knowledge and skills</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Karen Freberg, Social Media for Strategic communication 2018 by Sage Publications</li> <li>2. Bu Zhong, Social Media Communication Trends and Theories. 2021 by Wiley Blackwell</li> <li>3. Jeremy Harris Lipschultz, Social Media Communication concepts, practice, data law and ethics, 4th Ed.; 2023 by Routledge</li> </ol>

<b>Course Name</b>	Intercultural Communication
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC368
<b>Semester</b>	Spring
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 6 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 211 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 7 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	The main objective of this course is to look at communications in relations between cultural groups and individuals. It aims at examining the range of functions and roles communication and media play in intercultural (or, cross-cultural) affairs, global issues, and intergroup relations. To this end, it attributes significant attention to such notions as 'identity', 'multi-culturalism' and 'miscommunication'. The course also focuses on the strategic use of communications by various groups and the question of how to be more competent in interpersonal communication.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. understand the notions of culture and intercultural (cross-cultural) communication</li> <li>2. learn the discussions on the question of identity and miscommunication and how they relate to intercultural communication</li> <li>3. learn about and discuss different contexts of intercultural communication in the way of becoming competent in the field</li> <li>4. be able to analyze different cases in the context of intercultural communication</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Project-Assignment/Presentation</li> <li>• Midterm Project</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Stockinger, Peter." Intercultural Communication", Researchgate.net (online document)</li> <li>2. Crouder, Stephen M. &amp; Cronn-Mills, D. (2014). Understanding Communication Research Methods. London: Routledge.</li> <li>3. <a href="https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics">https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics</a></li> <li>4. Jensen, Klaus Bruhn (Ed.). A Handbook of Media and Communication Research. London: Routledge (available as e-book)</li> <li>5. Holliday, Adrian, Martin Hyde and John Kullman (2010). Intercultural Communication, London: Routledge (available online)</li> </ol>

<b>Course Name</b>	Turkish
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	COM106
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assoc. Prof. Dr. Osman Erciyas
<b>Lecturer</b>	Assoc. Prof. Dr. Osman Erciyas
<b>Language</b>	Turkish
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 7 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Open access course, <150 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 1 hour per week</li> <li>3. Total Exercises and Examination Preparation time: 64 hours</li> </ol>
<b>Credit Points - ECTS</b>	2 Credit Points – 2 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	-
<b>Catalogue Descriptions/Content</b>	To show the characteristics and rules of operation of Turkish language with examples; to give the students the ability and habit to express their feelings and thoughts accurately and effectively; developing vocabulary through written and oral texts; The aim of this course is to teach the rules of reading texts or the programs they listen to correctly.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Explains and exemplifies the phonological properties of Turkish</li> <li>2. Explains and exemplifies the structures of Turkish.</li> <li>3. Explains and exemplifies the sentence properties of Turkish</li> <li>4. Reads and evaluates different text types</li> <li>5. Compares different text types</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Open Access (Course Notes and Videos on the Moodle)</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture notes and videos sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Birsen Çankaya ve diğerleri. Easy Turkish Course. İstanbul: Fono Yayınları, 2006</li> <li>2. Türkçe Sözlük, Türk Dil Kurumu Yay., Ankara: 2011</li> </ol> <p><b>Supporting:</b></p> <ol style="list-style-type: none"> <li>1. Kurtuluş Öztopçu. Elementary Turkish. İstanbul, 2006.</li> <li>2. Doğan Günay, Özdan Fidan ve diğerleri, Yabancılar İçin Türkçe Ders Kitabı + Alıştırma Kitabı, Papatya Yay., Ankara: 2013.</li> </ol>

<b>Course Name</b>	New Media and Communication Workshop
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC461
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Inst. Zühre Özer
<b>Lecturer</b>	Inst. Zühre Özer
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 7 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 1 Lecture hours per week</li> <li>2. Self-Study: 4 hours per week</li> <li>3. Total Study and Examination Preparation time: 178 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 6 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	Creativity is a critical component in any kind of communication act and strategy. In order to maintain a strong new media project, creators are expected to have the skills to produce creative visual stories with video, images, data and text. This course aims the students to create and develop corporations' stories for the new media and social media networks. Apart from it - as subject to content production, students also practice writing for online news platforms, and blogs. There is also an interactive panel on the course, where certain expert speakers review their own experiences and professional practices.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>1. Develop knowledge and practice on content production</li> <li>2. Know and practice news writing/content production for digital news platforms</li> <li>3. Develop an acquired understanding on relationship between companies and their target audiences through digital content productions</li> <li>4. Create creative and ethical digital contents and digital stories to improve corporations' goals</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Participations</li> <li>• Projects</li> <li>• Presentations</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Deidre K. Breakendrige (2008). PR 2.0: New Media, New Tools, New Audiences, Pearson Publication</li> <li>2. Andrew Burn (2009). Making New Media: creative Production and Digital Literacies, Peter Lang Publishing</li> <li>3. David Farkas and Jean B. Farkas (2002). Principles of Web Design (pdf document)</li> <li>4. Ekaterina Walter and Jessica Gioglio (2014). The Power of Visual Storytelling. New York: McGraw Hill</li> <li>5. Delfanti, A &amp; Arvidsson A. (2019). Introduction to Digital Media, New Jersey: Wiley Blackwell</li> </ol>

<b>Course Name</b>	Graduation Project I
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC463
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Prof. Dr. Elif Asude Tunca - Prof. Dr. Faruk Kalkan
<b>Lecturer</b>	Prof. Dr. Elif Asude Tunca - Prof. Dr. Faruk Kalkan
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 7 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Self-Study: 2 hours per week</li> <li>2. Total Study and Jury Preparation time: 89 hours</li> </ol>
<b>Credit Points - ECTS</b>	1 Credit Points – 3 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	During the final year of the programme, students are required to prepare and present a Graduation Project that will cover all the information they have been taking during their education period in the Program. They can work on their own or as a member of a team of preferably two members. The final-year project is divided into two courses; which are Graduation I and Graduation II. In NMC463 Graduation Project I course, they are expected to write a project proposal, and present it with the actual sketches and demonstrations of the program that they will develop in Graduation Project II course. The proposal includes basic requirements of the project they will implement. The detailed instructions are shared at the beginning of the semester.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>1. Understand and apply fundamentals of communication practices and procedures</li> <li>2. Implement the techniques of communication both verbally and in written format effectively</li> <li>3. Practice a research including both quantitative and qualitative data</li> <li>4. Participate in team work</li> <li>5. Interact with industry/sector and NGOs</li> <li>6. Learn to report a situation or case related with the field of New Media and Communication</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Project</li> <li>• Presentation/Jury defence...</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Category Archives: PLANNING &amp; DRAFTING New Media Projects - (<a href="https://digitalwriting101.net/content/category/planning-drafting-new-media-projects/">https://digitalwriting101.net/content/category/planning-drafting-new-media-projects/</a>)</li> <li>2. David Farkas and Jean B. Farkas (2002). Principles of Web Design (pdf document)</li> <li>3. Deidre K. Breakendrige (2008). PR 2.0: New Media, New Tools, New Audiences, Pearson Publication</li> <li>4. Ekaterina Walter and Jessica Gioglio (2014). The Power of Visual Storytelling. New York: McGraw Hill</li> </ol>



<b>Course Name</b>	Summer Training
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC400
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	STAFF
<b>Lecturer</b>	STAFF
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 7 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Training - in the sector
<b>Workload</b>	Total Training in the sector 160 hours (20 working days/8 hours in a day)
<b>Credit Points - ECTS</b>	0 Credit Points – 1 ECTS
<b>Requirements according to the examination regulations</b>	Students are required to complete a total of 30 working days of Summer Training sessions after finishing their second or third year of studies.
<b>Pre-requisites</b>	-
<b>Catalogue Descriptions/Content</b>	The New Media and Communication students are encouraged to take part in industrial work/organizations relating to their fields of study. This is required as part of the fulfillment of the degree program. Students are required to complete a total of 20 working days of Summer Training sessions after finishing their third year of studies.
<b>Course Learning Outcomes</b>	On successful completion of the course, the student will: (1) gain practical experience relevant to their field, (2) apply their knowledge to the task, (3) improve problem-solving and critical-thinking skills, (4) develop an understanding of professional customs and practices, (5) gain organizational skills and learn to maintain the information, (6) learn to behave ethically with health and safety in mind.
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Training</li> <li>• Presentation</li> </ul>
<b>Media Employed</b>	-
<b>Reading List/ Recommended Text Book</b>	-

<b>Course Name</b>	History
<b>Course Level</b>	Spring
<b>Course Code</b>	COM108 / ORT108
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Assoc. Prof. Dr. Elnur Ağayev
<b>Lecturer</b>	Assoc. Prof. Dr. Elnur Ağayev
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Compulsory, 8 <sup>th</sup> Semester
<b>Type of teaching, expected class size</b>	Pre-recorded Videos, Online Lectures, <700 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 1 Online hour per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 69 hours</li> </ol>
<b>Credit Points - ECTS</b>	2 Credit Points – 2 ECTS
<b>Requirements according to the examination regulations</b>	-
<b>Pre-requisites</b>	-
<b>Catalogue Descriptions/Content</b>	In this course the students who have been studying at different departments of our university will learn how the Ottoman Empire collapsed and a new Turkish Republic was found in the early 20 <sup>th</sup> century. At the same time the students will learn the Eastern Question, Armenian Question and Cyprus Question which were created by different policy powers in the historical period. By the end of the semester the students will be able to understand why Mustafa Kemal is an important figure in the history of Turkey and the world. Besides, they will learn the Turkish Revolution and the establishment philosophy of the Turkish Republic and the principles of Mustafa Kemal.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Analyses the developments after World War I and the attitude of Mustafa Kemal and his friends in the face of these developments.</li> <li>2. Understanding the Turkish Foreign Policy of the Atatürk Era.</li> <li>3. They will have basic information about the political developments in Turkey and the world during and after the Second World War.</li> <li>4. To have general information about the History of Cyprus.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for lecture note and video sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Lewis, Bernard, The Emergence of Modern Turkey, London, 1967.</li> </ol> <p><b>Supporting:</b></p> <ol style="list-style-type: none"> <li>1. Kinross, Patrick, Atatürk The Rebirth of a Nation, A Phoenix Giant Paperback Publishing, London, 1998.</li> <li>2. Luke, Harry, Cyprus Under the Turks</li> <li>3. Oberling, Pierre, The Road to Bellapais, USA, 1982.</li> <li>4. Denktash, Rauf R, The Cyprus Triangle, The Office of the Turkish Republic of Northern Cyprus, New York, 1988.</li> </ol>

<b>Course Name</b>	Graduation Project II
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC464
<b>Semester</b>	Fall
<b>Person Responsible for the course</b>	Prof. Dr. Elif Asude Tunca - Prof. Dr. Faruk Kalkan
<b>Lecturer</b>	Prof. Dr. Elif Asude Tunca - Prof. Dr. Faruk Kalkan
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Compulsory, 8 <sup>th</sup> semester
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Self-Study: 2 hours per week</li> <li>2. Total Study and Jury Preparation time: 199 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 7 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	During the final year of the programme, students are required to prepare and present a Graduation Project that will cover all the information they have been taking during their education period in the Program. They can work on their own or as a member of a team of preferably two members. The final-year project is divided into two courses; which are Graduation I and Graduation II. In NMC464 Graduation Project II course, they are expected to develop, demonstrate and practice the written project proposal prepared in NMC463 Graduation I course. The detailed instructions are shared at the beginning of the semester.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>1. Understand and apply fundamentals of communication practices and procedures</li> <li>2. Implement the techniques of communication both verbally and in written format effectively</li> <li>3. Practice a research including both quantitative and qualitative data</li> <li>4. Participate in team work</li> <li>5. Interact with industry/sector and NGOs</li> <li>6. Learn to report a situation or case related with the field of New Media and Communication</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Project</li> <li>• Presentation/Jury defence...</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Category Archives: PLANNING &amp; DRAFTING New Media Projects - (<a href="https://digitalwriting101.net/content/category/planning-drafting-new-media-projects/">https://digitalwriting101.net/content/category/planning-drafting-new-media-projects/</a>)</li> <li>2. David Farkas and Jean B. Farkas (2002). Principles of Web Design (pdf document)</li> <li>3. Deidre K. Breakendrige (2008). PR 2.0: New Media, New Tools, New Audiences, Pearson Publication</li> <li>4. Ekaterina Walter and Jessica Gioglio (2014). The Power of Visual Storytelling. New York: McGraw Hill</li> </ol>



# **NEW MEDIA and COMMUNICATION**

## **ELECTIVE COURSE DESCRIPTIONS**

<b>Course Name</b>	Online Journalism
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC321
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist.Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist.Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 164 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	The course examines the online news landscape and introduces students to the application of internet technologies into journalism practice. Students are taught of journalism writing rules and principles and to practice it online. They also learn news writing techniques in online journalism and news and information sources for online journalism within the context of ethical and legal issues in web writing. Students gain this knowledge through reading assignments, class activities, and a series of reporting, writing, and multimedia reporting assignments.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will have developed knowledge and understanding of: <ol style="list-style-type: none"> <li>1. Learn and practice basic principles of online news collecting and news writing</li> <li>2. Learn basic online news/information sources</li> <li>3. Learn professional roles in online journalism and importance of journalism for societies</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In class exercises</li> <li>• Project/Assignments</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Richard Craig (2004). Online Journalism: Reporting, Writing, and Editing for New Media</li> <li>2. The Online Journalism Handbook, Paul Bradshaw &amp; Lisa Rohumaa, Routledge, 2011</li> <li>3. Journalism and New Media, John Pavlik, Columbia University Press, 2001</li> </ol>

<b>Course Name</b>	Web Design
<b>Course Name</b>	Video and Sound Editing
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC 362
<b>Semester</b>	3 <sup>rd</sup> Year Elective
<b>Person Responsible for the course</b>	Inst. Sude Saraç
<b>Lecturer</b>	Inst. Sude Saraç
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 164 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course aims to equip the students with the skills and knowledge of website creation to work in real time projects while creating their own portfolio website over the course of the semester. Main subjects also cover graphic design, multimedia technologies, interface design, user experience design, computer graphics, and web technologies.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding to:</p> <ol style="list-style-type: none"> <li>1. The fundamentals of web design.</li> <li>2. Learn and apply the theory and practice of HTML and CSS coding system</li> <li>3. Analyse and evaluate website designs.</li> <li>4. Design his/her own portfolio website.</li> <li>5. Design and use multimedia tools like text, audio, image and video files on his/her website</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Project</li> <li>• Homework</li> <li>• Midterm Examination</li> </ul>
<b>Media Employed</b>	Computer Lab., Projector and Moodle for Lecture note sharing,
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Introduction to the Internet and Web Page Design. Southern Utah University publishing. Lance D. Jackson (2009).</li> <li>2. Don't Make Me Think, Revisited, A Common Sense Approach to Web Usability. New Riders. Krug, Steve (2014). ISBN-13: 978-0-321-96551-6</li> <li>3. Learning Web Design: A Beginner's Guide A Beginner's Guide to (X)HTML, Style Sheets, and Web Graphics. Jennifer Niederst Robbins (2007).</li> </ol>

<b>Course Code</b>	NMC364
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Lecturer Zühre Özer
<b>Lecturer</b>	Lecturer Zühre Özer
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 164 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	Students take this course to learn about the theory and practice of editing audio and video with high-end software. The ability to arrange material, include audio, and make titles, transitions, and effects will be understood by the students. Audio file editing will also be taught to the students. Students will be able to export audio and video for various purposes. This course involves individual projects and group projects.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Be able to use relevant programs for video and sound editing</li> <li>2. Be able to create storyboard</li> <li>3. Be able to editing and knowledge about sound and video</li> <li>4. Be able to working individually and as a group</li> <li>5. Be able to add text, transitions and effects on video</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Tomlinson Holman and Arthur Baum, Sound for digital video., 2013 by Routledge</li> <li>2. Wallace Jackson, Digital Video Editing Fundamentals, 2016 by Apress</li> <li>3. Fionnuala Halligan, The Art of Movie Storyboards: Visualising the Action of the World's Greatest Films, 2013 by Ilex</li> </ol>

<b>Course Name</b>	Media Industries
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC421
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face to face lectures, <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 30 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 153 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	-
<b>Catalogue Descriptions/Content</b>	Media industries collectively have tremendous influence in how people see and comprehend the world and therefore on the information and beliefs upon which they feel or act. While media are central to the continued production of a sense of the "world" at large or the "global" scale, media industries are situated geographically, culturally and institutionally. Even if they promise worldwide coverage or are multinational companies, there is much to be gained from studying how media are produced and distributed differently according to specific social, political, economic and historical conditions. This course explores media industries around the world with a focus on the infrastructures behind representations in a broad range of media (television, radio, cinema, news, telecommunications, internet).
<b>Course Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Students can apply the theory of critical political economy of communication</li> <li>2. Students can critically analyse the media industries</li> <li>3. Students have a critical attitude towards the media economy based on their understanding of theories regarding media industries</li> <li>4. Students can explain the media industries and how culture influences the industries' practices</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework/Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Teams and Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Golding, P. &amp; Murdock, G. (1996). Culture, communications and political economy. In Curran, J. &amp; Gurevitch, M. (eds.) Mass Media and Society. Routledge</li> <li>2. Garnham, N. (1997). Contribution to a political economy of mass communication. In Durham, M.G. Kellner, D. (Eds.) Cultural studies in question. Sage</li> <li>3. Havens; T., Lotz, A. (2012). Understanding Media Industries. Oxford: New York: Oxford University press.</li> <li>4. Mattelart, A., Mattelart, M. (1998). Theories of Communication. London: Sage</li> </ol>



<b>Course Name</b>	New Media Production Techniques
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC423
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Lecturer Zühre Özer
<b>Lecturer</b>	Lecturer Zühre Özer
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 164 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course explores the principles and techniques of producing content for various new media platforms. Students will learn the skills and strategies necessary to create engaging and effective content for the digital age, including video, audio, graphics, and interactive media
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Develop practical skills in producing content for new media, including video, audio, and interactive media</li> <li>2. Gain an understanding of storytelling and narrative techniques specific to new media platforms</li> <li>3. Learn to adapt to evolving digital technologies and industry trends</li> <li>4. Create and present a portfolio of new media projects showcasing their technical and creative abilities</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Robert L. Hilliard, Writing for television, radio, and new media, 2014 by Cengage Learning</li> <li>2. Dal Yong Jin, Artificial Intelligence in Cultural Production, 2021 by Routledge</li> <li>3. Wallace Jackson, Digital Video Editing Fundamentals, 2016 by Apress</li> </ol>

<b>Course Name</b>	Media and Public Opinion
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC427
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Enis Fashl
<b>Lecturer</b>	Assist. Prof. Dr. Enis Fashl
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 140 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	This course aims at introducing the student to the main issues in research about public opinion. The course covers two overlapping themes: First, it explores the meaning and origins of public opinion in relation with the following questions: What is public opinion and how should we measure it? How do individuals form their opinions? Why should we care about public opinion? Second, it examines causes of public opinion, focusing on the role of the media. How do the media affect public opinion? How important is media influence compared to other factors? What is the relationship between new technologies, such as the internet, and public opinion? During the course the student is encouraged to critically examine the evidence and methods presented and generate new hypotheses and research topics.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will have developed knowledge and understanding of: <ol style="list-style-type: none"> <li>1. Know what public opinion is</li> <li>2. Know how public opinion is formed</li> <li>3. Know how public opinion is measured</li> <li>4. Know the role of media on affecting public opinion</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Communication Concepts: Public Opinion, Vincent E. Price, Sage, 1992.</li> </ol>

<b>Course Name</b>	Communication and Society
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC431
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Mustafa Portakalç1
<b>Lecturer</b>	Assist. Prof. Dr. Mustafa Portakalç1
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 140 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	
<b>Catalogue Descriptions/Content</b>	The aim of this course is to convey to students the impact of communication on the formation of mass society and to explain the differences between traditional communication methods and today's new communication methods.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Explain the development and impact of communication technologies in social life</li> <li>2. Understand the formation processes and stages of mass society</li> <li>3. Be able to critically interpret the contributions of new communication technologies to the international community</li> <li>4. Be able to explain people's transition to social life in the world</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Manuel Castells (2013). Communication Power, Oxford University Press.</li> <li>2. Eric Maigret (2015). Sociologie de la communication et des médias</li> </ol>

<b>Course Name</b>	Web TV
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC349
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Lecturer Zühre Özer
<b>Lecturer</b>	Lecturer Zühre Özer
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 154 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course examines the world of web-based television, exploring its production, distribution, and reception. It delves into the rise of original online programming and its impact on traditional television.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Students can learn to produce and distribute web-based television content</li> <li>2. Engage with diverse audiences</li> <li>3. Analyze industry trends</li> <li>4. Adapt to the ever-evolving landscape of online television</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Dan Williams, Web TV Series: How to Make and Market Them</li> <li>2. Michael D. Smith, Streaming, Sharing, Stealing: Big Data and The Future of Entertainment. 2016 by Mit Pr</li> <li>3. John Cecil, Online Video Revolution 2017 by Palgrave Macmillian</li> </ol>

<b>Course Name</b>	Media Audiences
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC341
<b>Semester</b>	3 <sup>rd</sup> Year Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Esra Aydın Kılıç
<b>Lecturer</b>	Assist. Prof. Dr. Esra Aydın Kılıç
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face to face lectures, <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 30 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 152 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	-
<b>Catalogue Descriptions/Content</b>	Through an analysis of major theorists, topics, and case studies, this course explores how media audiences are seen as well as their social and economic influence. The audience will be viewed by students in the digital age as an object, an institution, a user, and, more broadly, as a media creator.
<b>Course Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Be able to cite important texts, arguments, and ideas that are pertinent to the study of media audiences.</li> <li>2. Demonstrate knowledge of media audiences through the study of themes and case studies.</li> <li>3. Show a thorough comprehension of the various ways in which particular media and their technologies make, shape and influence audiences.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In class exercises</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Teams and Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Butsch, R. (2008). The citizen audience: Crowds, publics, and individuals. New York, NY: Routledge.</li> <li>2. Gillespie, M (2005), Media Audiences, 2. Maidenhead, UK: Open University Press.</li> <li>3. Virginia Nightingale (2011) The Handbook of Media Audiences, A John Wiley &amp; Sons, Ltd., Publication.</li> </ol> <p><b>Supporting:</b></p> <ol style="list-style-type: none"> <li>1. Theodore Adorno. (1944) The Culture Industry.</li> <li>2. Stuart Hall (1973) Encoding and Decoding in the Television Discourse, Centre for Contemporary Cultural Studies.</li> <li>3. Chris Barker (2008) Cultural Studies: Theory and Practice, SAGE Publications.</li> <li>4. Alan B. Albarran (2010) The Media Economy, Rotledge.</li> <li>5. Tarleton Gillespie (2014) Media Technologies: Essays on Communication, Materiality, and Society, MIT Press</li> <li>6. John Fiske (1989) Understanding Popular Culture, Routledge.</li> </ol>

<b>Course Name</b>	Advertising and Society
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC343
<b>Semester</b>	3 <sup>rd</sup> Year Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Esra Aydın Kılıç
<b>Lecturer</b>	Assist. Prof. Dr. Esra Aydın Kılıç
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face to face lectures, <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 30 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 152 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	-
<b>Catalogue Descriptions/Content</b>	In this course A critical examination of advertising and advertisements focusing on the role advertising plays in consumer culture. Advertisements from a diverse range of media are studied in order to analyse how advertisements construct and disseminate meaning. The course investigates how advertising engages with the logic of wider cultural and global transformations with consideration given to both consumer and industry perspectives.
<b>Course Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Be able to understand the historical development of advertising and its place within commodity culture</li> <li>2. Display knowledge of the main arguments surrounding the importance of advertising as a cultural expression and a commercial instrument.</li> <li>3. Examine formal devices and signifying practices used by print, television and online advertisements</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Teams and Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Leiss, William (2005). Social communication in advertising. 3rd Edition. New York: Taylor &amp; Francis.</li> </ol>

<b>Course Name</b>	2D Animation
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC345
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Lecturer Sude Saraç
<b>Lecturer</b>	Lecturer Sude Saraç
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 1,5 hours per week</li> <li>3. Total Study and Examination Preparation time: 146 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The goal of this course is to impart knowledge of animation concepts and enable students to create high-caliber 2D digital animations by applying these principles and experimenting with different approaches. Over the semester, the students will work on two group projects centred on concepts that make use of important features of the necessary software in addition to twelve weekly assignments. As part of their final project, each student will make a 15–30 second animated film in which they will learn about the animation production process, including treatment writing, storyboarding, timing using an animation, and final rendered animations.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Identify and apply the 12 Animation Principles</li> <li>2. Have an understanding of timing and motion through key-frames, holds and in-betweens</li> <li>3. Relate knowledge of various animation history and techniques</li> <li>4. Describe characteristics of well-designed and executed animation</li> <li>5. Demonstrate skills in the use of industry standard tools</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Richard Williams, The Animator's Survival Kit, 2012 Farrar, Straus and Giroux</li> <li>2. Mark Simon, 3rd Ed, Storyboards Motion in Art, 2007 by Elsevier</li> <li>3. Preston Blair, Cartooning: Animation 1 with Preston Blair: Learn to animate step by step (How to Draw &amp; Paint), 2019, Walter Fost4er Publishing</li> </ol>

<b>Course Name</b>	Metaverse
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC347
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Enis Fashl
<b>Lecturer</b>	Assist. Prof. Dr. Enis Fashl
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 150 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	In this course, the concept of Metaverse will be discussed from different angles and in accordance with the interdisciplinary nature of the field, potential opportunities and problems within the concept of Metaverse and its use in different areas will be discussed.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>1. Know the Metaverse universe intimately</li> <li>2. Create potential communication strategies in the Metaverse</li> <li>3. Can develop different ideas focusing on communication in the metaverse environment from different perspectives</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Matthew Ball (2022). The Metaverse: And How It Will Revolutionize Everything. Liveright Publication.</li> <li>2. Global Brand Strategy: World-wise Marketing in the Age of Branding, Jan-Benedict Steenkamp.</li> <li>3. Herman Narula (2022). Virtual Society: The Metaverse and the New Frontiers of Human Experience. Crown Currency Publication.</li> </ol>



<b>Course Name</b>	Big Data Management
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC323
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Vesile Evrim
<b>Lecturer</b>	Assist. Prof. Dr. Vesile Evrim
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 150 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	It is aimed to provide a comprehensive overview of the data evolution environment and why traditional data solutions are insufficient for the specific requirements of modern scalable, reliable and fault-tolerant applications.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding to:</p> <ol style="list-style-type: none"> <li>1. Describe the multiple dimensions and challenges involved in storing, processing and modelling Big Data</li> <li>2. Comprehend the contexts in which Big Data principles models are applied, while also recognizing potential implications and trade-offs depending on the context</li> <li>3. Introduce various popular and open-source tools for big-data storage, processing and analytic insight extraction</li> <li>4. Evaluate data analysis problems to determine whether and how Big Data algorithms, programming models and techniques can be applied</li> <li>5. Realize how different tools fit in the frame of Big Data analytics stacks</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Computer Lab., Projector and Moodle for Lecture note sharing,
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Ian H. Witten and Eibe Frank (2005). Data Mining: Practical Machine Learning Tools and Techniques (Second Edition), Morgan Kaufmann</li> <li>2. Rajkumar Buyya and Rodrigo N. Calheiros and Amir Vahid Dastjerdi (2016). Big Data: Principles and Paradigms. Morgan Kaufmann</li> <li>3. Thomas Erl and Wajid Khattak and Paul Buhler (2016). Big Data Fundamentals. Prentice Hall.</li> </ol>

<b>Course Name</b>	Artificial Intelligence
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC325
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Vesile Evrim
<b>Lecturer</b>	Assist. Prof. Dr. Vesile Evrim
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 150 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The aim of the course is to enable students to understand the basic logic of artificial intelligence and analyze artificial intelligence applications for the field of communication.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Able to discuss types of Artificial Intelligence and the future of artificial intelligence</li> <li>2. Able to critically evaluate Artificial Intelligence algorithms and the impact of these algorithms on the field of communication</li> <li>3. Able to make predictions about how Artificial Intelligence will affect the field of communication both sectorally and academically.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. David Eagleman (2012). Incognito The Secret Lives of the Brain. Vintage Publication.</li> <li>2. Stuart Russell (2009). Artificial Intelligence: A Modern Approach (3rd Ed.) Pearson Publication.</li> </ol>

<b>Course Name</b>	Data Mining
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC327
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Vesile Evrim
<b>Lecturer</b>	Assist. Prof. Dr. Vesile Evrim
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 150 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course aims to make the students learn the specific algorithms under contemporary data mining and how these algorithms are used, to develop data mining applications, to discuss the future of data science.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Understand basic concepts of data mining</li> <li>2. Describes basket analysis and association rules</li> <li>3. Applies data mining</li> <li>4. Be able to analyse the data imported</li> <li>5. Be able to list major data mining methods</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Hand, Mannila, and Smyth (2001). Principles of Data Mining. Cambridge, MA: MIT Press.</li> <li>2. Tan, P., Steinbach, M., Kumar, V. (2005). Introduction to Data Mining, Pearson Edition.</li> <li>3. Delmater and Hancock (2001). Data Mining Explained. New York, NY: Digital Press.</li> </ol>

<b>Course Name</b>	Digital Culture
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC329
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 3 <sup>rd</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 151 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	In recent years, digital technology has begun to touch on almost every aspect of our lives. Nowadays, most forms of mass media, television, recorded music, and film are produced and even distributed digitally, and these media are beginning to converge with digital forms. At work we are surrounded by technology, whether in offices or in supermarkets and factories, where almost every aspect of planning, design, marketing, production and distribution is monitored or controlled digitally. This course aims at articulating the degree to which our everyday lives are becoming dominated by such digital technology, and how this dominance is reflected in many areas. It also focuses on how, out of this situation a particular set of cultural responses has emerged, for example, in art, music, design, film, literature and elsewhere.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Understand the notion of 'digital culture' and digitalization of culture</li> <li>2. Learn the background and the roots of digital culture</li> <li>3. Learn how digital culture is conceptualized and theorized</li> <li>4. Learn and discuss the role digital technology plays in our lives with respect to such areas as art, politics, business, digital and social media</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework/Assignment - Presentation</li> <li>• Midterm Project</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Gere, Chairlie, (2004). Digital Culture, Reaktion books (available online).</li> <li>2. Uzelac; Aleksandra and Biserca Cvieticanin (Ed. 2008). Digital Culture: The changing Dynamics. CULTURELINK (available online)</li> <li>3. N. K. Baym (2015). Personal connections in the digital age. Polity (available in EUL library)</li> <li>4. Nicoleta, C. (2014). The impact of new media on society. Behavioral an social sciences Cconference proceeding 4</li> </ol>

<b>Course Name</b>	Privacy in Digital Age
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC441
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 151 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The spread of the Internet and new technologies causes privacy issues and worries. This course offers a comprehensive and multidisciplinary examination of privacy in the digital age. Thus, the course surveys the current state of digital privacy from multiple perspectives, including technology, philosophy, ethics, law, and policy. The course holds that privacy poses equally difficult challenges for journalists, communicators and ethicists.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Develop an understanding of philosophy, ethical philosophy and ethical theory</li> <li>2. Learn the guiding principles of ethics to be able to make ethical judgements in professional and personal life</li> <li>3. Develop an understanding of ethical questions/issues in a global context</li> <li>4. Learn what it means to be an ethical media professional and understand ethical issues and dilemmas</li> <li>5. Understand and analyze such ethical issues and dilemmas as freedom of expression, conflicts of interest, and censorship</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework/Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Lee Wilkins &amp; Clifford G. Christians (Ed., 2009). The Handbook of Mass Media Ethics, New York &amp; London: Routledge.</li> <li>2. Gavison, Ruth. "Privacy and the Limits of Law." The Yale Law Journal 89.3 (1980): 421.</li> <li>3. Ohm, Paul. "Broken promises of privacy: Responding to the surprising failure of anonymization." UCLA L. Rev. 57 (2009): 1701.</li> <li>4. Matthew Kieran (Ed., 1998). Media Ethics, New York &amp; London: Routledge</li> </ol>

<b>Course Name</b>	Digital Media and Genre
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC443
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Inst. Sude Saraç
<b>Lecturer</b>	Inst. Sude Saraç
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 2 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 164 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course explores the questions of how to do digital writing by examining different genres, demonstrating how intentional thinking about author's craft in digital texts engages students in writing that is grounded in their digital lives. It shows how the heart of digital composition is strong writing, whether it results in a presentation, a paper, or a video. Throughout the course, it is offered: in-depth guidance for helping students to compose web texts (such as blogs and wikis), presentations, audio, video, and social media; and mentoring texts that can give a snapshot into what professionals do to craft digital writing.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. To know the concepts in digital media and genre</li> <li>2. To be familiar to terminology in genre studies</li> <li>3. To know about social networks and how to use them for journalism purposes</li> <li>4. To be familiar to digital genres in terms of communication</li> <li>5. To be able to analyse genres of any given media both analog and digital</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• In-class Practices</li> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Derrida, J.&amp;Ronell,A., The Law of Genre,Critical Inquiry, Vol. 7, No. 1,2017,p:55-81</li> <li>2. Askehave,I., &amp; Nielsen,A., Digital Genres: A Challenge to Traditional Genre Theory, Information Tec.&amp;People,Vol.18,No:2,2005, p:120-141</li> <li>3. Carrol, B., Writing For Digital Media, Routledge, New York, 2010</li> <li>4. Delfanti, A.&amp;Arvidsson A. Introduction to Digital Media, Wiley Blackwell, New Jersey,2019</li> <li>5. Manovich, L., Cinema and Digital Media, Verlag, Ostfildern, 2012</li> <li>6. Mitsikopoulou, B. How to Develop a Digital Story-Procedure and Tools (Course Notes), NAKUA, Athens, 2019</li> <li>7. Wittwer, J. Talking Through Pictures, Create Space, London, 2016</li> </ol>

<b>Course Name</b>	Media, Mythologies, and History
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC445
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Inst. Merve Güvenç Özerdem
<b>Lecturer</b>	Inst. Merve Güvenç Özerdem
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, <70 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 162 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course provides an in-depth study of myths, historical stories, legends, folktales, and fairy tales and their influence on our modern culture and new media. students will demonstrate a sophisticated understanding of the relationship between history and media throughout the evolution of narrative storytelling.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will have developed knowledge and understanding of: <ol style="list-style-type: none"> <li>1. The definition of myths and their role in human culture and media</li> <li>2. The relationship between ancient mythology and modern storytelling</li> <li>3. The role and place of myth in history and media</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Midterm Examination</li> <li>• Final Exam</li> </ul>
<b>Media Employed</b>	Projector and Moodle for Lecture note sharing,
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Introduction to Mythology, Contemporary Approaches to Classical and World Myths. Fourth Edition. By Eva M. Thury &amp; Margaret K. Devinney. Oxford University Press. ISBN13:9780190262983.</li> <li>2. “Myth, Sentiment, and the Construction of Social Forms.” In Discourse and the Construction of Society. Second Edition. Oxford: Oxford University Press, Lincoln, Bruce. 2004</li> <li>3. The Power of Myth, by Joseph Campbell &amp; Bill Moyers. Publisher Anchor. ISBN9780307794727</li> </ol>

<b>Course Name</b>	Social Inequalities and Media
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC447
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Lecturer</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 140 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course aims at providing an understanding of the intersection of social inequalities, media, and communication. It concentrates on such studies made by scholars from around the world who engage in country- and region-specific case studies of social inequalities in media and communication. It is an exploration of the classical, structuralist, culturalist, postmodernist, and postcolonial theoretical approaches to inequality and how these theoretical discourses provide critical understanding of social inequalities in relation to narratives shaped by media and communication experiences. It investigates the cyclical relationship of theory and praxis in studying inequalities, media, and communication.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of and critical engagement with the key theoretical and critical debates within social science concerning inequality in the media</li> <li>2. Relate theories of identity and inequality to media analysis</li> <li>3. Analyse and evaluate different theories, definitions of the representation of inequality in the media</li> <li>4. Critically engage with the main methodologies of social science appropriate to the researching of inequality in the media and evaluate the strengths and limitations of different conceptual frameworks</li> <li>5. Demonstrate a mastery of the key texts from the field of the social science concerned with inequality in the media</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Baldus, B. (2017). Origins of inequality in human societies. New York, Oxon: Routledge.</li> <li>2. Servaes, J. &amp; Oyedemi, T. (eds.). (2016). Social inequalities, media, and communication: Theory and roots. Lanham: Lexington</li> <li>3. Dines, G. &amp; Humez, J. M. (eds.) (2017). Gender, race, and class in media. A text-reader (5th ed.). Thousand Oaks, London, New Delhi: Sage</li> </ol>



<b>Course Name</b>	Human Rights and Media
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC449
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 140 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course explores the international human rights movement with an emphasis on the crucial role that media plays in representing and responding to critical human rights issues. In the last decade, the convergence of new media technologies with the human rights movement has had a profound impact. This transformation has enabled the globalization process of human rights activism through the rapid distribution of web-based news, research, and visual representation. Digitalization has also crossed over with traditional media (television, print, film, photography, and radio) enhancing both the production and the distribution of human rights reports. The emerging interactivity between producers and consumers of human rights information is also changing as people once considered as objects of human rights reports are becoming subjects who are now creating, manipulating, and challenging dominant paradigms of media representation. This growing diversity has had serious social and cultural implications on how human rights information is received, engaged, and transformed.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Learn human rights and human rights movements</li> <li>2. Recognizes human rights violations in the media</li> <li>3. Understands the necessity of continuing Human Rights knowledge throughout life</li> <li>4. Gains knowledge on Media Representations of different groups, cultural rights</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework/Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Diana Papademas. (2011). Human Rights and Media. Emerald Publishing Limited</li> <li>2. Michelle Farrell, Eleanor Drywood, Edel Hughes (2019). Human Rights in The Media. Routledge Publication</li> </ol>

<b>Course Name</b>	Political Economy of Media
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC451
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Lecturer</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 140 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course basically relies on what political economy is by providing an overview of major approaches within the conjunction of mass communication and political processes. Thus, it introduces basic concepts of political economy to the study of contemporary media. By examining corporate, public and alternative media formations, it provides the student with the tools to analyze intersections of power and wealth in societies and economies increasingly centred on the profitability of culture and information. Such issues as news and agenda setting and political economy of media institutions, as well as broader cultural processes such as religion and media, and representation of social groups are among the topics to be covered.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Be able to conduct thorough and critical research for both media theory and skills assignments</li> <li>2. Understand the importance of history and culture as they shape and are in turn shaped by arts and media</li> <li>3. Understand the power of the visual image and the written word and their ability to convey and sustain ideologies of gender, class, ethnicity, and orientation</li> <li>4. Understand the ethical, legal, political, and economic contexts of the mass media</li> <li>5. The students will leave the class equipped to understand the political and economic dynamics that are shaping the evolution of communication and media</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Picard, R. (2011) Economics and Financing of Media Companies. New York: Fordham University Press.</li> <li>2. Castells, M. (2001). Lessons from the History of the Internet, in The Internet Galaxy (pp. 9-35). New York: Oxford University Press.</li> <li>3. Migliore M. &amp; Dervin-Ackerman M. (2012). The merger of Universal and EMI. The Music Business Journal.</li> </ol>

<b>Course Name</b>	Current Issues in Media
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC453
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Lecturer</b>	Assist. Prof. Dr. Mustafa Portakalçı
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 140 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	This course, in the form of seminars, specifically concentrates on the most current agenda in several media. It also directs attention to the national and international developments by addressing a range of challenges including health, education, governance, gender and human rights. In that respect, the course relies on the idea that any communication the student should have not only a knowledge of theory and practice regarding the field but also an in-depth awareness of the present agenda and related discussions. It also aims at drawing from the experiences of visiting lecturers when it is appropriate.
<b>Course Learning Outcomes</b>	On successful completion of this course, all students will be able to <ol style="list-style-type: none"> <li>1. Knows how to discuss current media problems with concepts</li> <li>2. Can make macro structural analysis regarding current media problems</li> <li>3. Evaluates current social events and facts and analyses from her own perspective</li> <li>4. Identifies media professionals and their problems</li> <li>5. Explains the relationship between media, society and the individual</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Tambini, D. (2015). Five theses on public media and digitalization: From a 56-country study. International Journal of Communication</li> <li>2. Pasquale, F., &amp; Citron, D.K. (2014). Promoting innovation while preventing discrimination: Policy goals for the scored society. Washington Law Review</li> <li>3. Mansell, R. &amp; Raboy, M. (Eds.) (2011). The handbook of global media and communication policy. Malden, MA: Wiley-Blackwell</li> </ol>

<b>Course Name</b>	Alternative Media
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC455
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Lecturer</b>	Assist. Prof. Dr. Heycan Erhürman Uğur
<b>Language</b>	English
<b>Relation to Curriculum</b>	The undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face-to-face lectures, around <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 2 hours per week</li> <li>3. Total Study and Examination Preparation time: 140 hours</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	None
<b>Catalogue Descriptions/Content</b>	The course reviews the historical reasons for the growth of social change and alternative media. The focus of the course are the democratic deficit of the dominant, commercial and public service media, the recognition of the importance of communications among social justice movements, and the growing accessibility of new and old information and communications technologies and networking. The course also examines the differences between alternative, radical or oppositional media. Thus, the course explores how and why people produce and use alternative media - to make meaning, to interpret, and to change the world in which they live; encompasses a wide range of alternative media and draws on world-wide examples ; and, locates contemporary alternative media in their cultural, historical and political context.
<b>Course Learning Outcomes</b>	<p>On successful completion of this course, all students will be able to</p> <ol style="list-style-type: none"> <li>1. Knows what are alternative media</li> <li>2. Understands basic basic notions of alternative media.</li> <li>3. Examines why and how people produce</li> <li>4. Explains how and why people use alternative media</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Homework/Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Whiteboard, Projector and Moodle and Teams for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<p><b>Main:</b></p> <ol style="list-style-type: none"> <li>1. Rodríguez, C.Kidd &amp; L.Stein.(eds) (2010) Making our Media: Global Initiatives Toward a Democratic Public Sphere. Vol.1: Creating New Spaces.</li> <li>2. Kidd, (1999). The Value of Alternative Media</li> <li>3. Sreberny (2005) “Globalization, Communication, Democratization: Toward Gender Equality,” In: Hackett, Robert and Zhao, Yuezhi, (eds.), Democratizing Global Media: one world, many struggles. Lanham, MD: Rowman and Littlefield, pp. 245-268.</li> </ol>

<b>Course Name</b>	Media Planning
<b>Course Level</b>	Undergraduate
<b>Course Code</b>	NMC457
<b>Semester</b>	Elective
<b>Person Responsible for the course</b>	Assist. Prof. Dr. Esra Aydın Kılıç
<b>Lecturer</b>	Assist. Prof. Dr. Esra Aydın Kılıç
<b>Language</b>	English
<b>Relation to Curriculum</b>	Undergraduate degree program, Elective, 4 <sup>th</sup> Year
<b>Type of teaching, expected class size</b>	Face to face lectures, <20 Students
<b>Workload</b>	<ol style="list-style-type: none"> <li>1. Lectures: 3 Lecture hours per week</li> <li>2. Self-Study: 30 hours per week</li> <li>3. Total Exercises and Examination Preparation time: 162</li> </ol>
<b>Credit Points - ECTS</b>	3 Credit Points – 5 ECTS
<b>Requirements according to the examination regulations</b>	A student must have attended at least 70% of the lectures to sit in the exams.
<b>Pre-requisites</b>	-
<b>Catalogue Descriptions/Content</b>	This course provides students with a comprehensive understanding of media planning strategies and practices in the context of new media and communication. Using both traditional and digital media channels, students will learn how to develop successful media plans for communication and advertising campaigns. The course places a strong emphasis on evaluating the efficacy of campaigns and choosing media platforms strategically.
<b>Course Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Students will be able to strategically select appropriate media channels, considering target audience characteristics, campaign objectives, and budget constraints.</li> <li>2. Students will develop proficiency in the media buying process, including negotiation techniques, contract evaluation, and cost-effective media placement.</li> <li>3. Students will learn to integrate multiple media channels, both traditional and digital, to create cross-platform campaigns that maximize reach and engagement.</li> <li>4. Students will develop the ability to effectively communicate and present their media plans, demonstrating their understanding of the planning process and its outcomes to stakeholders and clients.</li> </ol>
<b>Study and examination requirements and forms of examination</b>	<ul style="list-style-type: none"> <li>• Project</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
<b>Media Employed</b>	Teams and Moodle for Lecture note sharing
<b>Reading List/ Recommended Text Book</b>	<b>Main:</b> <ol style="list-style-type: none"> <li>1. Larry D. Kelley (2023), Kim Bartel Sheehan, Lisa Dobias, David E. Koranda, Donald W. Jugenheimer <b>Advertising Media Planning A Brand Management Approach.</b></li> <li>2. Helen Katz (2022). <b>The Media Handbook a Complete Guide to Advertising Media Selection, Planning, Research, and Buying</b> 8th Edition Routledge Communication.</li> <li>3. Gerard J. Tellis &amp; Tim Ambler (2009). <b>Handbook of Advertising</b>, Sage Publications.</li> </ol>



# **NEW MEDIA and COMMUNICATION**

## **ACADEMIC STAFF DETAILS**

<b>Prof. Dr. Elif Asude Tunca</b>		
<b>BSc Degree</b>	İstanbul University, Journalism and Public Relations Program, İstanbul/Türkiye	1991
<b>MSc Degree</b>	Marmara University, Public Relations and Publicity Program, İstanbul/Türkiye	1994
<b>PhD Degree</b>	Marmara University, Public Relations and Publicity Program, İstanbul/Türkiye	1999
<b>Research Area</b>	New Media, Communication Sciences, Public Relations	

<b>Prof. Dr. Faruk Kalkan</b>		
<b>BSc Degree</b>	Ankara University, Faculty of Political Sciences, School of Journalism and Broadcasting	1969
<b>MSc Degree</b>	University of Keele, England	1974
<b>PhD Degree</b>	9 Eylül University, Faculty of Fine Arts	1986
<b>Research Area</b>	Cinema, TV	

<b>Assist. Prof. Dr. Elif Atamaz</b>		
<b>BSc Degree</b>	Middle East Technical University, Ankara/Türkiye	1997
<b>MSc Degree</b>	Hacettepe University, Ankara/Türkiye	2001
<b>PhD Degree</b>	Near East University, North Cyprus	2017
<b>Research Area</b>	Graphic Design, Multimedia, Illustration, Visual Communication	

<b>Assist. Prof. Dr. Esra Aydın Kılıç</b>		
<b>BSc Degree</b>	Başkent University, Ankara/Türkiye	2002
<b>MSc Degree</b>	Ankara University, Ankara/Türkiye	2005
<b>PhD Degree</b>	Gazi University, Ankara/Türkiye	2011
<b>Research Area</b>	Communication Tools, Consumer and Voter Behaviour, PR, Advertising	

<b>Assist. Prof. Dr. Heycan Erhürman Uğur</b>		
<b>BA Degree</b>	Eastern Mediterranean University, North Cyprus	1999
<b>MA Degree</b>	Eastern Mediterranean University, North Cyprus	2003
<b>PhD Degree</b>	University of Westminster, London, UK	2010
<b>Research Area</b>	Public Memory, Identity, Discourse Analysis, Social Psychology	

<b>Assist. Prof. Dr. Mustafa Portakalçı</b>		
<b>BSc Degree</b>	European University of Lefke, North Cyprus	2011
<b>MSc Degree</b>	European University of Lefke, North Cyprus	2012
<b>PhD Degree</b>	European University of Lefke, North Cyprus	2016
<b>Research Area</b>	Brand Image, Public Relations, Media studies	

<b>Lecturer Zühre Özer</b>		
<b>BSc Degree</b>	University of Wolverhampton, United Kingdom	2009
<b>MSc Degree</b>	University of Wolverhampton, United Kingdom	2011
<b>PhD Degree</b>	Near East University, North Cyprus	continues
<b>Research Area</b>	Opening Title Sequence Design, Motion Graphics, Video Production, Animation	

<b>Assist. Prof. Dr. Enis Fashl</b>		
<b>BSc Degree</b>	Journalism and Public Relations, European University of Lefke	1998
<b>MSc Degree</b>	Public Relations, The London College, University College Kensington	1999
<b>PhD Degree</b>	Public Relations, The London College, University College Kensington	2008
<b>Research Area</b>	Media, PR, Media Ethics	

<b>Lecturer Merve Güvenç Özerdem</b>		
<b>BSc Degree</b>	Visual Communication Design, Yeditepe University	2019
<b>MSc Degree</b>	Animation Design, Yeditepe University	2022
<b>Research Area</b>	Opening Title Sequence Design, Motion Graphics, Video Production, Animation	

<b>Lecturer Sude Saraç</b>		
<b>BSc Degree</b>	Eastern Mediterranean University, Visual Arts & Visual Communication Design / Graphic Design	2023
<b>MSc Degree</b>	European University of Lefke, Communication Sciences	continues
<b>Research Area</b>	Digital Media, Design, Photography	