ANKARA BİLİM ÜNİVERSİTESİ

YENİ MEDYA VE İLETİŞİM BÖLÜMÜ

MÜFREDAT EL KİTABI

ANKARA, 2022

DEPARTMENT OF NEW MEDIA AND COMMUNICATION

CURRICULUM HANDBOOK

ANKARA, 2022

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YENİ MEDYA VE İLETİŞİM BÖLÜMÜ

2020-2021 Güz döneminde eğitim hayatına başlayan Yeni Medya ve İletişim Bölümü, iletişim ve bilgi çağının toplumunu anlamayı ve dönüştürmeyi hedefleyen entelektüeller ve profesyoneller yetiştirmeyi amaçlamaktadır.

MİSYON

Bölümümüzün eğitim anlayışı, sosyal bilimler ve insan bilimlerinin farklı disiplinlerinden beslenen eleştirel bir bakış açısı üzerine kurulmuştur. Öğrencilerini sosyoloji, edebiyat, siyaset bilimi ve felsefe gibi farklı alanların sağladığı geniş bir entelektüel dünyayla buluşturmayı amaçlayan bölümümüz iletişim ve medya alanında geleceğin yaratıcı profesyonellerini ve çok yönlü bilim insanlarını mezun etmeyi hedeflemektedir. İletişim ve Medya Bölümünden mezun öğrencilerimiz, iletişim süreçlerini kavrayıp analiz edebilme becerisi kazanarak, edindikleri entelektüel bakış açısını mesleki hayatlarında uygulayabilecekler ve medya ile iletişim sektörünün her alanında çalışabilecek donanıma sahip olacaklardır.

VİZYON

Ankara Bilim Üniversitesi Yeni Medya ve İletişim Bölümü, ülkemizdeki nitelikli işgücü gereksinimini karşılamanın ötesinde, evrensel düzeyde düşünen, bilim ve sanatta yapılacak çalışmalara, dijital dönüşüme ve geleceğe yön veren, bağımsız düşünebilen, meslek etiğine bağlı, yeni medyanın ve iletişim çalışmalarının toplumsal gelişmedeki rolünü kavrayan profesyoneller yetiştirmek üzere yola çıkmaktadır.

ANKARA SCIENCE UNIVERSITY

NEW MEDIA AND COMMUNICATION DEPARTMENT

Beginning in 2020-2021 Fall Term, Department of New Media and Communication focuses on train intellectuals and professionals who aim to understand and transform the society of the communication and information age.

MISSION

The objective of the department is based on a critical perspective fed from different disciplines of social sciences and human sciences. Our department, which aims to bring students together with a wide intellectual world provided by different fields such as sociology, literature, political science and philosophy, aims to graduate creative professionals and versatile scientists of the future in the field of communication and media. By gaining the ability to comprehend and analyze communication processes, our graduates will be able to apply the intellectual perspective they have acquired in their professional lives and will be equipped to work in all areas of the media and communication sector.

VISION

Ankara Bilim University New Media and Communication Department sets out to train professionals who, beyond meeting the need for qualified workforce in our country, think at a universal level, guide the work to be done in science and art, direct digital transformation and the future, think independently, adhere to professional ethics, and understand the role of new media and communication studies in social development.

Mezunların mesleki profili:

Program mezunları hem devlet kurum ve kuruluşlarında hem de özel sektörde çalışabilmektedirler. Basılı yayıncılık, radyo-televizyon ve ilişkili medya sektörlerinde, internet gazeteciliği, sosyal media uzmanlığı, dijital içerik üretimi, dijital proje koordinasyonu ve yönetimi, yeni medyada yayın ve faaliyet/etkinlik planlama ve koordinasyonu, blog yazar ve yöneticiliği, dijital tanıtım ve reklam gibi faaliyet alanlarında da istihdam edilebilirler.

Occupational Profiles of Graduates:

Graduates of the program can work at both governmental institutions and in private sector. They can also be employed in the print publishing, radio-television and associated media sectors, internet journalism, social media expertise, digital content production, digital project coordination and management, publication and activity/event planning and coordination in new media, blogger and management, digital marketing and advertising.

Program Çıktıları	Katkı Düzeyi*				
	1	2	3	4	5
1. Öğrenciler sosyal bilimler, iletişim ve yeni medya çalışmalarının temel ilkelerini öğrenirler.					X
2. Öğrenciler bu teorileri ve kavramları çağdaş toplumlar bağlamında yorumlarlar.					X
3. Öğrenciler medya tarihini ve bu tarihsel gelişmelerin sosyal, sanatsal, ekonomik ve politik arka planını öğrenirler.					X
4. Öğrenciler görsel estetik ilkelerini uygulayarak medya içeriği oluştururlar.				X	
5. Öğrenciler medya metinlerini analiz eder ve medya okuryazarlığını öğrenir					X
6. Öğrenciler medya ve iletişim çalışmalarının disiplinlerarası doğasını anlarlar.					X

	1	2	3	4	5
7. Öğrenciler etik sorunlar, insan hakları ve kamu çıkarları konularına aşina olurlar.				X	
8. Öğrenciler medya ve iletişim konularında yapıcı problem çözme yaklaşımları geliştirir					X
9. Öğrenciler sosyal bilim kavramlarını kişisel, sosyal ve politik konulara uygular					X
10. Öğrenciler teorik ve pratik bilgileri medya sektöründe uzman olarak kullanırlar.					X
11. Öğrenciler hem geleneksel hem de yeni medya için teknik donanım ve bilişim teknolojilerini etkin ve yaratıcı bir şekilde kullanır.				X	
12. Öğrenciler yeni medya meslekleri ve sektör hakkında bilgi sahibi olurlar.					X
13. Öğrenciler nitel ve nicel araştırma yöntemlerini öğrenirler.				X	
14. Öğrenciler bağımsız araştırma yapma yetkinliğini kazanırlar.				X	
15. Öğrenci, kamu/özel sektör kurumlarında ve sivil toplum kuruluşlarında istihdam edilmek için gerekli becerileri kazanır.					X
16. Öğrenciler İngilizce'de etkili yazılı ve sözlü iletişim becerilerine sahiptir.					X

*1 En Düşük, 2 Düşük, 3 Ortalama, 4 Yüksek, 5 En Yüksek

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences,					X

communication and new media studies					
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments					X
4. Students create media content by applying principals of visual aesthetics				X	
5. Students analyze media texts and learn media literacy					X
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical problems, human rights, and public interests				X	
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to personal, social, and political issues					X
10. Students utilize the theoretical and practical knowledge as an expert in the media sector					X
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way				X	
12. Students acquire knowledge about new media professions and the sector					X

					X	
13. Students learn qualitative and quantitative research methods					X	
14. Students acquire competence of conducting independent research					X	
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations						X
16. Students have effective written and oral communication skills in English						X

* Lowest, 2 Low, 3 Average, 4 High, 5 Highest

DEPARTMENT CURRICULUM

FIRST SEMESTER						
	Course Code	Course Name	T	A	C	ECTS
1	HIS 101/ HIS 501	Principles of Ataturk and History of Revolutions I	2	0	2	2
2	TUR 101/ TUR 501	Turkish I	2	0	2	2
3	ENG 101	Academic English-I	2	0	2	2
4	NMC 101	Introduction to Communication	3	0	3	6
5	NMC 103	Key Concepts in Social Sciences	3	0	4	7
6	NMC 107	Research Methods in Social Sciences I	3	0	3	6
7	NMC 105	Media History	2	0	3	5
8	OC	Open Class				0
TOTAL			17	2	19	30

SECOND SEMESTER						
	Course Code	Course Name	T	A	C	ECTS
1	HIS 102/ HIS 502	Principles of Ataturk and History of Revolutions II	2	0	2	2
2	TUR 102/ HIS 502	Turkish II	2	0	2	2
3	ENG 102	Academic English-II	2	0	2	2
4	NMC 104	Sociology of Communication	3	0	3	6
5	NMC 108	Research Methods in Social Science II* (önkoşul: NMC 107)	3	0	4	6
6	NMC 106	Critical Thinking	3	0	3	6
7	FLM 101	Introduction to Photography	0	6	2	6
8	OC	Open Class				0
TOTAL			15	6	18	30

THIRD SEMESTER

	Course Code	Course Name	T	A	C	ECTS
1	ENG 201	Communication Techniques I	2	0	2	2
2	FLM 203	Scriptwriting	3	0	4	7
3	NMC 207	Visual Communication	3	0	3	7
4	FLM 207	Introduction to Editing and Postproduction	3	0	3	6
5	NMC 209	Art of Storytelling	3	0	4	8
6	OC	Open Class	3	0		0
TOTAL			**17**	**0**	**16**	**30**

FOURTH SEMESTER

	Course Code	Course Name	T	A	C	ECTS
1	ENG 202	Communication Techniques II	2	0	2	2
2	ELEC 202	Non-Departmental Elective I	3	0	3	3
3	NMC 202	Big Data	3	0	4	6
4	NMC 204	Digital Marketing	3	0	4	6
5	NMC 206	New Media and Journalism	3	0	3	6
6	FLM 204	Film Production	3	0	4	7
7	OC	Open Class				0
TOTAL			**17**	**0**	**20**	**30**

FIFTH SEMESTER

	Course Code	Course Name	T	P	C	ECTS
1	ENG 301	Academic and Occupational Writing Skills I	2	0	2	2
2	ELEC 301	Non-Departmental Elective II	3	0	3	3
3	NMC 303	Media Law and Ethics	3	0	3	7
4	NMC 307	Digital Art	2	1	3	8
5		Departmental Elective I	1	2	3	5
6		Departmental Elective II	3	0	3	5
7	OC	Open Class	0	0	0	0
TOTAL			**17**	**3**	**17**	**30**

SIXTH SEMESTER/ Interpreting Track

	Course Code	Course Name	T	P	C	ECTS
1	ENG 302	Academic and Occupational Writing Skills II	2	0	2	2
2	ELEC 302	Non-Departmental Elective III	3	0	3	3
3	NMC 308	Digital Content Production	3	0	4	8
4	NMC 304	New Media Seminar	3	0	4	7
5		Departmental Elective III	3	0	3	5
6		Departmental Elective IV	3	0	3	5
7	OC	Open Class	3	0	0	0
TOTAL			**20**	**0**	**20**	**30**

SEVENTH SEMESTER/ Interpreting Track						
	Course Code	Course Name	T	P	C	ECTS
1	NMC 405	New Media Campaign Design	3	0	6	8
2	NMC 411	Current Issues in New Media	2	0	3	7
3		Departmental Elective V	2	0	3	5
4		Departmental Elective VI	3	0	3	5
5		Departmental Elective VII	3	0	3	5
6	OC	Open Class	0	0	0	0
TOTAL			17	2	18	30

EIGHT SEMESTER						
	Course Code	Course Name	T	P	C	ECTS
1	NMC 402	Permanent Work in Company	0	32	19	25
2	NMC 404	Project	2	2	2	5
TOTAL			2	34	21	30

ELECTIVES

DEPARTMENTAL ELECTIVES						
Course Code		Course Title	T	P	C	ECTS
1	NMC 307	Media, Gender and Nation	3	0	3	5
2	NMC 308	Game Studies	3	0	3	5
3	NMC 309	Ethics and Human Rights in Media?????	3	0	3	5
4	NMC 310	Transmedia	3	0	3	5
5	NMC 311	Media and Consumer Society	3	0	3	5
6	NMC 312	Advanced Photography	0	6	3	5
7	NMC 529	Graphic Design	0	6	3	5
8	NMC 314	Integrated Marketing Communication	3	0	3	5
9	NMC 315	Media Technologies	3	0	3	5
10	NMC 316	Creative Writing	3	0	3	5
11	NMC 317	Innovation and Entreprenurship	3	0	3	5
12	NMC 318	Popular Culture	3	0	3	5
13	NMC 319	Organizational Behavior	3	0	3	5
14	NMC 320	Data Journalism	3	0	3	5
15	NMC 321	Communication Strategies	3	0	3	5
16	NMC 405	Modern Contemporary Art and Design	3	0	3	5
17	NMC 406	Web Design	3	0	3	5
18	NMC 407	E-Commerce and Digital Economy	3	0	3	5
19	NMC 408	Application Development Workshop	0	6	3	5
20	NMC 410	Interactive Arts and Design	0	6	3	5
21	NMC 412	Building Digital Startups	3	0	3	5
22	NMC 413	Digital Photography	0	6	3	5
23	NMC 414	Computer Generated Design	0	6	3	5
24	NMC 415	Programming in Media	3	0	3	5
25	NMC 416	Digital Communities	3	0	3	5
26	NMC 417	Communication, Literature and Philosophy	3	0	3	5
27	NMC 418	Applied Research Project	0	3	3	5

NON-DEPARTMENTAL ELECTIVES		T	P	C	ECTS
Course Code	**Course Title**	**T**	**P**	**C**	**ECTS**
1	Culture and Communication	3	0	3	3
2	Media Literacy	3	0	3	3

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
ART OF STORYTELLING

Course Name	Conventional and Digital Storytelling
Course Type	Required
Code	NMC 209
ECTS	8
Instructor (s)	Prof. Dr. Yavuz DEMİR
Prequisites	None
Semestre	Fall
Course Content	Students will learn about the contents and components of stories and the storytelling process; will learn how to compose short stories and will gain practice in creating such stories using different media; will form a community of learners and will interact and share ideas and arguments related to the critical analysis of narrative and narrative-embedded media; and will find resources and leverage tools to utilize appropriate mediums.
Learning Outcomes	After taking this course students will be able to; - Account for narrative structures and features in stories told in different media, with the point of departure in narrative theory - Analyze narration, adaptation and how they travel in different media. - Displays basic practical skills in storytelling in various media.
References	Some hand outs will be given by lecturer and related articles to be discussed in the class.
Learning and teaching strategies	Lecturing, discussion, writing assignment
Evaluation	Participation in class discussions and attendance 5%, homework assesments 40%, mid-term 25% and final exam 30%

Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC209	Fall	3	0	0	3	8
Prequisites	None						
Course Language	English						
Course Type	Compulsory						
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecturing, discussion, writing assignment						
Instructor (s)	Prof. Dr. Yavuz DEMİR						
Course objective	The aim of this course is to explore the connection between the world, people, culture and history through stories; let the students find their own voices as narrators and develop the craft of creative storytelling.						
Learning outcomes	After taking this course students will be able to; - Account for narrative structures and features in stories told in different media, with the point of departure in narrative theory - Analyze narration, adaptation and how they travel in different media. - Displays basic practical skills in storytelling in various media.						
Course Content	Students will learn about the contents and components of stories and the storytelling process; will learn how to compose short stories and will gain practice in creating such stories using different media; will form a community of learners and will interact and share ideas and arguments related to the critical analysis of narrative and narrative-embedded media; and will find resources and leverage tools to utilize appropriate mediums.						
Mode of Delivery	Face to face and distance learning when required						
References	Some hand outs will be given by lecturer and related articles to be discussed in the class.						

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction to the Course
2. Week	What is a Story?
1. Week	The basics of narrative - plot, structure, character
2. Week	Various approaches to the dramaturgy of drama, comedy, fiction and non-fiction
3. Week	Writing Assignment #1
4. Week	Art of Storytelling
5. Week	Story and the Subject
6. Week	MidTerm
7. Week	Storyboard
8. Week	Writing Assignment #2
9. Week	Digital Storytelling
10. Week	Writing Assignment #3
11. Week	Storytelling through games
12. Week	Writing Assignment #4
13. Week	Revision
14. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%5
Participation	14	%0
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	4	%40
Presentation	0	%0
Project	0	%0

Seminar	0	%0
Mid-term Exams	1	%25
Final Exam	1	%30
Total	34	%100
Contribution of semester Works to success points	33	%70
Contribution of final exam to success points	1	%30
Total	34	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project			
Homework assignment	4	5	20
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	20	20
Total Workload	34	51	144

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies				X	
2. Students interpret these theories and concepts in the				X	

context contemporary societies					
3. Students learn media history and social, artistic, economic and political background of these historical developments			X		
4. Students create media content by applying principals of visual aesthetics			X		
5. Students analyze media texts and learn media literacy					X
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical problems, human rights, and public interests	X				
8. Students develop constructive problem-solving approaches to media and communication matters			X		
9. Students apply social science concepts to personal, social, and political issues				X	
10. Students utilize the theoretical and practical knowledge as an expert in the media sector			X		
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way					X
12. Students acquire knowledge about new media professions and the sector		X			
13. Students learn qualitative and quantitative research methods	X				

14. Students acquire competence of conducting independent research		X			
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations			X		
16. Students have effective written and oral communication skills in English					X

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
MEDIA HISTORY

Course Name	Media History
Course Type	Required
Code	NMC105
ECTS	5
Instructor (s)	Asst. Prof. Yeliz Dede Özdemir
Prequisites	None
Semester	Fall
Course Content	Media History provides an overview of the important social and cultural implications of major developments in communication from prehistory to the electronic era. The course is organized thematically and chronologically according to specific media, and their associated theoretical issues. Topics included in this course are range from alphabet, orality, writing, print culture, telegraphy, photography, telephony, radio, TV to Internet, mobile phones and other digital tools. By introducing a general sketch and overview of the history of communication, we will also consider how media have shaped human experience, including how they have affected society, culture, politics, and much more. During this course, students are supposed

	to think about not only differences between the past and present communication but also similarities and themes that repeat over time. On successful completion of this course students will have developed their contextual knowledge and their conceptual tool kit by undertaking a contextual investigation of their own, linked to their subject specialism.
Learning Outcomes	By the end of this course students will be able to: 1. Understand the concept of communication and human communication 2. Identify different approaches in the field of communication studies and its historiography. 3. Discuss the major developments in media history and the societal, economic, political background of these historical developments. 4. Understand more about how media affected society and affected by society, 5. Understand the bound between new and old media and begin to be more personally connected with media history These goals will be accomplished primarily through assigned readings, lectures, class discussions, and occasional videos. They will be tested in various assignments, essays, and on the midterm and final exams. Srudents work in this class will draw on their understanding of media history, as learned through lectures and readings.
References	Peter Simonson, Janice Peck, Robert T. Craig, and John P. Jackson, Jr. (2013), *The Handbook of Communication History*, ed. Peter Simonson, Janice Peck, Robert T. Craig, John Jackson, Routledge Paul Heyer and Peter Urquhart *(2019), Communication in History Stone Age Symbols to Social Media*, ed., Paul Heyer and Peter Urquhart, Routledge Irving Fang (2015) A History of Mass Communication: Six Information Revolutions. Routledge Bill Kovarik (2011), Revolutions in Communication Media History from Gutenberg to the Digital Age, Bloomsbury Rich Ling and Jonathan Donner (2009), *Mobile Communiation*, Polity **Recommended** John D. Peters (1999) Speaking Into the Air: A History of the Idea of Communication. Chicago: Chicago University Press. Brian Winston (1998) Media, Technology and Society. A History: From the Telegraph to the Internet. New York: Routledge. Asa Briggs & Peter Burke (2005) Social History of the Media: From Gutenberg to the Internet. Second Edition. Cambridge, UK; Malden, MA: Polity.

Learning and teaching strategies	Lecturing, discussion, homework assessment. Audio-visual material, e.g. slides, websites and videos, will be used to help animate or expand on the texts covered in the course. There may be guest speakers in the course, pending their availability.
Evaluation	Essay 30%, mid-term 30% and final exam 40% Midterm Test: 30 % There will be one in-class multiple-choice midterm test that aims to test the students on the readings studied in the course. Essay: 30 % Students will be required to write an exegesis, i.e. a careful, detailed analysis and interpretation of a text or texts, assigned by the instructor (Formal details: six double-spaced pages, Times New Roman 12 pt with 1" margins, with correct pagination and citation). A writing guide and grading grid for the essay will be available for reference on my Courses. Final examination: 40 % The final examination will cover the entire course and will be scheduled by the university, during the official examination period.
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semester	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC105	Fall	3	0	0	3	5
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required						

Learning and teaching strategies	Lecturing, discussion, reading, videos, essay, assessment.
Instructor (s)	Asst. Prof. Yeliz Dede Özdemir
Course objective	Media History provides an overview of the important social and cultural implications of major developments in communication from prehistory to the electronic era. The course is organized thematically and chronologically according to specific media, and their associated theoretical issues. Topics included in this course are range from alphabet, orality, writing, print culture, telegraphy, photography, telephony, radio, TV to Internet, mobile phones and other digital tools. By introducing a general sketch and overview of the history of communication, we will also consider how media have shaped human experience, including how they have affected society, culture, politics, and much more. During this course, students are supposed to think about not only differences between the past and present communication but also similarities and themes that repeat over time. On successful completion of this course students will have developed their contextual knowledge and their conceptual tool kit by undertaking a contextual investigation of their own, linked to their subject specialism.
Learning outcomes	By the end of this course students will be able to: 1. Understand the concept of communication and human communication 2. Identify different approaches in the field of communication studies and its historiography. 3. Discuss the major developments in media history and the societal, economic, political background of these historical developments. 4. Understand more about how media affected society and affected by society, 5. Understand the bound between new and old media and begin to be more personally connected with media history These goals will be accomplished primarily through assigned readings, lectures, class discussions, and occasional videos. They will be tested in various assignments, essays, and on the midterm and final exams. Srudents work in this class will draw on their understanding of media history, as learned through lectures and readings.
Course Content	This course presents an introduction to the history of communication from prehistory to the electronic era, emphasizing early communication models and theories as well as the current approaches.
Mode of Delivery	Face to face and distance learning when required
References	Peter Simonson, Janice Peck, Robert T. Craig, and John P. Jackson, Jr. (2013), *The Handbook of Communication History*, ed. Peter Simonson, Janice Peck, Robert T. Craig, John Jackson, Routledge

Paul Heyer and Peter Urquhart *(2019), Communication in History Stone Age Symbols to Social Media*, ed., Paul Heyer and Peter Urquhart, Routledge

Irving Fang (2015) A History of Mass Communication: Six Information Revolutions. Routledge

Bill Kovarik (2011), Revolutions in Communication Media History from Gutenberg to the Digital Age, Bloomsbury

Rich Ling and Jonathan Donner (2009), *Mobile Communiation*, Polity

Recommended

John D. Peters (1999) Speaking Into the Air: A History of the Idea of Communication. Chicago: Chicago University Press.

Brian Winston (1998) Media, Technology and Society. A History: From the Telegraph to the Internet. New York: Routledge.

Asa Briggs & Peter Burke (2005) Social History of the Media: From Gutenberg to the Internet. Second Edition. Cambridge, UK; Malden, MA: Polity.

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction to the course: What is media history and why study it?
2. Week	A general sketch and overview of communication history from the prehistory to the digital age. Peter Simonson, Janice Peck, Robert T. Craig, and John P. Jackson, Jr. (2013), **The History of Communication History** in *The Handbook of Communication History*, ed. Peter Simonson, Janice Peck, Robert T. Craig, John Jackson, Routledge
3. Week	Major Developments in Communication History: David Crowly and Paul Heyer (2013), **Media**, in *The Handbook of Communication History*, ed. Peter Simonson, Janice Peck, Robert T. Craig, John Jackson, Routledge
4. Week	Writing Irving Fang (2015), **The first Revolution: Writing**, in *A History of Mass Communication: Six Information Revolutions*. Routledge

		Denise Schmandt-Besserat (2007) "**The Earliest Precursor of Writing**" in *Communication in History Stone Age Symbols to Social Media*, ed., Paul Heyer and Peter Urquhart, Routledge
5.	Week	From writing to printing: Print Revolution and Development of the Press Bill Kovarik (2011), **The Printing Revoluation,** in *Revolutions in Communication Media History from Gutenberg to the Digital Age*, Bloomsbury Irving Fang (2015), *A History of Mass Communication: Six Information Revolutions*. Routledge
6.	Week	Electronic Revolution and the Emergence of Mass Media: Telegraph, Telephone, newspaper, radio and Television Bill Kovarik (2011), **The Electronic Revolution: From "National Neighborhoods" to the Global Village**, in Revolutions in Communication Media History from Gutenberg to the Digital Age, Bloomsbury
7.	Week	Mid-term
8.	Week	Electronic Revolution and the Emergence of Mass Media: Telegraph, Telephone, newspaper, radio and Television) James W. Carey (2019), Time, Space, and the Telegraph, in Communication in History Stone Age Symbols to Social Media, ed., Paul Heyer and Peter Urquhart, Routledge Michael Schudson (2019) The New Journalism, in Communication in History Stone Age Symbols to Social Media, ed., Paul Heyer and Peter Urquhart, Routledge Claude S. Fischer (2019), The Telephone Takes Command, in Communication in History Stone Age Symbols to Social Media, ed., Paul Heyer and Peter Urquhart, Routledge John Durham Peters (2019) The Public Voice of Radio, in Communication in History Stone Age Symbols to Social Media, ed., Paul Heyer and Peter Urquhart, Routledge William Boddy (2019), Television Begins, in Communication in History Stone Age Symbols to Social Media, ed., Paul Heyer and Peter Urquhart, Routledge
9.	Week	The Digital Revolution: How Media Became New Lev Manoviç(2019), **How Media Became New** , in *Communication in History Stone Age Symbols to Social Media,* ed., Paul Heyer and Peter Urquhart, Routledge Benjamin Peters and Rasmus Kleis Nielsen (2013), **New Media**, in *The Handbook of Communication History*, ed. Peter Simonson, Janice Peck, Robert T. Craig, John Jackson, Routledge

10. Week	Popularizing the Internet Janet Abbate (2019), **Popularizing the Internet**, in *Communication in History Stone Age Symbols to Social Media,* ed., Paul Heyer and Peter Urquhart, Routledge
11.	A brief history of Web 2.0 and social media Tom Standage (2019) **Social Media Retweets History**, in *Communication in History Stone Age Symbols to Social Media,* ed., Paul Heyer and Peter Urquhart, Routledge
12. Week	Mobile Communication Technologies: From cellphones to smartphones Rich Ling and Jonathan Donner (2009), **Short history of mobile communication**, in *Mobile Communiation*, Polity
13. Week	General Evaluation and the future of communication Lucien Sfez (2013), **Epilogue: The Futures of Communication**, in *The Handbook of Communication History*, ed. Peter Simonson, Janice Peck, Robert T. Craig, John Jackson, Routledge
14. Week	General Evaluation and the future of communication Lucien Sfez (2013), Epilogue: The Futures of Communication, in The Handbook of Communication History, ed. Peter Simonson, Janice Peck, Robert T. Craig, John Jackson, Routledge
15. Week	Final examination

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%0
Participation	14	%0
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Essay	1	%30
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	1	%40

Total	31	%100
Contribution of semester works to success points	30	%60
Contribution of final exam to success points	1	%40
Total	31	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project			
Essay	1	30	30
Midterms (Study duration)	1	30	30
Final Exam (Study duration)	1	30	30
Total Workload	31	96	174

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments					X
4. Students create media content by applying principals of visual aesthetics	X				

5. Students analyze media texts and learn media literacy			X		
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical problems, human rights, and public interests				X	
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to personal, social, and political issues				X	
10. Students utilize the theoretical and practical knowledge as an expert in the media sector	X				
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector		X			
13. Students learn qualitative and quantitative research methods		X			
14. Students acquire competence of conducting independent research	X				
15. Student acquire necessary skills to be				X	

employed in public/private sector institutions and civil society organizations					
16. Students have effective written and oral communication skills in English			X		

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
DEPARTMENT OF NEW MEDIA AND COMMUNICATION

COURSE SYLLABUS

CRITICAL THINKING

Course Name	Critical Thinking
Course Type	Required
Code	NMC 106
ECTS	6
Instructor (s)	Asst. Prof. Deniz ZORLU
Prerequisites	NMC 103
Semester	Spring
Course Content	This course aims to help students develop critical thinking abilities. In pursuing these goals, it covers the discussion of topics such as inductive vs. deductive reasoning, perception, problem solving, argument construction and analysis. In the end of the semester, students should be able to clarify and evaluate their thinking, create arguments based on rigorous principles and concepts, and present their ideas more effectively.
Learning Outcomes	After successful completion of the course, the student will be able to: 1. Demonstrate critical thinking through an evaluation of statements, arguments and beliefs 2. Identify claims and assess whether they are supported adequately by reasons 3. Use critical reasoning about challenging moral and political issues 4. Recognize limitations inherent in linguistic discourse 5. Communicate more effectively in both spoken and written form

References	John Chaffee, **Thinking Critically**, Stamford, CT: Wadsworth, 2015, 1th edition
Learning and teaching strategies	Lecture Class discussion
Evaluation	Exams, Participation and Attendance
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semester	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 106	Spring	3	0	0	3	6
Prerequisites	NMC 103						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecture, class discussion						
Instructor (s)	Asst Prof. Deniz ZORLU						
Course objective	This course aims to help students develop critical thinking abilities.						
Learning outcomes	After successful completion of the course, the student will be able to: • Demonstrate critical thinking through an evaluation of statements, arguments and beliefs • Identify claims and assess whether they are supported adequately by reasons • Use critical reasoning about challenging moral and political issues • Recognize limitations inherent in linguistic discourse • Communicate more effectively in both spoken and written form						
Course Content	The course includes the discussion of topics such as inductive vs. deductive reasoning, perception, problem solving, argument construction and analysis. In the end of the semester, students should be able to clarify and evaluate their thinking, create arguments based on rigorous principles and concepts, and present their ideas more effectively.						
Mode of Delivery	Face to face and distance learning when required						
References	John Chaffee, *Thinking Critically*, Stamford, CT: Wadsworth, 2015, 11th edition						

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Thinking
3. Week	Thinking Critically
4. Week	Solving Problems
5. Week	Perceiving and Believing
6. Week	Constructing Knowledge
7. Week	Mid-term
8. Week	Language and Thought
9. Week	Forming and Applying Concepts
10. Week	Relating and Organizing
11. Week	Moral Issues
12. Week	Constructing Arguments
13. Week	Reasoning Critically
14. Week	Thinking Critically
15. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Participation	14	%10
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	0	%0

Seminar	0	%0
Mid-term Exams	1	%40
Final Exam	1	%40
Total	30	%100
Contribution of semester works to success points	29	%60
Contribution of final exam to success points	1	%40
Total	30	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, etc)	14	4	56
Presentation / Seminar Preparation			
Project			
Homework assignment			
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	40	40
Total Workload	30	67	158

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies			X		

2. Students interpret these theories and concepts in the context contemporary societies				X	
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			
4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy	X				
6. Students understand the interdisciplinary nature of media and communication studies			X		
7. Students get familiarized with the issues of ethical problems, human rights, and public interests				X	
8. Students develop constructive problem-solving approaches to media and communication matters				X	
9. Students apply social science concepts to personal, social, and political issues					X
10. Students utilize the theoretical and practical knowledge as an expert in the media sector		X			
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector	X				
13. Students learn qualitative and quantitative research methods			X		

14. Students acquire competence of conducting independent research		X			
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations				X	
16. Students have effective written and oral communication skills in English					X

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF HUMANITIES AND SOCIAL SCIENCES
MANAGEMENT INFORMATOIN SYSYEMS DEPARTMENT

COURSE SYLLABUS
INTRODUCTION TO PHOTOGRAPHY

Course Name	FLM101 – Introduction to Photography
Course Type	Required
Code	FLM101
ECTS	6
Instructor (s)	Asst. Prof. Deniz ZORLU
Prequisites	None
Semestre	Fall
Course Content	Photography, composition, cameras, camera parts, reading images, presenting images
Learning Outcomes	Upon successful completion of the course, students will be able to; • discover new ways of finding and developing ideas for new projects • demonstrate the fresh methods of concept development in their own stories • identify the design problems • present their thoughts in an understandable format • develop a simple thought into an art\design project
References	Langford, M., Fox, A. & Smith, R. (2010). Langford's basic photography: the guide for serious photographers. Amsterdam Boston: Focal Press/Elsevier.

Learning and teaching strategies	Lecturing, discussion, application
Evaluation	Participation in class discussions and submissions 10%, mid-term 30% and assignements 60%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Introduction to Photography	FLM101	Spring	3	0	0	3	6
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face						
Learning and teaching strategies	Lecturing, discussion, application						
Instructor (s)	Asst. Prof. Deniz Zorlu						
Course objective	This course is designed to introduce students to the equipment and application of the photography. Students will be introduced to the basics of photography equipment, learn about composition, light and other visual elements during this course.						
Learning outcomes	Upon successful completion of the course, students will be able to; - explain the basic terms and concepts of photography - recognize the machine structure and equipment - analyze the relationship between exposure variables and the effects of these variables on photographic images - distinguish different lenses and their uses - identify the elements of the composition. - differentiate film and digital photography - demonstrate the use of composition elements						
Course Content	Photography, composition, cameras, camera parts, reading images, presenting images						
Mode of Delivery	In class / Hybrid						
References	Langford, M., Fox, A. & Smith, R. (2010). Langford's basic photography: the guide for serious photographers. Amsterdam Boston: Focal Press/Elsevier.						

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	History of photography and significant photographers
3. Week	Camera types and formats
4. Week	Exposure/light
5. Week	Lenses
6. Week	Parts of lenses and special lenses
7. Week	Mid- term exam
8. Week	Film formats
9. Week	Lighting for photography
10. Week	Composition
11. Week	Analogue cameras
12. Week	Digital cameras
13. Week	Film processing
14. Week	Digital image processing
15. Week	Photography presentation methods
16. Week	Assignment presentations

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%0
Laboratory	0	%0
Application	6	%5
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	6	%60
Presentation	5	%5

Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	0	%0
Total	32	%100
Contribution of semester Works to success points	32	%100
Contribution of final exam to success points		%0
Total		%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application	4	5	20
Specific practical training	8	1	8
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)			
Presentation / Seminar Preparation	5	5	25
Project			
Homework assignment	6	5	30
Midterms (Study duration)	1	20	25
Final Exam (Study duration)	0	0	0
Total Workload	29	70	150

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies		X			

2. Students interpret these theories and concepts in the context contemporary societies			X		
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			
4. Students create media content by applying principals of visual aesthetics					X
5. Students analyze media texts and learn media literacy		X			
6. Students understand the interdisciplinary nature of media and communication studies			X		
7. Students get familiarized with the issues of ethical problems, human rights, and public interests		X			
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to personal, social, and political issues	X				
10. Students utilize the theoretical and practical knowledge as an expert in the media sector					
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way					X
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods			X		

14. Students acquire competence of conducting independent research				X	
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF HUMANITIES AND SOCIAL SCIENCES
MANAGEMENT INFORMATOIN SYSYEMS DEPARTMENT

COURSE SYLLABUS
INTRODUCTION TO EDITING AND POSTPRODUCTION

Course Name	FLM207 – Introduction to Editing and Postproduction
Course Type	Required
Code	FLM207
ECTS	6
Instructor (s)	Asst. Prof. Deniz ZORLU
Prequisites	FLM207
Semestre	Fall
Course Content	Video cameras, camera parts, video terminology, simple editing, basic lighting methods
Learning Outcomes	Upon successful completion of the course, students will be able to; 1. express their ideas with videos 2. describe videos using the technical terminology 3. operate digital video cameras 4. perform basic lighting techniques 5. develop basic editing skills 6. interpret sound recording and select appropriate soundtrack for videos 7. produce simple videos using the suitable techniques

References	Katz, S. D., & Katz, S. (1991). *Film directing shot by shot: visualizing from concept to screen*. Gulf Professional Publishing.
	Zettl, H. (2013). *Sight, sound, motion: Applied media aesthetics*. Cengage Learning.
Learning and teaching strategies	Lecturing, discussion, application
Evaluation	Participation in class discussions and submissions 10%, mid-term 30% and assignements 60%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Introduction to Video	FLM102	Fall	3	0	0	3	6
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face						
Learning and teaching strategies	Lecturing, discussion, application						
Instructor (s)	Asst. Prof. Deniz ZORLU						
Course objective	This course aims to introduce students the language of filmmaking. Through screenings, discussions, essays and project works, students develop skills in using appropriate film terminology to articulate their ideas and executing them with proper techniques. Benefitting from the readings and screenings, students will become able to communicate in production terms and execute projects.						
Learning outcomes	Upon successful completion of the course, students will be able to; • express their ideas with videos • describe videos using the technical terminology • operate digital video cameras • perform basic lighting techniques • develop basic editing skills						

Course Content	· interpret sound recording and select appropriate soundtrack for videos · produce simple videos using the suitable techniques
Course Content	Video cameras, camera parts, video terminology, simple editing, basic lighting methods
Mode of Delivery	In class / Hybrid
References	Katz, S. D., & Katz, S. (1991). *Film directing shot by shot: visualizing from concept to screen*. Gulf Professional Publishing. Zettl, H. (2013). *Sight, sound, motion: Applied media aesthetics*. Cengage Learning.

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	History of video production
3. Week	Lighting
4. Week	Color
5. Week	Framing
6. Week	Forces within the screen
7. Week	Mid- term exam
8. Week	Depth and lenses
9. Week	Camera and lighting exercise
10. Week	Building screen space
11. Week	Motion in video
12. Week	Time and editing
13. Week	Editing exercise
14. Week	Sound in video
15. Week	Final presentations

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%0

Laboratory	0	%0
Application	6	%5
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	6	%60
Presentation	5	%5
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	0	%0
Total	32	%100
Contribution of semester Works to success points	32	%100
Contribution of final exam to success points		%0
Total		%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application	4	5	20
Specific practical training	8	1	8
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)			
Presentation / Seminar Preparation	5	5	25
Project			
Homework assignment	6	5	30
Midterms (Study duration)	1	20	25
Final Exam (Study duration)	0	0	0
Total Workload	29	70	150

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies		X			
2. Students interpret these theories and concepts in the context contemporary societies			X		
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			
4. Students create media content by applying principals of visual aesthetics					X
5. Students analyze media texts and learn media literacy		X			
6. Students understand the interdisciplinary nature of media and communication studies			X		
7. Students get familiarized with the issues of ethical problems, human rights, and public interests		X			
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to personal, social, and political issues	X				
10. Students utilize the theoretical and practical knowledge as an expert in the media sector					
11. Students use technical equipment and informatics technologies for both					X

traditional and new media in an effective and creative way					
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods			X		
14. Students acquire competence of conducting independent research				X	
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
KEY CONCEPTS IN SOCIAL SCIENCES

Course Name	Key concepts in social sciences
Course Type	Required
Code	NMC 103
ECTS	7
Instructor (s)	Asst. Prof. Yeliz DEDE ÖZDEMİR
Prerequisites	None
Semestre	Fall
Course Content	This course will familiarize students with basic concepts of social sciences. It analyzes how social structures and cultures are shaped, maintained and transformed, and how they affect the lives of individuals. In the course, we will discuss the issues of society, culture, class, ethnicity and race, globalization as well as media and technology within the context of contemporary societies. The

	ultimate goal of the course is to help students read and think critically about social issues.
Learning Outcomes	After successful completion of the course, the student will be able to: 1. Understand the basic definitions and key concepts of social sciences 2. Analyze various social phenomena through the lens of different theoretical perspectives 3. Demonstrate an understanding of how social stratification, race, ethnicity and gender operate within societies 4. Understand and apply sociological concepts to personal, social, and political issues 5. Apply critical thinking skills by challenging common assumptions in the societies 6. Describe how the tools of analysis and methods of social sciences are applicable to work in different communities
References	Introduction to Sociology 2e. (2015) Openstax. Rice University (free online) https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/IntroductionToSociology2e-OP_tbTLqMj.pdf
Learning and teaching strategies	Lecture Class discussion
Evaluation	Exams, Participation and Attendance
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Key Concepts in Social Sciences	NMC 103	Fall	3	0	0	4	7
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecture, class discussion						

Instructor (s)	Asst. Prof. Yeliz DEDE ÖZDEMİR
Course objective	This course will familiarize students with basic concepts of social sciences.
Learning outcomes	After successful completion of the course, the student will be able to: • Understand the basic definitions and key concepts of social sciences • Analyze various social phenomena through the lens of different theoretical perspectives • Demonstrate an understanding of how social stratification, race, ethnicity and gender operate within societies • Understand and apply social science concepts to personal, social, and political issues • Apply critical thinking skills by challenging common assumptions in the societies • Describe how the tools of analysis and methods of social sciences are applicable to work in different communities
Course Content	This course analyzes how social structures and cultures are shaped, maintained and transformed, and how they affect the lives of individuals. In the course, we will discuss the issues of society, culture, class, ethnicity and race, globalization as well as media and technology within the context of contemporary societies. The ultimate goal of the course is to help students read and think critically about social issues.
Mode of Delivery	Face to face and distance learning when required
References	Introduction to Sociology 2e. (2015) Openstax. Rice University (free online) https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/IntroductionToSociology2e-OP_tbTLqMj.pdf

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Culture
3. Week	Society
4. Week	Media and Technology
5. Week	Social Stratification
6. Week	Race and Ethnicity
7. Week	Mid-term
8. Week	Gender
9. Week	Religion
10. Week	Government and Politics
11. Week	Work and Economy

Week	
12. Week	Environment
13. Week	Social Movements
14. Week	Review
15. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Participation	14	%10
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%40
Final Exam	1	%40
Total	30	%100
Contribution of semester works to success points	29	%60
Contribution of final exam to success points	1	%40
Total	30	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			

Study Hours Out of Class (Preliminary work, reinforcement, etc)	14	4	56
Presentation / Seminar Preparation			
Project			
Homework assignment			
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	40	40
Total Workload	30	67	158

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			
4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy	X				
6. Students understand the interdisciplinary nature of media and communication studies		X			
7. Students get familiarized with the issues of ethical problems, human rights, and public interests				X	

	1	2	3	4	5
8. Students develop constructive problem-solving approaches to media and communication matters		X			
9. Students apply social science concepts to personal, social, and political issues					X
10. Students utilize the theoretical and practical knowledge as an expert in the media sector	X				
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector	X				
13. Students learn qualitative and quantitative research methods	X				
14. Students acquire competence of conducting independent research	X				
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations			X		
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
SOCIOLOGY OF COMMUNICATION

Course Name	Sociology of Communication
Course Type	Required
Code	NMC 104
ECTS	6
Instructor (s)	Asst. Prof. Yeliz DEDE ÖZDEMİR
Prerequisites	None
Semester	Spring
Course Content	This course aims to provide a thorough and critical introduction to the key sociological arguments on media and communication. It aims to introduce students to different schools of media theory by examining in depth the ideas of media and communication theorists, such as Lasswell, McLuhan, Adorno, Chomsky and Habermas. The course offers a comprehensive analysis of the development of media and communication studies and it will help students apply a variety of sociological perspectives to understand how media is produced and experienced in both everyday life and in a broader social context.
Learning Outcomes	After successful completion of the course, the student will be able to: • Develop a clear understanding of recent sociological debates about the role and significance of media • Identify the key concepts and perspectives used by sociologists in their attempts to understand the complexities of the mass media and communication • Understand from a sociological perspective the relationship of media with government, politics and economics • Develop a major insight about the theoretical and methodological perspectives that sociologists use in their research about media • Analyze the impact of media on audiences
References	Paddy Scannell. 2007. *Media and Communication*, Sage: London Dan Laughey, 2007. *Key Themes in Media Theory*, Open University Press: London
Learning and teaching strategies	Lecture Class discussion
Evaluation	Exams, Participation and Attendance
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semester	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 104	Spring	3	0	0	3	6
Prerequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecture, class discussion						
Instructor (s)	Asst. Prof. Yeliz DEDE ÖZDEMİR						
Course objective	This course aims to provide a thorough and critical introduction to the key sociological arguments on media and communication.						
Learning outcomes	After successful completion of the course, the student will be able to: 1. Develop a clear understanding of recent sociological debates about the role and significance of media 2. Identify the key concepts and perspectives used by sociologists in their attempts to understand the complexities of the mass media and communication 3. Understand from a sociological perspective the relationship of media with government, politics and economics 4. Develop a major insight about the theoretical and methodological perspectives that sociologists use in their research about media 5. Analyze the impact of media on audiences						
Course Content	The course aims to introduce students to different schools of media theory by examining in depth the ideas of media and communication theorists, such as Lasswell, McLuhan, Adorno, Chomsky and Habermas. The course offers a comprehensive analysis of the development of media and communication studies and it will help students apply a variety of sociological perspectives to understand how media is produced and experienced in both everyday life and in a broader social context.						
Mode of Delivery	Face to face and distance learning when required						
References	Paddy Scannell. 2007. *Media and Communication*, Sage: London Dan Laughey, 2007. *Key Themes in Media Theory*, Open University Press: London						

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Mass Communication: Lazarsfeld
3. Week	Behaviorism and Media Effects: Lasswell
4. Week	Culture and Communication: Leavis, Hoggart, Williams
5. Week	Communication and Technology: Innis and McLuhan
6. Week	Mass Culture: Horkheimer and Adorno
7. Week	Mid-term II
8. Week	Communication as Interaction: Goffman and Garfinkel
9. Week	Communication and Language: Austin
10. Week	Communication and Language: Austin
11. Week	Political Economy: Herman and Chomsky
12. Week	Communication and Publicness: Habermas
13. Week	Cultural Studies: Stuart Hall
14. Week	Revision
15. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Laboratory	0	%0
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	2	%60

Final Exam	1	%30
Total	17	%100
Contribution of semester works to success points	16	%70
Contribution of final exam to success points	1	%30
Total	17	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, etc)	14	3	42
Presentation / Seminar Preparation			
Project			
Homework assignment			
Midterms (Study duration)	2	25	50
Final Exam (Study duration)	1	25	25
Total Workload	31	46	159

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X
2. Students interpret these theories and concepts in the context contemporary societies					X

3. Students learn media history and social, artistic, economic and political background of these historical developments				X	
4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy	X				
6. Students understand the interdisciplinary nature of media and communication studies				X	
7. Students get familiarized with the issues of ethical problems, human rights, and public interests			X		
8. Students develop constructive problem-solving approaches to media and communication matters		X			
9. Students apply social science concepts to personal, social, and political issues		X			
10. Students utilize the theoretical and practical knowledge as an expert in the media sector		X			
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector	X				
13. Students learn qualitative and quantitative research methods	X				
14. Students acquire competence of conducting independent research	X				

15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations				X		
16. Students have effective written and oral communication skills in English					X	

Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY

FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
INTRODUCTION TO COMMUNICATION

Course Name	Introduction to Communication
Course Type	Required
Code	NMC101
ECTS	6
Instructor (s)	Assistant Professor Serra SEZGİN
Prequisites	None
Semestre	Fall
Course Content	This course presents an introduction to the interdisciplinary field of communication studies providing necessary theoretical and methodological knowledge. The aim of this course is to prepare students for advanced theory courses in the future by presenting an introduction to the concepts, methods and approaches in media and communication studies.
Learning Outcomes	After taking this course students will be able to; 1. Understand different approaches to communication. 2. Express the relationship between communication sciences and other fields of science. 3. List theoretical and judicial approaches in the field of communication 4. Recognize the fundamentals of social sciences, communication sciences and media professionals.
References	John Fiske (2010). Introduction to Communication Studies. John B. Thompson (1995). Media and Modernity.

	Graeme Burton (1997). More than Meets the Eye: An Introduction to Media Studies
	Raymond Williams (1983). Keywords.
	John Keane (1991). Media and Democracy.
	Denis McQuail and Sven Windhal (1993). Communication Models for the Study of Mass Communications
	Stuart Hall (1997). Representation:Cultural Representations and Signifying Practices. SAGE
	Lawrence Grossberg vd. (2006). Mediamaking, Mass Media in a Popular Culture. SAGE
Learning and teaching strategies	Lecturing, discussion, homework assesment.
Evaluation	Attaendance and participation in class discussions 10%, homeworks 30%, mid-term 30% and final exam 30%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC101	Fall	3	0	0	3	6
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecturing, discussion, homework assesments.						
Instructor (s)	Assistant Professor Serra SEZGİN						

Course objective	The aim of this course is to prepare students for advanced theory courses in the future by presenting an introduction to the concepts, methods and approaches in media and communication studies.
Learning outcomes	After taking this course students will be able to; 5. Understand different approaches to communication. 6. Express the relationship between communication sciences and other fields of science. 7. List theoretical and judicial approaches in the field of communication 8. Recognize the fundamentals of social sciences, communication sciences and media professionals.
Course Content	This course presents an introduction to the interdisciplinary field of communication studies providing necessary theoretical and methodological knowledge. The aim of this course is to prepare students for advanced theory courses in the future by presenting an introduction to the concepts, methods and approaches in media and communication studies.
Mode of Delivery	Face to face and distance learning when required
References	John Fiske (2010). Introduction to Communication Studies. John B. Thompson (1995). Media and Modernity. Graeme Burton (1997). More than Meets the Eye: An Introduction to Media Studies Raymond Williams (1983). Keywords. John Keane (1991). Media and Democracy. Denis McQuail and Sven Windhal (1993). Communication Models for the Study of Mass Communications Stuart Hall (1997). Representation:Cultural Representations and Signifying Practices. SAGE Lawrence Grossberg vd. (2006). Mediamaking, Mass Media in a Popular Culture. SAGE

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Communication – The Basics (Key Concepts and Terms)
3. Week	Defining Communication
4. Week	Models of Communication
5. Week	Models of Communication
6. Week	Categories of Communication
7. Week	Midterm
8. Week	Categories of Communication

9. Week	Theories of Communication	
10. Week	Theories of Communication	
11. Week	Theories of Communication	
12. Week	Audiences	
13. Week	Communications for Development	
14. Week	Communication, Media, Science, Technology and Society	
15. Week	Final examination	

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Participation	14	%0
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	2	%30
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	1	%30
Total	32	%100
Contribution of semester works to success points	31	%70
Contribution of final exam to success points	1	%30
Total	32	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			

Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project			
Homework assignment	2	30	60
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	20	20
Total Workload	32	76	184

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments					X
4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy		X			
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical problems, human rights, and public interests				X	

	1	2	3	4	5
8. Students develop constructive problem-solving approaches to media and communication matters		X			
9. Students apply social science concepts to personal, social, and political issues		X			
10. Students utilize the theoretical and practical knowledge as an expert in the media sector	X				
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector	X				
13. Students learn qualitative and quantitative research methods		X			
14. Students acquire competence of conducting independent research	X				
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations		X			
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

NKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
BIG DATA

Course Name	Big Data
Course Type	Required
Code	NMC 202
ECTS	6
Instructor (s)	
Prerequisites	None
Semester	Spring
Course Content	This course aims to explore how big data shape our lives. Drawing from science and technology studies, information science, anthropology, communication, and media studies, this course will examine how big data are produced and used while at the same time transforming our lives.
Learning Outcomes	After successful completion of the course, the student will be able to: 1. Develop an understanding of theoretical debates about the role and significance of big data 2. Understand how big data are created and used 3. Analyze the ways how big data reshape social and political relations 4. Understand the ethical implications of data collection and usage 5. Identify different perspectives of multiple actors on controversies such as privacy, manipulation, and surveillance
References	Young, Nora.2013. *The Virtual Self: How the casual information you create virtually is changing the physical world around you,* Toronto, Ontario: McClelland & Stewart Tufekci, Zeynep. 2017. Introduction to **Twitter and Tear Gas: The Power and Fragility of Networked Protest**, New Haven, CT: Yale University Press Also visit the website: https://ethics.fast.ai/syllabus/index.html
Learning and teaching strategies	Lecture Class discussion Project writing
Evaluation	Exams, Participation, Final Project and Attendance
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semester	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 202	Spring	3	0	0	3	6

Prerequisites	None
Course Language	English
Course Type	Required
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required
Learning and teaching strategies	Lecture, class discussion, project writing
Instructor (s)	
Course objective	This course aims to explore how big data are produced and in return transform our lives.
Learning outcomes	After successful completion of the course, the student will be able to: 1. Develop an understanding of theoretical debates about the role and significance of big data 2. Understand how big data are created and used 3. Analyze the ways how big data reshape social and political relations 4. Understand the ethical implications of data collection and usage 5. Identify different perspectives of multiple actors on controversies such as privacy, manipulation, and surveillance
Course Content	This course aims to explore how big data shape our lives. Drawing from science and technology studies, information science, anthropology, communication, and media studies, this course will examine how big data are produced and used while at the same time transforming our lives.
Mode of Delivery	Face to face and distance learning when required
References	Young, Nora.2013. *The Virtual Self: How the casual information you create virtually is changing the physical world around you,* Toronto, Ontario: McClelland & Stewart Tufekci, Zeynep. 2017. Introduction to **Twitter and Tear Gas: The Power and Fragility of Networked Protest**, New Haven, CT: Yale University Press Also visit the website: https://ethics.fast.ai/syllabus/index.html

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Machine learning
3. Week	Self
4. Week	Managing Self-care
5. Week	Publics
6. Week	Capitalism
7. Week	Mid-term
8. Week	Automation
9. Week	Robots and AIs
10. Week	Collective Action
11. Week	Social Movements
12. Week	Privacy
13. Week	Surveillance
14. Week	Big Data and Politics
15. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Laboratory	0	%0
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	1	%30
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	1	%30
Total	17	%100

Contribution of semester works to success points	16	%70
Contribution of final exam to success points	1	%30
Total	17	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, etc)	14	3	42
Presentation / Seminar Preparation			
Project	1	30	30
Homework assignment			
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	20	20
Total Workload	31	76	154

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies				X	
2. Students interpret these theories and concepts in the context contemporary societies				X	
3. Students learn media history and social, artistic, economic and political			x		

background of these historical developments					
4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy		X			
6. Students understand the interdisciplinary nature of media and communication studies				X	
7. Students get familiarized with the issues of ethical problems, human rights, and public interests					X
8. Students develop constructive problem-solving approaches to media and communication matters		X			
9. Students apply social science concepts to personal, social, and political issues				X	
10. Students utilize the theoretical and practical knowledge as an expert in the media sector			X		
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector	X				
13. Students learn qualitative and quantitative research methods			X		
14. Students acquire competence of conducting independent research					X
15. Student acquire necessary skills to be employed in public/private sector			X		

institutions and civil society organizations					
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
DIGITAL CONTENT PRODUCTION

Course Name	Conventional and Digital Storytelling
Course Type	Required
Code	NMC 308
ECTS	8
Instructor (s)	Asst. Prof. Serra SEZGİN
Prequisites	None
Semestre	Spring
Course Content	This series of workshops trains information professionals to understand and use digital technologies to create and publish media-rich content on the web. Best practice is demonstrated and students explore tools and technologies in practical, hands-on workshops.
Learning Outcomes	On completion of this module students should be able to: • Identify best practice in the management of digital images • Create digital images following best photographic practice • Create an audio podcast • Write and publish a blog with multi-media content • Create a digital media presentation • Identify how digital media can be best used by information professionals
References	Some hand outs will be given by lecturer and related articles to be discussed in the class.

Learning and teaching strategies	Lecturing, discussion, writing assignment
Evaluation	Participation in class discussions and attendance 5%, homework assesments 40%, mid-term 25% and final exam 30%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 308	Spring	3	0	0	3	8
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecturing, discussion, writing assignment						
Instructor (s)	Asst. Prof. Serra SEZGİN						
Course objective	Students who successfully complete the Associate of Applied Science in Digital Media Production will be able to: 1. apply basic digital media production skills; 2. employ problem-solving skills to provide solutions for media productions; 3. practice project management and fiscal responsibility for media productions; 4. facilitate the use of technology for media production collaboration and management; and 5. create media content for a diverse range of clients or industries using many different modalities.						
Learning outcomes	By the end of this course, students will have demonstrated competency in the following areas						

	2. Awareness of content creation across a variety of contexts (e.g. advertising, journalism, narrative-based audio/video, etc.) 3. Digital media literacy that not only encompasses basic working knowledge of Adobe CC software, but includes an awareness of lighting, composition, capturing images/audio/video, and other tools of the trade for content creators in the 21st Century. 4. Critical thinking skills necessary to distinguish between effective and ineffective digital content, in order to become a more informed consumer and creator of content.
Course Content	
Mode of Delivery	Face to face and distance learning when required
References	Some hand outs will be given by lecturer and related articles to be discussed in the class.

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction to the Course
3. Week	Blogging 1: Create a blog with multi-media content
15. Week	Digital photography 1: Camera and shooting
16. Week	Digital Photography 2: Digital image editing
17. Week	Digital Photography 3: Digital image management
18. Week	Podcast 1: Audio recording and editing
19. Week	Podcast 2: Publishing and hosting your podcast
20. Week	MidTerm
21. Week	Blogging 2: Writing content for the web
22. Week	Promotion 1: Social Media tools
23. Week	Promotion 2: Search engine optimisation
24. Week	Copyright 1: Towards Fair-use; Public domain; Digital commons;
25. Week	Presentation 1 - Create a digital media presentation
26. Week	: Presentation 2 - Make a presentation of your work
27. Week	Revision
28. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%5
Participation	14	%0
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	4	%40
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%25
Final Exam	1	%30
Total	34	%100
Contribution of semester Works to success points	33	%70
Contribution of final exam to success points	1	%30
Total	34	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project			
Homework assignment	4	5	20
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	20	20
Total Workload	34	51	144

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies				X	
2. Students interpret these theories and concepts in the context contemporary societies				X	
3. Students learn media history and social, artistic, economic and political background of these historical developments			X		
4. Students create media content by applying principals of visual aesthetics			X		
5. Students analyze media texts and learn media literacy					X
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical problems, human rights, and public interests	X				
8. Students develop constructive problem-solving approaches to media and communication matters			X		
9. Students apply social science concepts to personal, social, and political issues				X	
10. Students utilize the theoretical and practical knowledge as an expert in the media sector			X		

11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way					X
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods	X				
14. Students acquire competence of conducting independent research		X			
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English					X

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
DIGITAL MARKETING

Course Name	Digital Marketing
Course Type	Required
Code	NMC 204
ECTS	6
Instructor (s)	Asst. Prof. Serra SEZGİN

Prequisites	None
Semestre	Spring
Course Content	The objective of this course is to provide a comprehensive guide to the concepts, techniques and best practice to support all the digital marketing process. The aim is to enhance student learning by encouraging students to use their direct experience of marketing as an input to their studies
Learning Outcomes	After taking this course students will be able to; - Understand the Fundamentals of digital marketing. - Utilize knowledge gained on the course to develop and evaluate marketing strategies in the light of digital marketing concepts. - Observe and interpret digital marketing in action - Critically evaluate their own knowledge as consumers; - Consider and develop marketing strategies utilizing a detailed understanding of human interaction with ICT.
References	Digital Marketing: Strategy, Implementation and Practice, (2012) Chaffey, D., Ellis-Chadwick, F., Pearson.
Learning and teaching strategies	Lecturing, discussion, project assesment.
Evaluation	Participation in class discussions and attendance 10%, Project assesment 30% mid-term 30% and final exam 30%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC204	Spring	3	0	0	3	6
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required						

Learning and teaching strategies	Lecturing, discussion and project assesment.
Instructor (s)	Asst. Prof. Serra SEZGİN
Course objective	The objective of this course is to provide a comprehensive guide to the concepts, techniques and best practice to support all the digital marketing process. The aim is to enhance student learning by encouraging students to use their direct experience of marketing as an input to their studies
Learning outcomes	After taking this course students will be able to; - Understand the fundamentals of digital marketing. - Utilize knowledge gained on the course to develop and evaluate marketing strategies in the light of digital marketing concepts. - Observe and interpret digital marketing in action - Critically evaluate their own knowledge as consumers; - Consider and develop marketing strategies utilizing a detailed understanding of human interaction with ICT.
Course Content	The objective of this course is to provide a comprehensive guide to the concepts, techniques and best practice to support all the digital marketing process. The aim is to enhance student learning by encouraging students to use their direct experience of marketing as an input to their studies
Mode of Delivery	Face to face and distance learning when required
References	Digital Marketing: Strategy, Implementation and Practice, (2012) Chaffey, D., Ellis-Chadwick, F., Pearson.

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction to the course
2. Week	Marketing Principles
3. Week	Fundamentals of digital marketing I
4. Week	Fundamentals of digital marketing II
5. Week	Fundamentals of digital marketing III
6. Week	Understanding Digital Media Platforms
7. Week	Consumer in a digital world
8. Week	Midterm
9. Week	Social Media Marketing
10. Week	Content Marketing
11. Week	Content and Platform Strategies

Week	
12. Week	Online Marketing
13. Week	New Trends in Digital Marketing
14. Week	New Trends in Digital Marketing
15. Week	Final Reports & Project Presentations
16. Week	Final Reports & Project Presentations

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%5
Participation	14	%5
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	1	%30
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	1	%30
Total	31	%100
Contribution of semester Works to success points	30	%70
Contribution of final exam to success points	1	%30
Total	31	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			

Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project	1	60	60
Homework assignment			
Midterms (Study duration)	1	30	30
Final Exam (Study duration)	1	30	30
Total Workload	31	126	204

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies				X	
2. Students interpret these theories and concepts in the context contemporary societies			X		
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			
4. Students create media content by applying principals of visual aesthetics					X
5. Students analyze media texts and learn media literacy				X	
6. Students understand the interdisciplinary nature of media and communication studies		X			
7. Students get familiarized with the issues of ethical problems, human rights, and public interests	X				
8. Students develop constructive problem-solving				X	

approaches to media and communication matters					
9. Students apply social science concepts to personal, social, and political issues		X			
10. Students utilize the theoretical and practical knowledge as an expert in the media sector				X	
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way					X
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods	X				
14. Students acquire competence of conducting independent research		X			
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English			X		

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND OMMUNICATION DEPARTMENT

COURSE SYLLABUS
NEW MEDIA AND JOURNALISM

Course Name	New Media and Journalism
Course Type	Required
Code	NMC206
ECTS	6
Instructor (s)	Assistant Professor Yeliz DEDE ÖZDEMİR
Prequisites	Introduction to Communication
Semestre	Spring
Course Content	The content of this course is an introduction to new media journalism. Students will observe the historical development and shaping of journalism. Students will develop their research and critical thinking skills, gain basic writing knowledge and skills for journalism and the ability to develop a perspective towards journalism in the context of new media technologies.
Learning Outcomes	After taking this course students will be able to; - Recognize basic concepts and applications of journalism. - Analyze, intrepret news with a critical approach. - Summarize the history of journalism and its transformation in the era of new media. - Identify the social and cultural dynamics of the journalism practice and recognize its relation to new media.
References	The Online Journalism Handbook: How to Survive and Thrive in the Digital Age., Bradshaw, Paul and Liisa Rohumaa. , 2011, London: Routledge Journalism Next: A Practical Guide to Digital Reporting and Publishing, Briggs, Mark, 2012, 2nd Ed., New York: CQ Press
Learning and teaching strategies	Lecturing, discussion, homework assesment.
Evaluation	Participation in class discussions 10%, homework assesment 25%, mid-term 30% and final exam 35%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC206	Spring	3	0	0	3	6
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecturing, discussion and homework assesment.						
Instructor (s)	Assistant Professor Serra Sezgin						
Course objective	The goal of this course is to provide an introduction to new media journalism by developing students' research and critical thinking skills and gaining writing and reading skills for journalism.						
Learning outcomes	After taking this course students will be able to; - Recognize basic concepts and applications of journalism. - Analyze, intrepret news with a critical approach. - Summarize the history of journalism and its transformation in the era of new media. - Identify the social and cultural dynamics of the journalism practice and recognize its relation to new media.						
Course Content	The content of this course is an introduction to new media journalism. Students will observe the historical development and shaping of journalism. Students will develop their research and critical thinking skills, gain basic writing knowledge and skills for journalism and the ability to develop a perspective towards journalism in the context of new media technologies.						
Mode of Delivery	Face to face and distance learning when required						
References	The Online Journalism Handbook: How to Survive and Thrive in the Digital Age., Bradshaw, Paul and Liisa Rohumaa. , 2011, London: Routledge Journalism Next: A Practical Guide to Digital Reporting and Publishing, Briggs, Mark, 2012, 2nd Ed., New York: CQ Press						

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction to the Course
2. Week	Principles of Journalism
3. Week	News, Society, Digitization and Journalism
4. Week	Internet as Mass Medium and Its Communication
5. Week	Convergence and the Effects of Traditional Journalism
6. Week	News sources
7. Week	News writing
8. Week	Midterm
9. Week	Web 2.0 and Journalism in Social Media
10. Week	Data Journalism
11. Week	Internet Literacy
12. Week	Reading News
13. Week	Critical Approaches in New Media Journalism
14. Week	Ethics in Internet Journalism
15. Week	General Evaluation
16. Week	Final examination

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Laboratory	0	%0
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	1	%25
Presentation	0	%0
Project	0	%0

Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	1	%35
Total	17	%100
Contribution of semester Works to success points	16	%65
Contribution of final exam to success points	1	%35
Total	17	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project			
Homework assignment	1	40	40
Midterms (Study duration)	1	43	43
Final Exam (Study duration)	1	43	43
Total Workload	31	132	210

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X

2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments				X	
4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy					X
6. Students understand the interdisciplinary nature of media and communication studies				X	
7. Students get familiarized with the issues of ethical problems, human rights, and public interests					X
8. Students develop constructive problem-solving approaches to media and communication matters			X		
9. Students apply social science concepts to personal, social, and political issues					X
10. Students utilize the theoretical and practical knowledge as an expert in the media sector	X				
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way		X			
12. Students acquire knowledge about new media professions and the sector			X		

13. Students learn qualitative and quantitative research methods			X		
14. Students acquire competence of conducting independent research			X		
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations			X		
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
RESEARCH METHODS IN SOCIAL SCIENCES I

Course Name	Research Methods in Social Sciences I
Course Type	Required
Code	NMC 107
ECTS	6
Instructor (s)	Assistant Professor Serra Sezgin
Prequisites	None
Semestre	Fall
Course Content	This course will explore the theories and application of communication research through qualitative and quantitative research techniques. It will examine the paradigms, methods and techniques that can be applied to research in the behavioral and social sciences, with specific emphasis on communication. To this end it will discuss surveys, case studies, experimental and quasi-experimental

	research, observation, focus group discussion, in-depth/intensive interview, content analysis, and document analysis.
Learning Outcomes	After taking this course students will be able to; - Build a basic framework for understanding social science research - Establish an appreciation for the benefits as well as the limitations of social science research - Conceptualize more clearly a personal "world view" and its relationship to the scientific method.
References	Immanuel Wallerstein (1996), Open the social sciences: Report of the Gulbenkian Commision Frank Lewis (1992), Social Science Methodology Thomas Kuhn (1962), The Structure of Scientific Revolutions Paul Feyerabend (2011) The Tyranny of Science
Learning and teaching strategies	Lecturing, discussion, homework assesment.
Evaluation	Participation in class discussions and attendance 10%, homework 30%, mid-term 30% and final exam 30%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC108	Fall	3	0	0	3	6
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required						

Learning and teaching strategies	Lecturing, discussion, homework assesment.
Instructor (s)	Assistant Professor Serra Sezgin
Course objective	This course will explore the theories and application of communication research through qualitative and quantitative research techniques.
Learning outcomes	After taking this course students will be able to; - Build a basic framework for understanding social science research - Establish an appreciation for the benefits as well as the limitations of social science research - Conceptualize more clearly a personal "world view" and its relationship to the scientific method.
Course Content	This course will explore the theories and application of communication research through qualitative and quantitative research techniques. It will examine the paradigms, methods and techniques that can be applied to research in the behavioral and social sciences, with specific emphasis on communication. To this end it will discuss surveys, case studies, experimental and quasi-experimental research, observation, focus group discussion, in-depth/intensive interview, content analysis, and document analysis.
Mode of Delivery	Face to face and distance learning when required
References	Immanuel Wallerstein (1996), Open the social sciences: Report of the Gulbenkian Commision Frank Lewis (1992), Social Science Methodology Thomas Kuhn (1962), The Structure of Scientific Revolutions Paul Feyerabend (2011) The Tyranny of Science

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction: Science, Knowledge
2. Week	Research Problem(s) - Research Question and Hypothesis
3. Week	Research Strategy
4. Week	Research Sampling
5. Week	Data Collection
6. Week	Research Methods I
7. Week	Research Methods II

Week	
8. Week	Midterm
9. Week	Research Methods III
10. Week	Research Methods in New Media Platforms I
11. Week	Research Methods in New Media Platforms II
12. Week	Research Methods in New Media Platforms III
13. Week	Term Projects
14. Week	Reporting
15. Week	Final examination

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%5
Participation	14	%5
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	1	%30
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	1	%30
Total	31	%100
Contribution of semester works to success points	30	%70
Contribution of final exam to success points	1	%30
Total	31	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42

Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project			
Homework assignment	1	60	60
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	20	20
Total Workload	31	106	184

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments			X		
4. Students create media content by applying principals of visual aesthetics	X				

5. Students analyze media texts and learn media literacy			X		
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical problems, human rights, and public interests					X
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to personal, social, and political issues					X
10. Students utilize the theoretical and practical knowledge as an expert in the media sector	X				
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector	X				
13. Students learn qualitative and quantitative research methods					X
14. Students acquire competence of conducting independent research					X
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations	X				
16. Students have effective written and oral communication skills in English				X	

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
RESEARCH METHODS IN SOCIAL SCIENCES- II

Course Name	Research Methods in Social Sciences-II
Course Type	Required
Code	NMC 108
ECTS	6
Instructor (s)	Assistant Professor Serra Sezgin
Prequisites	Research Methods in Social Sciences -I
Semestre	Spring
Course Content	This course will explore the theories and application of communication research through qualitative and quantitative research techniques. It will examine the paradigms, methods and techniques that can be applied to research in the behavioral and social sciences, with specific emphasis on communication. To this end it will discuss surveys, case studies, experimental and quasi-experimental research, observation, focus group discussion, in-depth/intensive interview, content analysis, and document analysis.
Learning Outcomes	After taking this course students will be able to; - Build a basic framework for understanding social science research - Establish an appreciation for the benefits as well as the limitations of social science research - Conceptualize more clearly a personal "world view" and its relationship to the scientific method.
References	Immanuel Wallerstein (1996), Open the social sciences: Report of the Gulbenkian Commision Frank Lewis (1992), Social Science Methodology Thomas Kuhn (1962), The Structure of Scientific Revolutions Paul Feyerabend (2011) The Tyranny of Science
Learning and teaching strategies	Lecturing, discussion, homework assesment.
Evaluation	Participation in class discussions and attendance 10%, presentation 15%, mid-term 35% and final exam 40%

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 108	Spring	3	0	0	3	6
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecturing, discussion, homework assesment.						
Instructor (s)	Assistant Professor Serra Sezgin						
Course objective	This course will explore the theories and application of communication research through qualitative and quantitative research techniques.						
Learning outcomes	After taking this course students will be able to; - Build a basic framework for understanding social science research - Establish an appreciation for the benefits as well as the limitations of social science research - Conceptualize more clearly a personal "world view" and its relationship to the scientific method.						
Course Content	This course will explore the theories and application of communication research through qualitative and quantitative research techniques. It will examine the paradigms, methods and techniques that can be applied to research in the behavioral and social sciences, with specific emphasis on communication. To this end it will discuss surveys, case studies, experimental and quasi-experimental research, observation, focus group discussion, in-depth/intensive interview, content analysis, and document analysis.						
Mode of Delivery	Face to face and distance learning when required						
References	Neuman, W. Lawrence (2014). Social Research Methods: Qualitative and Quantitative Approaches. Pearson.						

	Berger, A. Asa. (2016). Media and Communication Research Methods. Sage.
	Frank Lewis (1992), Social Science Methodology
	Thomas Kuhn (1962), The Structure of Scientific Revolutions
	Paul Feyerabend (2011) The Tyranny of Science

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Scientific Research in Communication Studies
3. Week	Paradigm Shift in Communication Research
4. Week	Communication Research in Turkey
5. Week	Politics of Social Research
6. Week	Research Ethics
7. Week	Feminist Criticism of Media and Communication
8. Week	Midterm
9. Week	Field Research and Focus Group Research
10. Week	Advertising and Critical Discourse Analysis
11. Week	Research Methods in New Media
12. Week	Analysis of Qualitative and Quantitative Data

13. Week	Analysis of Qualitative and Quantitative Data
14. Week	Presentations and Feedback
15. Week	Presentations and Feedback
16. Week	Final exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%5
Participation	14	%5
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	1	%15
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%35
Final Exam	1	%40
Total	31	%100
Contribution of semester works to success points	30	%60
Contribution of final exam to success points	1	%40
Total	31	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project			
Homework assignment	1	60	60
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	20	20
Total Workload	31	106	184

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments			X		
4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy			X		
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical problems, human rights, and public interests					X
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to					X

personal, social, and political issues					
10. Students utilize the theoretical and practical knowledge as an expert in the media sector	X				
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector	X				
13. Students learn qualitative and quantitative research methods					X
14. Students acquire competence of conducting independent research					X
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations	X				
16. Students have effective written and oral communication skills in English				X	

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
VISUAL COMMUNICATION

Course Name	Visual Communication
Course Type	Required
Code	NMC 207
ECTS	7

Instructor (s)	Asst. Prof. Deniz ZORLU
Prequisites	None
Semestre	Fall
Course Content	This course is intended to introduce undergraduate students from all disciplines to the basic principles of visual communication and graphic design. By completing numerous short exercises you will build your visual vocabulary and develop a toolbox of skills and techniques for communicating visually. In addition, you will review and provide feedback to your classmates about their work, and you will document your progress throughout the course using an ePortfolio. The feedback and personal reflection are key components of the course as we all work collaboratively to understand how visual communication functions in the digital age, and how we can all become more fluent at analyzing, interpreting and creating images and graphics that communicate effectively.
Learning Outcomes	After successful completion of the course, the student will be able to: 1. Explain the scope of visual communication. 2. defines visual communication in the communication process. 3. Describes how to visual communication of meaning and signification. 4. Knows the process of visual communication design. 5. apply the process of visual designing 6. Knows the process of social media visual concepts 7. make graphic designing practices.
References	**Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the Ankara Science Library** . Lester, P. M. (2014). **Visual Communication: Images with Messages** (6th ed.). Boston, MA: Wadsworth Cengage Learning. . Long, B. (2015). Complete digital photography (8th ed.). Boston, MA: Cengage Learning PTR. . Osgood, R., & Hinshaw, M. (2014). **Visual storytelling: Videography and post production in the digital age** (2nd ed.). Boston, MA: Wadsworth Cengage Learning.
Learning and teaching strategies	Lecture Laboratory
Evaluation	Exams, Participation and Attendance
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 207	Autumn	0	0	3	3	7

Prequisites	None
Course Language	English
Course Type	Required
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required
Learning and teaching strategies	Lecture, laboratory
Instructor (s)	Asst. Prof. Deniz ZORLU
Course objective	The aim of the course is to develop a design project by using visual communication design tools. A design problem or a need is determined and analyzed. The methods and outputs of the project are determined. The final goal is to realize and present the project to an audience.
Learning outcomes	After successful completion of the course, the student will be able to: 1. Strategically apply visual communication design concepts and techniques. 2. Demonstrate competency and creative ability operating design software. 3. Produce creative design solutions for specific cultural and technical contexts. 4. Conduct research into design artefacts and processes, and apply findings to creative production. 5. Substantiate design outcomes with research and rationale.
Course Content	**Visual Understanding** – the physiology and psychology of vision **Graphic Design** -using design elements and principles to create meaning **Analogy-Metaphor-Symbolism-Iconography** – tapping into prior knowledge **Semiotics** – the cultural creation of meaning **Visual Arts Timeline** – exploring art as a progression of ideas and reactions **The Photographic Truth** – a close look at mediated reality **Rip, Mix, Burn** – remix culture, appropriation and intellectual property **Going Viral**– visual communication in the age of social media, crowdsourcing & citizen journalism
Mode of Delivery	Face to face and distance learning when required
References	. Lester, P. M. (2014). **Visual Communication: Images with Messages** (6th ed.). Boston, MA: Wadsworth Cengage Learning. . Long, B. (2015). Complete digital photography (8th ed.). Boston, MA: Cengage Learning PTR. . Osgood, R., & Hinshaw, M. (2014). **Visual storytelling: Videography and post production in the digital age** (2nd ed.). Boston, MA: Wadsworth Cengage Learning.

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction – Course Overview
2. Week	History & Development of Visuals
3. Week	**Visual** Communication Theories
4. Week	Image, Aesthetics & Culture
5. Week	**Cultural** influences on visual communication, Stereotypes
6. Week	Discussion on Case Studies
7. Week	Mid-term I
8. Week	Principles of Design & Layout
9. Week	**I**mportance and strategy, Graphic Design
10. Week	Color Theory, Color in digital world
11. Week	Physical and psychological implications of color
12. Week	Basics, rules of use & creative typography
13. Week	Photo/Image/Workshop
14. Week	Assessment the term
15. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Laboratory	0	%10
Application	0	%0
Fieldwork	0	%0

Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%20
Final Exam	1	%60
Total	17	%100
Contribution of semester works to success points	16	%70
Contribution of final exam to success points	1	%30
Total	17	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory	12	3	36
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, etc)	14	3	42
Presentation / Seminar Preparation			
Project	1	6	6
Homework assignment			
Midterms (Study duration)	1	18	18
Final Exam (Study duration)	1	21	21
Total Workload	42	54	165

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X
2. Students interpret these theories and concepts in the context contemporary societies		X			
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			
4. Students create media content by applying principals of visual aesthetics					X
5. Students analyze media texts and learn media literacy		X			
6. Students understand the interdisciplinary nature of media and communication studies				X	
7. Students get familiarized with the issues of ethical problems, human rights, and public interests	X				
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to personal, social, and political issues		X			
10. Students utilize the theoretical and practical knowledge as an expert in the media sector					X
11. Students use technical equipment and informatics technologies for both					X

traditional and new media in an effective and creative way					
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods	X				
14. Students acquire competence of conducting independent research	X				
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
DIGITAL ART

Course Name	Digital Art
Course Type	Required
Code	NMC 307
ECTS	8
Instructor (s)	Assist. Prof. Deniz ZORLU
Prequisites	None
Semestre	Fall
Course Content	The course will explore many facets of making art using computer hardware and software. This course will explore how using a computer in a generative, uniquely

	"computer" way new forms can emerge. It also covers exploring the state of the art digital tools contained in Adobe's Photoshop.
Learning Outcomes	After successful completion of the course, the student will be able to: • Develop a foundational understanding of the theories and methods of media and communication studies, including communication strategies, media analysis, message design, audience, research, and critical examination of the impact of our current media and communication technologies; • Learn and cultivate the skills and practices of journalism and documentary storytelling, including generating story ideas, reporting, interviewing, writing, professional ethics, and understanding legal precedents and frameworks; • Learn how to apply media analysis and storytelling conventions in the creation of dynamic and compelling digital visual art and professional multimedia productions in such forms as photography, film/video, digital imaging, illustration, animation, web design and other areas of emerging media; • Develop skills and understandings in international and global media and be able to apply these to sensitively and critically create and analyze media message for a global audience, including understanding comparative international media systems and encountering global communication directly through a study away experience; • Become independent media producers engaging in a long-form documentary project (book, web, documentary film, podcast) for the capstone project. This involves learning interdisciplinary research methods, interviewing, critical analysis, and professional digital media production in both content and design.
References	www.lynda.com
Learning and teaching strategies	Lecture Laboratory
Evaluation	Exams, Participation and Attendance
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 307	Fall	0	0	3	3	8

Prequisites	None
Course Language	English
Course Type	Required
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required
Learning and teaching strategies	Lecture, laboratory
Instructor (s)	
Course objective	• Work professionally within a design team • Identify numerous design careers • Evaluate designs (your work and others') for audience, meaning, and effectiveness • Use the elements and principles of design in a decisive fashion • Plan a design project according to a client's needs • Build a design gradually using thumbnail sketches and mock ups • Create attractive layouts that communicate messages effectively • Use color to communicate ideas to others • Use typography effectively in a design • Use Adobe Photoshop to edit, retouch color correct and enhance photographs • Use digital brushes to draw artistic imagery and create painterly images • Stylize portraits and landscapes, and assemble publications
Learning outcomes	Students will learn and develop their individual skills in a virtual studio through hands-on instruction and group activities. I use instructor led demonstrations and lectures to introduce new concepts. Students gain valuable experience by practical activities and tutorials, thus exposing them to scenarios that replicate real world situations. State of the art computer equipment and software is provided in the classroom. The digital imaging projects assigned and produced in Digital Art course reflect current industry standards and practices. We will be painting and drawing with digital brushes and tablets. Art is published on the Internet or printed on a high quality Printer.
Course Content	This introductory course deals with controlling computer technology to produce an artistic image. Students will learn computer illustration techniques, image manipulation, digital camera use, graphic design visual literacy, and the principles and elements of art in composition. Some artistic movements such as Pop Art and Surrealism will also be studied as they relate to student projects. From painting to photography and now to computers, the ways in which art is made will always change.
Mode of Delivery	Face to face and distance learning when required
References	www.lynda.com

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction to Digital Art
2. Week	New Approaches to Digital Art
3. Week	Samples of Digital Art
4. Week	Pixel-art
5. Week	Video-art
6. Week	Video-art samples
7. Week	Mid-term I
8. Week	Video-art practices
9. Week	Relationship of Art and Space
10. Week	Art and Space Samples
11. Week	Digital Performance Samples
12. Week	Online / Virtual Museums
13. Week	Online / Virtual Museums
14. Week	Term Project
15. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Laboratory	0	%10
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	0	%0

Seminar	0	%0
Mid-term Exams	1	%20
Final Exam	1	%60
Total	17	%100
Contribution of semester works to success points	16	%70
Contribution of final exam to success points	1	%30
Total	17	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory	12	3	36
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, etc)	14	3	42
Presentation / Seminar Preparation			
Project	1	6	6
Homework assignment			
Midterms (Study duration)	1	18	18
Final Exam (Study duration)	1	21	21
Total Workload	42	54	165

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies	X				
2. Students interpret these theories and concepts in the context contemporary societies		X			
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			
4. Students create media content by applying principals of visual aesthetics					X
5. Students analyze media texts and learn media literacy		X			
6. Students understand the interdisciplinary nature of media and communication studies				X	
7. Students get familiarized with the issues of ethical problems, human rights, and public interests	X				
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to personal, social, and political issues		X			
10. Students utilize the theoretical and practical knowledge as an expert in the media sector					X
11. Students use technical equipment and informatics technologies for both					X

traditional and new media in an effective and creative way					
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods	X				
14. Students acquire competence of conducting independent research	X				
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
MEDIA LAW and ETHICS

Course Name	Media Law and Ethics
Course Type	Required
Code	NMC303
ECTS	7
Instructor (s)	Ass. Prof. Zeynep BAHADIR
Prequisites	None
Semestre	Fall

Course Content	This course introduces students to media law and policy. The course content covers governance approaches in different media sectors, key values and principles underlying communication law and policy, and the basics of media law, including but not limited to an analysis of various legal frameworks on freedom of expression, privacy and confidential information, libel and defamation, racial hatred and blasphemy, copyright, and right of reply. Media ethics are heavily emphasized in the course, as the basis on which media law and policy are developed. The course will discuss relevant policy developments and legal cases in order to better understand how the principles are worked out in practice.
Learning Outcomes	After taking this course students will be able to; - Distinguish various media critically and thoughtfully, based on characteristics, audience, users, effects and applicability - Know the structure, organization, operation and development of the media landscape and identify and assess their implications, in a communication strategy and policy context - Have a well-rounded understanding of communication ethics, law and policy from a global comparative perspective - Explain in broad context, existing media law and policy and be able to critique and analyze future laws and policies.
References	Some hand outs will be given by lecturer or the future guests and related articles to be discussed in the clas
Learning and teaching strategies	Lecturing, discussion, homework assesment.
Evaluation	Participation in class discussions and attendance 20%, homework assesment 10%, mid-term 30% and final exam 40%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC303	Fall	3	0	0	3	7
Prequisites	None						
Course Language	English						
Course Type	Required						

Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required
Learning and teaching strategies	Lecturing, discussion and homework assesment.
Instructor (s)	Asst. Prof. Zeynep BAHADIR
Course objective	The purpose of this course is to introduce students to the major legal, ethical and policy issues related to media.
Learning outcomes	After taking this course students will be able to; - Distinguish various media critically and thoughtfully, based on characteristics, audience, users, effects and applicability - Know the structure, organization, operation and development of the media landscape and identify and assess their implications, in a communication strategy and policy context - Have a well-rounded understanding of communication ethics, law and policy from a global comparative perspective - Explain in broad context, existing media law and policy and be able to critique and analyze future laws and policies.
Course Content	This course introduces students to media law and policy. The course content covers governance approaches in different media sectors, key values and principles underlying communication law and policy, and the basics of media law, including but not limited to an analysis of various legal frameworks on freedom of expression, privacy and confidential information, libel and defamation, racial hatred and blasphemy, copyright, and right of reply. Media ethics are heavily emphasized in the course, as the basis on which media law and policy are developed. The course will discuss relevant policy developments and legal cases in order to better understand how the principles are worked out in practice.
Mode of Delivery	Face to face and distance learning when required
References	Some hand outs will be given by lecturer and related articles to be discussed in the class.

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Understanding the Law
3. Week	Media and Society

4. Week	Morality &Obscenity and Censorship
5. Week	Right to Information
6. Week	Defamation
7. Week	MidTerm
8. Week	Intellectual Property and Copyright Law
9. Week	Investigative Journalism and the Right to Privacy
10. Week	Protection of New Sources
11. Week	Advertisement and the Law
12. Week	Freedom of Speech and Expression
13. Week	Copyright and Art
14. Week	Patents
15. Week	General Evaluation of the Course
16. Week	Final Exams

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Participation	14	%10
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	1	%10
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	1	%40
Total	31	%100
Contribution of semester Works to success points	30	%60
Contribution of final exam to success points	1	%40
Total	31	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project			
Homework assignment	1	20	20
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	20	20
Total Workload	31	66	144

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies				X	
2. Students interpret these theories and concepts in the context contemporary societies			X		
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			

4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy				X	
6. Students understand the interdisciplinary nature of media and communication studies				X	
7. Students get familiarized with the issues of ethical problems, human rights, and public interests					X
8. Students develop constructive problem-solving approaches to media and communication matters			X		
9. Students apply social science concepts to personal, social, and political issues					X
10. Students utilize the theoretical and practical knowledge as an expert in the media sector			X		
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way	X				
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods		X			
14. Students acquire competence of conducting independent research	X				
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X

16. Students have effective written and oral communication skills in English			X		

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
NEW MEDIA CAMPAIGN DESIGN

Course Name	New Media Campaign Design
Course Type	Required
Code	NMC 405
ECTS	8
Instructor (s)	Assistant Professor Serra Sezgin
Prequisites	None
Semestre	Fall
Course Content	The course is designed to provide an overview and understanding of the strategic planning and management process required to develop and implement a new media communication plan. Students will examine the whole communication campaign process including situation and market analysis, objectives setting, target audience identification, strategic planning, tactics development, implementation, measurement and evaluation, focusing on digital platforms and new media.
Learning Outcomes	After taking this course students will be able to; - Prepare a new media campaign avaluated according to performance metrics to be identified based on basic campaign expectations. - Learn how to develop and manage a new media campaign effective and efficiently. - Develop their skills in communication campaign design focusing on digital strategies. - Recognize first-hand experience working with basic and large scale communication campaigns addressing real world management challenges. - Understand the development of technology and different media formats, to reach an understanding that can compare between old and new media

	formats, to see the effects on society and culture, and to gain the ability to carry out the new media innovation project.
References	Some hand outs will be given by lecturer and related articles to be discussed in the class.
Learning and teaching strategies	Lecturing, discussion, project assesment.
Evaluation	Participation in class discussions and attendance 20%, homework 10%, mid-term 30% and final project 40%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 405	Fall	3	0	0	3	8
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecturing, discussion, project assesment.						
Instructor (s)	Assistant Professor Serra Sezgin						
Course objective	The aim of this course is to provide students with a theoretical framework for new media and communication campaigns and to develop practical skills.						

Learning outcomes	After taking this course students will be able to; - Prepare a new media campaign avaluated according to performance metrics to be identified based on basic campaign expectations. - Learn how to develop and manage a new media campaign effective and efficiently. - Develop their skills in communication campaign design focusing on digital strategies. - Recognize first-hand experience working with basic and large scale communication campaigns addressing real world management challenges. - Understand the development of technology and different media formats, to reach an understanding that can compare between old and new media formats, to see the effects on society and culture, and to gain the ability to carry out the new media innovation project.
Course Content	The course is designed to provide an overview and understanding of the strategic planning and management process required to develop and implement a new media communication plan. Students will examine the whole communication campaign process including situation and market analysis, objectives setting, target audience identification, strategic planning, tactics development, implementation, measurement and evaluation, focusing on digital platforms and new media.
Mode of Delivery	Face to face and distance learning when required
References	Some hand outs will be given by lecturer and related articles to be discussed in the class.

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction to the course
2. Week	How to find out the Big Idea: Discussions & Case Study
3. Week	Consumer Insight
4. Week	Integrated Campaign Planning Steps
5. Week	Digital Tools for New Media Campaign Design
6. Week	Situation and Market Research & Analysis
7. Week	Indentifying Publics &Target Audiences
8. Week	Midterm
9. Week	Setting Goals & Objectives
10. Week	Strategies

11. Week	Developing Sustainable &Integrated Digital Strategies: : Production, Analysis and Reporting	
12. Week	Tactics & Implementation	
13. Week	Measurement & Evaluation	
14. Week	Project Presentations	
15. Week	Final examination	

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Participation	14	%10
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	1	%10
Presentation	0	%0
Project	1	%40
Seminar	0	%0
Mid-term Exams	1	%30
Final Exam	0	%0
Total	31	%100
Contribution of semester works to success points	31	%100
Contribution of final exam to success points	0	%0
Total	31	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			

Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation			
Project	1	20	20
Homework assignment	1	20	20
Midterms (Study duration)	1	20	20
Final Exam (Study duration)			
Total Workload	31	66	144

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies				X	
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments		X			
4. Students create media content by applying principals of visual aesthetics					X
5. Students analyze media texts and learn media literacy			X		
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical				X	

problems, human rights, and public interests					
8. Students develop constructive problem-solving approaches to media and communication matters					X
9. Students apply social science concepts to personal, social, and political issues				X	
10. Students utilize the theoretical and practical knowledge as an expert in the media sector					X
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way					X
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods			X		
14. Students acquire competence of conducting independent research				X	
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English		X			

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
NEW MEDIA SEMINAR

Course Name	New Media Seminar
Course Type	Required
Code	NMC304
ECTS	7
Instructor (s)	Assistant Professor Serra Sezgin
Prequisites	None
Semestre	Spring
Course Content	The course provides a wider and interdiciplinary approach in new media and communication studies. Students will be introduced to different professional guests from various disciplines each week. The aim of this course to explain students how communication and new media studies work in different professional fields such as psychology, engineering or human resources.
Learning Outcomes	After taking this course students will be able to; - Understand how communication and new media studies work in professional life. - Meet professionals from different disciplines and able to create a network. - Relate theoretical approaches to daily life experiences. - Recognize the fundamentals of social sciences, communication sciences and media professionals.
References	Some hand outs will be given by lecturer or the future guests and related articles to be discussed in the class.
Learning and teaching strategies	Lecturing, discussion, homework assesment.
Evaluation	Participation in class discussions 10%, attendance 10%, homework assesment 25%, mid-term 25% and final exam 30%
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC304	Spring	3	0	0	3	7

Prequisites	None
Course Language	English
Course Type	Required
Mode of Delivery (face to face,distance learning)	Face to face and distance learning when required
Learning and teaching strategies	Lecturing, discussion and homework assesment.
Instructor (s)	Assistant Professor Serra Sezgin
Course objective	The aim of this course to explain students how communication and new media studies work in different professional fields such as psychology, engineering or human resources.
Learning outcomes	After taking this course students will be able to; - Understand how communication and new media studies work in professional life. - Meet professionals from different disciplines and able to create a network. - Relate theoretical approaches to daily life experiences. - Recognize the fundamentals of social sciences, communication sciences and media professionals.
Course Content	The course provides a wider and interdiciplinary approach in communication and new media studies. Students will be introduced to different professional guests from various disciplines each week. The aim of this course to explain students how communication and new media studies work in different professional fields such as psychology, engineering or human resources.
Mode of Delivery	Face to face and distance learning when required
References	Some hand outs will be given by lecturer and related articles to be discussed in the class.

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Media and Activism
3. Week	Digital Art and Media
4. Week	Media and Popular Culture
5. Week	Journalism
6. Week	Advertising
7. Week	MidTerm: Report
8. Week	Psychology and Communication
9. Week	Marketing Communication
10. Week	Technology and Communication
11. Week	Health Communication
12. Week	Architecture and Communication
13. Week	Communication in Human Resources
14. Week	General Evaluation of the Course
15. Week	Final Reports & Presentations

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Participation	14	%10
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	1	%25
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%25

Final Exam	1	%30
Total	31	%100
Contribution of semester Works to success points	30	%70
Contribution of final exam to success points	1	%30
Total	31	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory			
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, ect)	14	3	42
Presentation / Seminar Preparation	1	10	10
Project			
Homework assignment	1	20	20
Midterms (Study duration)	1	20	20
Final Exam (Study duration)	1	20	20
Total Workload	31	76	154

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies				X	
2. Students interpret these theories and concepts in the					X

context contemporary societies					
3. Students learn media history and social, artistic, economic and political background of these historical developments			X		
4. Students create media content by applying principals of visual aesthetics		X			
5. Students analyze media texts and learn media literacy	X				
6. Students understand the interdisciplinary nature of media and communication studies				X	
7. Students get familiarized with the issues of ethical problems, human rights, and public interests		X			
8. Students develop constructive problem-solving approaches to media and communication matters			X		
9. Students apply social science concepts to personal, social, and political issues					X
10. Students utilize the theoretical and practical knowledge as an expert in the media sector				X	
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way		X			
12. Students acquire knowledge about new media professions and the sector					X
13. Students learn qualitative and quantitative research methods	X				

14. Students acquire competence of conducting independent research	X				
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
CURRENT ISSUES IN NEW MEDIA

Course Name	Current Issues in New Media
Course Type	Required
Code	NMC 411
ECTS	7
Instructor (s)	Asst. Prof. Serra SEZGİN
Prequisites	None
Semestre	Autumn
Course Content	This course will take a critical, theoretical, and practical approach to the examination of new media as a tool for challenging inequality and working toward goals of social justice. In addition to foundational readings on power, media, social change, network theories, and others, we will also have hands on opportunities to work in mediums such as blogging, video production, podcasting, and more, utilizing the resources available at Brown. The goal is for students to leave the course with an understanding of the cultural, political, and personal possibilities and limitations of social and new media in the realms of advocacy and social justice.

Learning Outcomes	After successful completion of the course, the student will be able to:
	The aim of this course is to deepen students knowledge of theories and approaches that deal with how Internet and social media (blogs, microblogs, wikis, social networking sites, filesharing sites, user-generated content sites, ect) shape society and are shaped by society and power structures at an advanced level. The task is to advance students´critical reflection capacities about the kind of society we live in and about the role of digital media in contemporary society.
References	
Learning and teaching strategies	Lecture Laboratory
Evaluation	Exams, Participation and Attendance
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	NMC 411	Autumn	0	0	3	3	7

Prequisites	None
Course Language	English
Course Type	Required
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required
Learning and teaching strategies	Lecture, laboratory
Instructor (s)	
Course objective	▪ systematically and critically discuss, evaluate, and reflect on the key issues, debates, principles, concepts, and theories of Internet Research; ▪ employ and apply a wide range of concepts relating to Internet, social media and society; ▪ demonstrate an understanding and an ethical and critical appreciation of the importance ot the Internet and social media in contemporary society; ▪ use social media for disseminating journalistic information to the public and reflect on the journalistic use ▪ of social media; ▪ analyse and reflect on complex material in individual and group work; ▪ plan manage and write independent reflective research papers;

	▪ systematically reflect on research literature; ▪ demonstrate oral skills in presentation, discussions and constructive
Learning outcomes	The aim of this course is to deepen students knowledge of theories and approaches that deal with how Internet and social media (blogs, microblogs, wikis, social networking sites, filesharing sites, user-generated content sites, ect) shape society and are shaped by society and power structures at an advanced level. The task is to advance students´critical reflection capacities about the kind of society we live in and about the role of digital media in contemporary society.
Course Content	This course examines the intersection between social media, politics and society, analyzing platforms like Facebook, Twitter, YouTube and Instagram to understand their role in our lives, in our political discourse and in shaping our culture. We examine the positives of social media including social activism, the democratization of news, and heightened capacities for community, communication and connectivity. We also delve into the darker side of these platforms, exploring the proliferation of fake news, hate speech, terrorist networks and gendered issues including trolling and cyber-harassment. This is an interdisciplinary course and in it we will draw upon a broad range of social theories including science and technology studies, communication theory, linguistics, cultural studies, and media studies to understand the complex role of digital media in contemporary society.
Mode of Delivery	Face to face and distance learning when required
References	Rosewarne, Lauren (2019). "#MeToo and the Reasons to Be Cautious". In #MeToo and the Politics of Social Change, eds. Bianca Fileborn and Rachel Loney-Howes. New York: Palgrave, Macmillan: forthcoming. Briones, Rowena, Stephanie Madden and Melissa Janoske. (2013). "Kony 2012: Invisible Children and the Challenges of Social Media Campaigning and Digital Activism". Journal of Current Issues in Media and Telecommunications, 5, 3: 205-234. Carlson, Tom, Göran Djupsund and Kim Strandberg. (2013). "Taking Risks in Social Media Campaigning: The Early Adoption of Blogging by Candidates". Scandinavian Political Studies, 37, 1: 21-40. Dimitrova, Daniela V. and Matthews, Jörg. (2018). "Social Media in Political Campaigning Around the World: Theoretically Methodological Challenges". Journalism & Mass Communication Quarterly, 95, 2: 333-342. Cacciatore, Michael A., Sara K. Yeo, Dietram A. Scheufele, Michael A. Xenos, Dominique Brossard, and Elizabeth A. Corley. (2018). "Is Facebook Making Us Dumber? Exploring Social Media Use as a Predictor of Political Knowledge". Journalism & Mass Communication Quarterly, 95, 2: 404-424. Mallén, Agneta. (2016). "Stirring up virtual punishment: a case of citizen journalism, authenticity and shaming". Journal of Scandinavian Studies in Criminology and Crime Prevention, 17, 1: 3-18. Jenkins, Elizabeth M. Zulfia Zaher, Stephanie A. Tikkanen and Jessica L. Ford. (2019). "Creative identity (Re)construction, Creative Community Building, and Creative Resistance: A Qualitative Analysis of Queer Ingroup Members' Tweets after the Orlando Shooting". Computers in Human Behavior, 101: 14-21. Rosewarne, Lauren. (2016). "The Market Economy of Love". In Intimacy on the Internet: Media Representations of Online Connections. New York: Routledge, 5-40.

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Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	Course Overview
3. Week	Social Media and Social Activism
4. Week	Social Media and Political Compaigning
5. Week	Social Media and Democratization of News
6. Week	Social Media and Community Building
7. Week	Mid-term I
8. Week	Social Media and Identity Construction
9. Week	Social Media and Face News
10. Week	Social Media and Hate Speech
11. Week	Social Media and Terrorist Networks
12. Week	Social Media and Gender Harassment
13. Week	Social Media and Public Shaming
14. Week	Term evaluation
15. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Laboratory	0	%10
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%20
Final Exam	1	%60
Total	17	%100
Contribution of semester works to success points	16	%70
Contribution of final exam to success points	1	%30
Total	17	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory	3	0	0
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, etc)	14	3	42
Presentation / Seminar Preparation			
Project	1	6	6
Homework assignment			
Midterms (Study duration)	1	18	18

Final Exam (Study duration)	1	21	21
Total Workload	42	52	129

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies					X
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments				X	
4. Students create media content by applying principals of visual aesthetics	X				
5. Students analyze media texts and learn media literacy				X	
6. Students understand the interdisciplinary nature of media and communication studies					X
7. Students get familiarized with the issues of ethical problems, human rights, and public interests				X	
8. Students develop constructive problem-solving approaches to media and communication matters				X	
9. Students apply social science concepts to personal, social, and political issues				X	

	1	2	3	4	5
10. Students utilize the theoretical and practical knowledge as an expert in the media sector		X			
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way		X			
12. Students acquire knowledge about new media professions and the sector		X			
13. Students learn qualitative and quantitative research methods			X		
14. Students acquire competence of conducting independent research			X		
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations		X			
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ANKARA SCIENCE UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
NEW MEDIA AND COMMUNICATION DEPARTMENT

COURSE SYLLABUS
SCRIPTWRITING

Course Name	Scriptwriting
Course Type	Required
Code	FLM 203

ECTS	7
Instructor (s)	Asst. Prof. Deniz ZORLU
Prequisites	None
Semestre	Autumn
Course Content	This course will introduce you to feature film scriptwriting. We will explore the basic theory and formal aspects of story structure, character development, use of conflict, scene writing and dialogue. We will then apply these basic dramatic principles to the development of your own original material. Since much of the work of screenwriting is done before the actual drafting, this class will focus on the process of screenwriting: from the initial premise, through character exploration, to treatments and step-outlines, then writing your first draft. With the help of your peers in workshop, you will leave this course with a solid understanding of the fundamentals of scripttwriting
Learning Outcomes	1. a knowledge of the techniques used in narrative writing for the stage and screen. Students will be able to apply these techniques in both short and long form. 2. collaborative skills with peers by creating theatrical and cinematic works in and outside the classroom. 3. the ability to critique and analyze a variety of peer-generated writing, and the ability to receive and synthesize critiques of their own writing from peers and faculty. 4. the ability to research, gather, and synthesize information from a variety of sources and to present it in a structured, coherent manner, both in writing and orally. 5. knowledge of a range of dramatic and/or cinematic literatures and theory and the ability contextualize their work through an understanding of their historical and theoretical artistic legacies.
References	Gulino, P. J. (2004). *Screenwriting: The Sequence Approach.* London, New Delhi, New York, Sydney: Bloomsbury Field, S. (2005). *Screenplay: The Foundations of Screenwriting: A Step-by-Step Guide from Concept to finished Script.* New York: Dell Publishing McKee, R. (1997). *Story: Style, Structure, Substance, and the Principles of Screenwriting*. New York: Harper-Collins Publishers Truby, J. (2008). *The Anatomy of Story: 22 Steps to Becoming a Master Storyteller.* London: Faber&Faber Jung, C. G. (1990). *Man and His Symbols.* New York: Arcade Penguin Campbell, J. (2008). *The Hero with a Thousand Faces (The Collected Works of Joseph Campbell).* California: New World Library Riley, C. (2009). *The Hollywood Standard: The Complete and Authoritative Guide to Script Format and Style,* California: Michael Weise production. Hunter, L. (2004). *Lew Hunter's Screenwriting 434: The Industry's Top Teacher Reveals the Secrets of the Successful Screenplay by Lew Hunter,* New York: The Berkley Publishing Group. Gulio, P.J. (2004). *The Sequence Approach: The Hidden Structure of Successful Screenplays,* Portland: Publisher Resources Inc. Walter, R. (2010). *Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing,* USA: Plume.

	Russin, U.R./ Downs, W.M. (2003). *Screenwriting: Writing the Picture,* Los Angeles*:* Silman-James Pres.
	Russin, U.R./ Downs, W.M. (2012). *Screenplay: Writing the Picture,* Los Angeles*:* Silman-James Pres.
	Haag, J.H./ Cole, H. R. (1999). *The Complete Guide to Standart Script Formats, Part 1,* California: CMC Publishing
	Tierno M. (2002). *Aristotle's Poetics for Screenwriters: Storytelling Secrets From the Greatest Mind in Western Civilization,* New York: Hyperion
	Kallas C. (2010). *Creative Screenwriting: Understanding Emotinol Stracture,* New York: Palgrave Macmillan
	Penniston P. (2010). *Talk to Talk: A Dialogue Workshop for Screenwriters,* California: Michael Wiese Productions
Learning and teaching strategies	Lecture Laboratory
Evaluation	Exams, Participation and Attendance
Course Language	English

Form IIIb (English): COURSE INFORMATION

Course Name	Code	Semestre	Theory (hours/week)	Application (hours/week)	Laboratory (hours/week)	National Credit	ECTS
Negotiation Process	FLM 203	Autumn	3	0	0	3	7
Prequisites	None						
Course Language	English						
Course Type	Required						
Mode of Delivery (face to face, distance learning)	Face to face and distance learning when required						
Learning and teaching strategies	Lecture, laboratory						
Instructor (s)							
Course objective	By the end of the course students should be able to:						

	1. Produce cinematic works using film and digital media tools and technologies according to industry standards. 2. Apply principles of story, cinematography, and editing theory in the development of cinematic works. 3. Apply principles of historical and current film genres, styles, and movements in the development of cinematic works. 4. Apply knowledge of industry roles and techniques for development and production of cinematic works. 5. Demonstrate collaboration and inclusivity to promote an ethical and diverse work environment. 6. Demonstrate qualifications and experience as a screenwriter in a portfolio of work.

Learning outcomes	• recognize the classical dramatic structure.
	    • Describe the classical dramatic structure of storytelling.
	    • Describe the concepts of conflict, creating character and dramatical incline.
	    • Determine the functions of dramatic elements in storytelling structure.
	• write scene draft, script and shooting script according to the structure rules.
	    • know script format
	    • organize synopsis, treatmant, scene draft, script and shooting script.
	    • apply format rules on the every level of script file.
	    • write synopsis and treatment according to the format rules following the story which is chosen.
	    • write a screenplay and a shooting screenplay and prepare a scene sketch which is suitable to their form rules.
	    • Present the script

Course Content	Through classroom discussion of student writing and study of assigned screenplays, films and textbook readings, students will strengthen their familiarity with the structural elements of the feature length motion picture screenplay with well-developed plot, characters, setting. Students will become familiar with the general guiding elements of dramatic structure and character development in a variety of styles of storytelling.
Mode of Delivery	Face to face and distance learning when required
References	Gulino, P. J. (2004). *Screenwriting: The Sequence Approach.* London, New Delhi, New York, Sydney: Bloomsbury Field, S. (2005). *Screenplay: The Foundations of Screenwriting: A Step-by-Step Guide from Concept to finished Script.* New York: Dell Publishing McKee, R. (1997). *Story: Style, Structure, Substance, and the Principles of Screenwriting*. New York: Harper-Collins Publishers Truby, J. (2008). *The Anatomy of Story: 22 Steps to Becoming a Master Storyteller.* London: Faber&Faber Jung, C. G. (1990). *Man and His Symbols.* New York: Arcade Penguin Campbell, J. (2008). *The Hero with a Thousand Faces (The Collected Works of Joseph Campbell).* California: New World Library Riley, C. (2009). *The Hollywood Standard: The Complete and Authoritative Guide to Script Format and Style,* California: Michael Weise production. Hunter, L. (2004). *Lew Hunter's Screenwriting 434: The Industry's Top Teacher Reveals the Secrets of the Successful Screenplay by Lew Hunter,* New York: The Berkley Publishing Group.

Gulio, P.J. (2004). *The Sequence Approach: The Hidden Structure of Successful Screenplays,* Portland: Publisher Resources Inc.

Walter, R. (2010). *Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing,* USA: Plume.

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Russin, U.R./ Downs, W.M. (2012). *Screenplay: Writing the Picture,* Los Angeles: Silman-James Pres.

Haag, J.H./ Cole, H. R. (1999). *The Complete Guide to Standart Script Formats, Part 1,* California: CMC Publishing

Tierno M. (2002). *Aristotle's Poetics for Screenwriters: Storytelling Secrets From the Greatest Mind in Western Civilization,* New York: Hyperion

Kallas C. (2010). *Creative Screenwriting: Understanding Emotinol Stracture,* New York: Palgrave Macmillan

Penniston P. (2010). *Talk to Talk: A Dialogue Workshop for Screenwriters,* California: Michael Wiese Productions

Form IVb (English): Subjects by weeks

Weeks	Subjects
1. Week	Introduction
2. Week	What writing is not
3. Week	Genres and themes of the television world
4. Week	From theme to idea to subject to story
5. Week	Story
6. Week	Research Universe
7. Week	Mid-term I
8. Week	Characters
9. Week	Hero's Journey
10. Week	Building story arcs/character arcs
11. Week	Dramatic Structure of a Screenplay
12. Week	Writing a screenplay: The Synopsis/The outline/The grammar
13. Week	Writing a screenplay: The Scene
14. Week	The Furnace: An actual Set

15. Week	Final Exam

Form Vb (İngilizce): Assesment Method

Semester Works	Number	Contribution
Attendance	14	%10
Laboratory	0	%10
Application	0	%0
Fieldwork	0	%0
Practice	0	%0
Homework Assessment	0	%0
Presentation	0	%0
Project	0	%0
Seminar	0	%0
Mid-term Exams	1	%20
Final Exam	1	%60
Total	17	%100
Contribution of semester works to success points	16	%70
Contribution of final exam to success points	1	%30
Total	17	%100

Form VIb (English): WORKLOAD AND ECTS CALCULATION

Activities	Number	Duration (hour)	Total Work Load
Course Duration (x14)	14	3	42
Laboratory	0	0	0
Application			
Specific practical training			
Field activities			
Study Hours Out of Class (Preliminary work, reinforcement, etc)	14	3	42
Presentation / Seminar Preparation			

Project	1	6	6
Homework assignment			
Midterms (Study duration)	1	18	18
Final Exam (Study duration)	1	21	21
Total Workload	30	42	165

Form VIIb (English): THE COURSE LEARNING OUTCOMES - PROGRAM OUTCOMES MATRIX

Program Outcomes	Contribution Level*				
	1	2	3	4	5
1.Students learn fundamental principles of social sciences, communication and new media studies			X		
2. Students interpret these theories and concepts in the context contemporary societies					X
3. Students learn media history and social, artistic, economic and political background of these historical developments			X		
4. Students create media content by applying principals of visual aesthetics					X
5. Students analyze media texts and learn media literacy		X			
6. Students understand the interdisciplinary nature of media and communication studies		X			
7. Students get familiarized with the issues of ethical problems, human rights, and public interests	X				
8. Students develop constructive problem-solving approaches to media and communication matters					X

	1	2	3	4	5
9. Students apply social science concepts to personal, social, and political issues				X	
10. Students utilize the theoretical and practical knowledge as an expert in the media sector				X	
11. Students use technical equipment and informatics technologies for both traditional and new media in an effective and creative way		X			
12. Students acquire knowledge about new media professions and the sector				X	
13. Students learn qualitative and quantitative research methods	X				
14. Students acquire competence of conducting independent research			X		
15. Student acquire necessary skills to be employed in public/private sector institutions and civil society organizations					X
16. Students have effective written and oral communication skills in English				X	

1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest