

**İSTANBUL ESENYURT UNIVERSITY**  
**FACULTY OF ARTS AND SOCIAL SCIENCES**  
**DEPARTMENT OF OF NEW MEDIA AND COMMUNICATION**  
**2022-2023 ACADEMIC YEAR COURSE CONTENT**

**1ST YEAR, 1ST SEMESTER**

**2120G1002 (3-0-3-7) INTRODUCTION TO NEW MEDIA:** The aim of this course is to teach students the basic concepts and techniques of new media. This course theoretically explores the applications of interactive, social and mobile media and other on line technologies to develop practical knowledge.

**2120G1002 (3-0-3-7) HISTORY OF MEDIA:** This course aims to enable students to understand the development and historical changes in media and tools in light of social and political events around the world and in Turkey.

**2113G1004 (3-0-3-6) INTRODUCTION TO ADVERTISING** The aim of this course is to teach the logic of advertising and provide students with a holistic perspective on integrated marketing communication, teach them the basic principles of advertising. Besides understanding advertising as a form of communication, provide them with a critical perspective in the context of consumption and popular culture.

**2113G1003 (3-0-3-6) INTRODUCTION TO COMMUNICATION SCIENCES:** The aim of this course is to examine the fact of communication in terms of its types, functions, models, instruments and relations with other disciplines.

**1ST YEAR, 2ND SEMESTER**

**2120B1002 (2-0-2-4) BASIC JOURNALISM:** This course aims to teach the basic theories and concepts of journalism and to analyze the transition from traditional journalism to internet journalism.

**2113B1003 (3-0-3-5) SCIENTIFIC RESEARCH METHODS:** The aim of the course is to help the students learn the basic concepts used in scientific research, to adopt the basic foundations of conducting it and the process and techniques of it.

**2113B1001 (3-0-3-5) SOCIAL MEDIA:** Examining communication through internet, web designs and social networking sites that are becoming widespread today. The differences between traditional media and new social media and also examining their social and psychological reasons.

**2113B1002 (3-0-3-5) BASIC PHOTOGRAPHY** The aim of this course is to help students comprehend the basic terms and theories of photography, to introduce light, light sources, basic materials of photography, and to practice taking a photograph.

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**2022-2023 ACADEMIC YEAR COURSE CONTENT**

**2ND YEAR, 3RD SEMESTER**

**2113G2002 (3-0-3-6) COMMUNICATION THEORIES** The aim of this course is to enable students to have basic knowledge and a critical approach while they are analyzing and interpreting the relationships between mass media, society and audiences.

**2120G2001 (3-0-3-8) NEW MEDIA JOURNALISM:** The aim of this course is to give students the skills to use the internet as a means of collecting and spreading news. In this course, with theoretical and applied in personal journalistic environment, the emergence of internet newspapers, their features, differences of traditional newspapers, reader interaction will be discussed.

**2120G2004 (3-0-3-7) DIGITAL MARKETING:** The concept of digital marketing and related terms, types of digital marketing and up-to-date examples of digital marketing will be taught during the course.

**2120G2005 (3-0-3-7) DIGITAL MEDIA LITERACY:** The aim of this course is to critically evaluate media texts, to raise awareness of messages from the media and to ensure that the students become active readers.

**2ND YEAR, 4TH SEMESTER**

**2120B2001 (3-0-3-3) NEW MEDIA THEORIES:**

The aim of this course is to examine the theories and practices in digital media studies and to dominate dominant approaches by analyzing recent studies in digital media environments from cyber culture to digital games and augmented reality applications.

**2120B2002 (3-0-3-3) NEW MEDIA USER BEHAVIOR:** Emphasis is placed on the role and importance of user behavior when developing new media content, and in this context, determining how and under what influences the user behavior occurs, as well as teaching students about their rights as a user and ways to protect their rights when they encounter a problem in their purchasing experiences.

**2113B2003 (3-0-3-6) COMMUNICATION LAW:** The aim of the course is to provide students with the relationship between freedom of expression and principles of mass media law, state's role and limitations on communication area, basic information and the conceptual discussions of main features of the regulations through rule of law.

**2113B2001 (3-0-3-6) POLITICAL COMMUNICATION:** The aim of the course is to introduce students to definition of political communication, its mechanism and effects in different societies, different types of cognitive forms of political communication.

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**2022-2023 ACADEMIC YEAR COURSE CONTENT**

**2114B2001 (2-2-3-6) IMAGE AND LIGHTING TECHNIQUES:** The course includes theoretical information about image and lighting and the researching of the operational mechanics of cinematography, its practice and the problems as well as their solutions regarding its applications.

**2114B2003 (2-2-3-6) DIGITAL EDITING:** The main objective of this course is for students to learn the editing software Adobe Premiere Pro in an advanced level.

**3RD YEAR, 5TH SEMESTER**

**2114G3001 (3-1-3-6) RADIO AND TV PROGRAMME PRODUCTION:** The main goals of programming include an approach based on ideas and requirements. This system which starts at the core of production and lasts until it meets the audiences, will be taught to the students with every step of it week by week. This endeavor that reflects to the production office, production company and lastly to the studio, the entirety of its details forms the contents of this course.

**2120G3008 (2-1-3-4) NEWS GATHERING AND WRITING TECHNIQUES:** The purpose of this course is to prepare and write the news according to radio and television, to define the historical and theoretical basis of tablet and mobile journalism applications that emerged as a result of the transformation in the sector from the production to the distribution of news.

**DEPARTMENTAL ELECTIVE COURSES 2120G3SD1**

**2120G3002 (3-0-3-5) CONTENT PRODUCTION IN NEW MEDIA:** This course aims to teach digital communication and media concepts and to address multimedia techniques and the phenomenon of interactivity.

**2120G3004 (3-0-3-5) NEW MEDIA AND SOCIAL MOVEMENTS:** The role of mass media and new media in social movements: the comparison of new and old social movements, the terms of hacktivism and activism and the features of new social movements, its basic dynamics and political role, the local and global effects of social movemets: global examples of social movements, new social movements and movements such as The Arab Spring, Wall Street, Indignados and The Yellow Vests.

**2120G3005 (3-0-3-5) DATA STATISTICS IN NEW MEDIA:** The definition of statistics and basic concepts, attributes of statistical research, collecting of statistical data and its summary. Central education measures and dispersion measures. Proportional variables and probability distributions. Sampling distributions. Statistical decision making: Hypothesis tests, Chi-Squared tests: Indipendence test. Quota tables.

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**2022-2023 ACADEMIC YEAR COURSE CONTENT**

**2 120G3009 (3-0-3-5) DATA JOURNALISM:** This course aims to teach digital communication and media concepts and to discuss data journalism techniques and interactivity.

**FACULTY ELECTIVE COURSES 2120G3SD2**

**2113G3005 (3-0-3-5) GRAPHIC DESIGN:** The aim of this course is to cover the basics of graphic design providing students with practical skills in graphic design. The students improve their practicing skills by traditional and modern methods, explore and examine the designs of the leading figures in the world of graphic design.

**2120G3006 (3-0-3-5) DIGITAL CITIZENSHIP AND SOCIAL MEDIA:** The concept of digital citizenship, digital natives, digital immigrants, cyber culture, identity generation in social media, digital identity, surveillance, surveillance society, citizen journalism, cyberbullying, cyber violence, risk society, digital surveillance, digital ethics, transhumanism, singularity and posthumanism.

**2120G3007 (3-0-3-5) INTERVIEW AND INTERVIEW TECHNIQUES:** In this course the concepts of conversation and interview will be discussed. Theoretical and practical differences between these concepts, their features and how to decipher will be explained. In line with the assignments, the students will give interviews and conversations about the people and the fields they are related to. They will turn the lesson from theory to action through interviews.

**2120G3010 (3-0-3-5) VIDEO SHOOTING TECHNIQUES:** History of motion picture, pellicle image formats, frame rates, video camera types and tape formats, history of video, high definition images and cameras, image restoration, camera support tools, shooting scales, angles and composition, image and sound, bit depth and resolutions in media tools constitute the content of the course.

**3RD YEAR, 6TH SEMESTER**

**2120B3002 (3-0-3-5) VISUAL PERCEPTION AND COMMUNICATION:** Balance, continuity, order, suitability, meaning, confusion and contradiction, color. Gestalt principles; image formation and visualization techniques of thought. Structure, full three-dimensional examination of the concepts of void relation, balance, order, texture, size, form, scale and surface, and applications.

**2120B3007 (2-0-2-5) E-COMMERCE:**  
This course is intended to enable students to understand the concept and functioning of integrated marketing communication.

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**2022-2023 ACADEMIC YEAR COURSE CONTENT**

**DEPARTMENTAL ELECTIVE COURSES 2120B3SD1**

**2113B3005 (3-0-3-5) WEB DESIGN:** The aim of the course is to help the students learn the basic technical information on web design.

**2113B3003 (3-0-3-5) MEDIA PLANNING:** The aim of this course is to reveal the outlines of media planning process, and to bring experience for the students related to media planning process, preparing media planning, selection of mass media and purchasing mass media.

**3120B3003 (3-0-3-5) CYBER CULTURE:**  
The aim of this course is to adopt the conceptual framework and social influence of cyber culture to students.

**2120B3004 (3-0-3-5) POLITICAL ECONOMY OF MEDIA:** This course provides frameworks for students to understand the media as a whole. Students will learn how the content of the course is structured, its contributions to the national economy, its role in the market economy, the changing media industry and its reasons in historical and contemporary terms.

**2120B3005 (3-0-3-5) PUBLIC OPINION AND MEDIA:** The concept of public opinion and theoretical approaches, public opinion and democracy, media and public opinion, opinion polls.

**FACULTY ELECTIVE COURSES 2120B3FSD**

**2111B3021 (3-0-3-5) COMMUNICATION AND SOCIETY:** Communication concepts and definitions, relationship with sociology, communication systems in history and today, functions of communication, models, mass communication, mass communication theories will be taught.

**2120B3006 (3-0-3-5) ART, CULTURE AND SOCIETY:** Examining the relation between looking at art from a cultural communication perspective, art organization and institutionalization in the cultural field and communication. Understanding the connection between art and society and its cultural structure. The effects of using the current trends of the society in the field of art. This course is a course that examines the material cultural elements produced in line with aesthetic needs from the existence of humanity as a whole, observes the contribution of culture and society to artistic production, and investigates how intercultural communication and interaction shape the art practices. Within the scope of the course, the effects of political, social, economic, scientific and technological developments, which have an important place in the cycle of civilizations, are also examined.

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**2111B3022 (3-0-3-5) PHILOSOPHY OF COMMUNICATION:** Students of this course moral situations in the basic areas of communication and will introduce you to moral philosophy by focusing on media practices.

**2114B3013 (3-0-3-5) EFFECTIVE PRESENTATION AND INTERVIEW:** This course contains presentation techniques for academic or professional purposes.

**4TH YEAR, 7TH SEMESTER**

**2120G4001 (0-2-1-10) GRADUATION PROJECT I:** The aim of the course is to inform students about the competencies they have acquired during their undergraduate training in line to the field on which they want to specialize.

**DEPARTMENTAL ELECTIVE COURSES 2120G4SD1**

**2113G4005 (3-0-3-5) POSTMODERN MARKETING:** After comparing modernist and postmodernist perspective in the context of this course, the aspects of the postmodernist approach, marketing, consumption, social life, culture and marketing reflections on their research are examined.

**2120G4002 (3-0-3-5) DIGITAL PUBLISHING:** The content of the digital publishing course is related to the internet and digitalization. changing publishing understanding, technical infrastructure of new generation broadcasting platforms and digital publishing types.

**2120G4003 (3-0-3-5) NEW MEDIA AND CINEMATOGRAPHY:** The history of the image and the invention of the moving image, definition of cinematography, the person(s) who invented cinema and then turned it into an art form, fiction and the effects of sound and color concepts and other technological developments on cinematography, shooting scales, camera movements, classical and non-classical narrative methods, film format, directorial style, mise-en-scene and shooting cinematography, cinematic space and space, cinematographic production, industrialized cinema, visual design and titles such as cinematographs constitute the content of the course.

**FACULTY ELECTIVE COURSES 2120G4SD2**

**2113G4002 (3-0-3-6) IMAGE AND BRAND MANAGEMENT:** The aim of the course is to enable the student to recognize and announce the brand, to realize brand, to realize brand positioning and sales strategies and practices, to follow the brand strategies, to restructure the brand by following the competitors' brand strategies.

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**2022-2023 ACADEMIC YEAR COURSE CONTENT**

**2113G4006 (3-0-3-6) CRISIS MANAGEMENT:** The state of uncertainty and change in the environment constantly leaves institutions with unexpected dangers or opportunities. Institutions can continue to exist, depending on their ability to protect themselves from dangers or to seize opportunities. In this course the students will learn about how public relations can be used effectively in times of crisis in institutions.

**2113G4007 (3-0-3-6) HEALTH COMMUNICATION:** Starting with the history of health and journalism theoretical information will be presented. How to do health journalism will be taught and analysis in health journalism with content analysis of health news will be made.

**2113G4008 (3-0-3-6) SPORTS COMMUNICATION:** In this course; history of sports communication, communication studies, national and international media coverage of topics such as sports communication, digitalization and e-sports will be taught.

**2114G4006 (3-0-3-6) POPULAR CULTURE AND MEDIA:** This course aims to enable students to evaluate the industrial products of popular culture in media in the context of sociological concepts, definitions and propositions and lead them to interrelated thinking.

**GENERAL ELECTIVE COURSE 21G4ÜSD**

**21G4Ü004 (3-0-3-4) CINEMA CULTURE:** History of cinema, shooting techniques, cinema culture, popular cinema concept.

**21G4Ü009 (3-0-3-4) CITY AND CULTURE:** The concept of culture and city, mass culture and mass communication, popular culture, development of the concept, ideology and popular culture, popular culture and critical approaches. Postmodernism and popular culture, entertainment life and lifestyles, popular culture, fashion and identity, sports, industry, television, etc. Capital supply and alternatives; business model; business plan preparation.

**4TH YEAR, 8TH SEMESTER**

**2120B4001 (0-2-1-10) GRADUATION PROJECT II:** This course is to provide students with the ability to analyze a case or a topic by using thesis / report writing techniques and scientific thesis writing principles theoretically and practically.

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**DEPARTMENTAL ELECTIVE COURSES 2120G4SD1**

**2120B4002 (3-0-3-5) VIDEO AND VISUAL ANALYSIS:** In this course, how the production of the program and the audience for radio and television will affect, the development of the program idea, the determination of the target audience, the determination of the program type, the placement of the formal features, the writing of the text, the determination and use of technical requirements, the elements that should be included in the program will be discussed.

**HIR 316 (3-0-3-5) MULTIMEDIA TECHNIQUES:** This course aims to teach the concepts of digital communication and media and handle the multimedia techniques and interactivity.

**2120B4004 (3-0-3-5) SOCIAL MEDIA CAMPAIGNS:** Aims to critically analyze the use of social media in the campaign. with current and active social media platforms designed to relate. A historical look at social media in order to take a broader perspective. It also discusses the effects of social media platforms on social transformation.

**FACULTY ELECTIVE COURSES 2120B4SD2**

**2113B4008 (3-0-3-6) CRITICISM OF ADVERTISING:** Within the scope of the course, social, ethical and cultural criticisms of current examples from the field of advertising are made. The aim of lesson; To make researches on how to create an ethical and effective advertisement suitable for the brand, society and target audience with current examples.

**2114B4006 (3-0-3-6) MEDIA ANALYSIS:** The aim of this course is to examine the effect of the layout of the media on the media content and the production and transmission stages of media messages.

**2114B4010 (3-0-3-6) ANNOUNCING AND DICTION:** What is speech? Is speech a necessity? Factors that disrupt speech. Qualities of a good speaker. The four basic elements of the act of speaking. What is diction? What is its purpose? The benefits of diction training. Sounds and their properties. Major speech defects. Emphasis and intonation. Speech types, children and body language.

**GENERAL ELECTIVE COURSE 21B4ÜSD**

**21B4Ü006 (3-0-3-4) NEW MEDIA AND INFORMATION SOCIETY:** Explains the history of information society theories, information formation of theories of society; Daniel Bell, Marshall McLuhan, Brzezinski, Peter Drucker, Yoneji Masuda and Alvin Toffler; The thoughts of Manuel Castells, knowledge and power relations in today's societies.



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**21B4Ü003 (3-0-3-4) PHILOSOPHY OF ART:** This course includes information about the course and its resources. It gives the definition of art and the essence of art. Definition and basic concepts of aesthetics; Art and Truth, Artist-Art Work and Benedetto Croce aesthetics, Plato, Aristotle, Kant, Hegel., Aesthetic perspective: Aesthetic experience, Aesthetic pleasure, Aesthetic anxiety, Aesthetic experience, Aesthetic attitude, Aesthetic perception., Creativity in Art and Aesthetics Problems, Aesthetic Factor in Visual Perception: Perception Processes, The Origin of Art Problem: Wilhelm Worringer, Panofsky, Art Theories in Philosophical Thinking, Form and New Formalism. Essence and Form in Art: Form forming Basic elements.,Art as expression and objections.,Examples of modern art as an aesthetic experience,Post Modernism and Changing Artistic Concepts.