

T.C. ISTANBUL TICARET UNIVERSITY

FACULTY OF COMMUNICATION

2024-2025 ACADEMIC YEAR

MEDIA AND COMMUNICATION DEPARTMENT UNDERGRADUATE PROGRAM

COURSE CONTENTS

YEAR 1 / SEMESTER 1 / FALL

LNG 101 GENERAL ENGLISH I

Students will be able to use the most basic patterns in daily conversations. They will be able to introduce themselves with the adjectives they have learned. They will be able to express their personal characteristics. They will be able to communicate using the learned language. They will be able to follow conversations and discussions on current topics. They will be able to read, understand, and interpret texts in the learned language., They will be able to organize written texts using the learned patterns.

GNL 105 TURKISH LANGUAGE AND LITERATURE I

Purpose and Principles of the Turkish Language and Literature Course, Introduction of Topics, Course Monitoring Method. / Languages by Structure/ The Place of the Turkish Language Among World Languages./ Language Types: Spoken Language/ Written Language/ Dialect/ Mouth/ Slang./ History of Turkish/ Scripts Used by Turks/ Writing and Language Revolution./ Characteristics of Turkish./ Analysis Plan for Thought Texts/ Methods for Determining Subject, Theme, and Main Idea./ Information about current problems of Turkish, language-culture, language-thought, language-communication/ The place of the Turkish Language among world languages/ Spelling Rules and Punctuation/ Expression rules and forms/ Paragraph knowledge and paragraph types/ Problems of Turkish and disorders in language acquisition - Language Errors, foreign words in the Turkish Language/ Composition writing rules/ Expression disorders.,

GNL 101 ATATÜRK'S PRINCIPLES AND HISTORY OF REVOLUTION I

Purpose of studying "Atatürk's Principles and History of Revolution" course, the concept of revolution and similar basic concepts/ Causes preparing the collapse of the Ottoman Empire and the Turkish Revolution, Ottoman Empire/ World War I and the Mondros Armistice Agreement/ The situation of the country in the face of occupations and Mustafa Kemal Pasha's reaction/ Mustafa Kemal Pasha's arrival in Samsun/ The first step for the national struggle, organization through congresses/ Kuvayı Milliye and Misak-ı Milli/ Opening of the Grand National Assembly of Turkey/ GNAT's taking over the management of the War of Independence/ National struggle until the Battle of Sakarya/ Battle of Sakarya and the Great Offensive/ From Mudanya to Lausanne.,

SOS 100 SOCIOLOGY

Emergence of Sociology: Historical and Social Conditions; Status of Social Sciences; Influence of Philosophical Movements: First Sociologists and Their Systems: Auguste Comte and His Sociology, Karl Marx and His Sociology; Emil Durkheim and His Sociology; Max Weber and His Sociology; Sociology in Turkey: Sociologies of Ziya Gökalp and Prens Sabahattin; Some Concepts and Issues of Sociology: Class, Property, Production Relations; Anomie, Alienation, and Conflict; Culture and Civilization.,

ILF 131 INTRODUCTION TO COMMUNICATION SCIENCE

The Introduction to Communication Science course covers basic concepts, theories, and applications to understand communication processes. Within the scope of the course, main areas such as communication models, interpersonal communication, mass communication, and digital communication are examined. The functioning of basic elements such as encoding, message, channel, receiver, feedback, and noise in the communication process is explained within communication models. The process of communication turning into a scientific field and its development periods are analyzed. During the semester, theories contributing to the process of communication becoming a scientific field are conveyed to students, teaching them the foundations of communication science. This course serves as a foundation for students studying in the field of communication to develop themselves in theory and practice.

GIT 121 BASIC PHOTOGRAPHY

Basic photography information is explained theoretically, and shooting applications are carried out. Theoretical topics are reinforced by making critiques through shooting assignments given according to their subjects. Additionally, the works of important people in the history of the art of photography and the place of photography in film applications are examined.

ILF 111 DIGITAL MEDIA PROGRAMS AND PRACTICES 1

The applied teaching of Microsoft Office programs such as Word, Excel, PowerPoint, and the computer program Adobe Photoshop, which is one of the graphic design programs, constitutes the content of this course.,

MIS 111 ADMINISTRATIVE STRUCTURE OF TURKEY

Within the scope of the course, it is aimed to reveal the existing administrative structure of the Republic of Turkey within the framework of constitutional principles. The organizational structures, duties, and responsibilities of institutions and organizations in the management structure will also be examined.

YEAR 1 / SEMESTER 2 / SPRING

LNG 104 GENERAL ENGLISH II

Students will be able to use the most basic patterns in daily conversations. They will be able to introduce themselves with the adjectives they have learned. They will be able to express their personal characteristics. They will be able to communicate using the learned language. They will be able to follow conversations and discussions on current topics. They will be able to read, understand, and interpret texts in the learned language. They will be able to organize written texts using the learned patterns.

GNL 102 ATATÜRK'S PRINCIPLES AND HISTORY OF REVOLUTION II

Revolutions in the Political Field, Attempts to Transition to Multi-Party Life I, Attempts to Transition to Multi-Party Life II, Developments in the Field of Law, Developments in Education, Culture, and Health, Economic Policy in the First Years of the Republic, Turkish Foreign Policy in the Atatürk Period (1923 – 1938), Atatürkist Thought System and Its Principles, Turkey During and After World War II, Internal Political Developments in Turkey (1950-1980), Internal Political Developments in Turkey (1980-2012), Foreign Policy of Turkey (1960-2012),.

GNL 106 TURKISH LANGUAGE AND LITERATURE II

General characteristics of writing types./ Novel, story, theater, criticism in Turkish Literature./ Novel: Characteristics, its development in our literature, analysis plan, and examples./ Story:

Characteristics, its development in our literature, story types, analysis plan, and examples/ Story: Application, determining the subject and summarizing./ Theater: Characteristics, its development in our literature, examples/ Poetry: Its stages in our literature, poetry movements, examples, application/ Presentation of examples chosen by students in poetry, story, and novel genres/ Criticism: Its place in our literature, critics, examples/ Oral expression; open session, discussion, panel, symposium., Rules regarding oral expressions, examples./ Rules regarding official correspondence and writing official letters. Official correspondence types such as Petition, CV, Business Letters./ Applications Related to Spelling and Punctuation.,

SUI 306 HISTORY OF POLITICAL THOUGHT

Within the scope of the course, it is aimed to handle changing political thoughts from Ancient Greece to the present within the framework of basic concepts. It is aimed to teach students different political thought movements. It is aimed to inform students about the thoughts of the main theorists of the history of Western political thought.

ILF 112 DIGITAL MEDIA PROGRAMS AND PRACTICES 2

The applied teaching of the computer program Adobe Illustrator, which is one of the vector programs, and the computer program Adobe InDesign, which is a desktop publishing program, constitutes the content of this course.,

HUK 223 BASIC CONCEPTS OF LAW

In this course, information about the meaning and basic concepts of law will be given, and the distinguishing feature of the concept of law in terms of other rules of social behavior will be emphasized. The course aims to teach the relationship of law with order and the legal basis in social relations. Information is given about the Concept of Law, the Distinguishing Feature of the Concept of Law in Terms of Other Rules of Social Behavior / Concept of Sanction / Types, Sources of Law / Distinction between Private Law and Public Law / General Information about the Sub-branches of Law Within This Distinction / Basic Concepts of Private Law / Basic Principles of the Constitution of the Republic of Turkey / Basic Principles of Democracy / Problems Regarding the Application of Law (Application in terms of Place and Time / Distinction between Mandatory, Supplementary - Interpretive Rules / Interpretation in Law / Legal Void and Analogy).,

MIS 152 RESEARCH METHODS AND TECHNIQUES

To examine research methods in communication science. Quantitative and qualitative research methods, sampling methods in scientific research, content analysis, discourse analysis, in-depth interview, focus group interview, survey, ethnography, phenomenology, netnography, research methods and techniques in new media studies, online qualitative research methods.,

IKT 101 GENERAL ECONOMY It includes topics such as theoretical analyses of basic economic theories explained through algebra and graphics, basic economic concepts, and the expansions of these concepts.

YEAR 2 / SEMESTER 3 / FALL

ILF 213 COMMUNICATION AND MEDIA HISTORY

From the 19th century to the present, the birth and development of mass communication tools such as newspapers-cinema-radio-television-internet are narrated within the framework of their role in social life and economic-political-technological evolution.,

MIS 283 CAMERA AND EDITING

In the first part of this course, which will consist of two parts, we will examine the theoretical and intellectual approaches to editing and trace their effects on cinema practice; in the second part, we will review the approaches and principles that must be followed at a minimum in the general editing process from the preparation stage to the active editing moment and its end, and toward the last weeks of the course, we will start learning how to use a specific digital editing program. The basic principles of using the camera and the elements in close relationship with the camera with technical skill, aesthetic richness, and ethical understanding will be examined in this course, and the dimensions of styles, visual languages, and auditory possibilities that can be created with technical, aesthetic, and ethical integrity will be examined and questioned within the scope of the course.,

MIS 263 NEWS WRITING TECHNIQUES IN MEDIA

The course covers students learning news writing techniques starting from the most basic methods and performing the processes of gathering, evaluating, and organizing news information in a professional context suitable for all media fields. The course aims to teach students the rules of gathering and writing news and to provide them with the competence to analyze news.

PSY 241 SOCIAL PSYCHOLOGY

The aim of the course is to enable individuals to understand how they behave in social interactions and to provide the ability to analyze human behavior in a social context. Along with teaching the basic theories, concepts, and models of social psychology, it is aimed to provide the ability to analyze dynamics within groups and the behaviors of individuals within groups. Within the framework of these aims, it will help students deeply understand and analyze social behaviors at both individual and societal levels.

LNG 111 VOCATIONAL ENGLISH 1

To enable students to understand concepts and vocabulary related to the field of communication. To develop students' thinking and communication skills by considering prominent concepts in communication channels and activity areas such as social media, television, video, design, advertising, branding, and competition. To contribute to the process of acquiring the terminological perspective required to establish a context between professional concepts in the field of communication and technological design possibilities.

GNL 450 CAREER PLANNING

The Career Planning course aims to help students determine their professional goals and develop the strategies necessary to reach these goals. Within the scope of the course, topics such as discovering individual talents and interests, analyzing strengths and weaknesses, determining career goals, preparing a CV, preparation for job interviews, effective communication skills, and creating a professional network are discussed. In addition, information is given about sectoral analyses, current trends in the business world, and different career paths., While creating their personal career plans, students learn to step into business life more prepared by gaining self-confidence and awareness.

YEAR 2 / SEMESTER 4 / SPRING

LNG 111 VOCATIONAL ENGLISH 2

To enable students to understand the concepts and vocabulary related to the field of communication. To develop students' thinking and communication skills by considering concepts such as social media, television, video, design, advertising, brand, competition,

which are prominent in communication media and activity areas. To contribute to the process of gaining a terminological perspective required to establish a context between the professional concepts of the field of communication and technological design possibilities, to reinforce professional language learning and to carry it to an advanced stage

MIS 204 INTERNET BROADCASTING

The Internet Publishing course focuses on content production, management, and distribution on digital media platforms. Within the scope of the course, topics such as internet journalism, blog and vlog publishing, online news production, multimedia content creation, social media integration, SEO (Search Engine Optimization), data analytics, and digital advertising are discussed. Students learn basic concepts such as ethical principles of internet publishing, copyright, user-oriented content development, and digital literacy. Supported by applied studies, the course aims to provide students with the skill to experience online publishing processes and produce professional content in a digital environment. In addition, information is given about the technologies and trends used in internet publishing, offering students the opportunity to adapt to the innovative side of the sector.

MIS 214 HISTORY OF TURKISH COMMUNICATION

It is aimed for students to have information about the emergence of research in the communication field in Turkey and the transformation process in political and economic contexts. Media theory and press history sources are consulted, and a framework is provided for students to define current events more comprehensively.

ILF 204 THEORIES OF MASS COMMUNICATION

Mass communication theories find their roots in social sciences such as sociology, psychology, and social psychology, as well as cultural sciences such as language and literature and philosophy, and today they extend to new research traditions within the scope of digital communication and digital media research carried out jointly with engineering sciences. In this framework, the content of the course consists of critical theories as well as positivist theories. Within the framework of Positivist Theory; Analytical Empiricism, Legitimist Empiricism Theory Designs, and System Theory will be explained. In addition to technology-oriented approaches, Social Constructivist Approaches will be discussed. Materialist Media Theory will be examined, and in the context of Critical Theory, the works of Frankfurt School representatives Adorno, Horkheimer, Marcuse, and Benjamin, as well as the research of Williams, Fiske, and Hepp from a Cultural Studies perspective, will be analyzed. In addition, the media technology-oriented approaches of postmodern perspective representatives Baudrillard, Postman, Virilio, and Flusser will be discussed.

MIS 264 NEW MEDIA PRACTICES

The New Media Applications course aims to provide students with contemporary media production and management skills by focusing on tools and techniques used in the digitalizing media environment. Within the scope of the course, topics such as social media management, content strategies, digital marketing, blog writing, podcast preparation, web design, mobile application usage, data visualization, and development of interactive media content are discussed. In addition to understanding the dynamics of new media platforms, students also gain information about SEO, user experience (UX), analytic data evaluation, and digital trend analysis. The course is supported by practical applications and group work to develop creative and innovative media projects, thereby allowing students to gain professional competence in the digital media world.

YEAR 3 / SEMESTER 5 / FALL

MIS 355 SOCIAL MEDIA MANAGEMENT

The Social Media Management course focuses on developing effective social media strategies in digital channels and opens various sub-topics for discussion through examples. In this course, topics such as the dynamics of social media platforms, content production, target audience analysis, crisis management, digital activism, and digital sociology will be discussed. While learning strategies in social media, students will also gain critical skills such as the functioning of algorithms, the nature of user interactions, and crisis management strategies. In addition to these, through practical applications and case studies, they will develop skills in designing, managing, and measuring social media campaigns. This course specifically includes strategy development and analysis examples in the fields of media, digital marketing, public relations, and communication.

MIS 375 CONSTRUCTION MANAGEMENT IN MEDIA

Production management in media covers the processes of creating and managing media content. This course handles all steps from the planning of media projects to the production and post-production stages theoretically and practically. Within the scope of the course, topics such as script development, budget planning, team organization, shooting processes, technical equipment usage, and content distribution are covered. Students learn to conduct an effective production process by combining the creative and managerial sides of media projects, while gaining the skill to develop professional content in accordance with industry standards.

MIS 385 ARTIFICIAL INTELLIGENCE APPLICATIONS IN COMMUNICATION

Artificial intelligence tools used in the communication field have emerged, as in many other fields. It has begun to change and transform these professions in the communication field. Within the scope of this course, it is aimed to explain with examples how artificial intelligence has changed communication-related professions sectorally, how it is used in professions in the communication field, and to evaluate its future.

GNL 301 INTERNSHIP 1 The course includes the application-based work experience that students will perform in advertising departments or agencies.

YEAR 3 / SEMESTER 6 / SPRING

MIS 376 DIGITALIZATION AND CYBER CULTURE

This course aims to handle the concept of digital communication and the effect of digitalization on communication processes comprehensively. The content, starting with the introduction of the course in the first weeks, continues with the changing dynamics in communication and the effect of mobile communication technologies on society. Current topics such as participatory culture, fan culture, and online communities help to understand how individuals interact in the digital world and how they express their identities. In addition to the concepts of citizenship and net-citizenship, it examines digital activism and the contributions of digital platforms to social change. In the last weeks, by focusing on topics such as digital games, changing media with new media, ethical problems, and psychological effects in digital communication, it is aimed for students to evaluate the multi-faceted structure of the digital world from a critical perspective.

MIS 396 MEDIA PLANNING

The course serves as an introduction to the field of media planning. It includes the explanation of basic concepts related to media planning and information on basic measurement techniques and sectoral research in the media planning process.

MIS 306 SOCIAL MEDIA CONSULTING

The social media consultancy course focuses on developing the strategies necessary for brands, institutions, or individuals to show an effective presence on social media platforms. The course starts with the definition of who a social media consultant is and their areas of authority and responsibility and progresses with social media profile integration. Within the scope of the course, basic topics such as target audience analysis, SMART goals, SWOT analysis, content planning, crisis management, and competitor comparisons are discussed. Within the scope of the course, which ensures that students follow social media trends, the ethical dimensions of social media management and interactions are conveyed to students.

GNL 302 INTERNSHIP 2

The course includes the application-based work experience that students will perform in advertising departments or agencies.

YEAR 4 / SEMESTER 7 / FALL

MIS 457 COMMUNICATION SOCIOLOGY

By discussing the basic theories and approaches regarding the relationship between sociology and media, this course aims to understand the role of communication in issues such as socialization in the modern world, community problems, the establishment of sociocultural and political norms, the organization of daily life, and the construction of identity. The subject of this course is communication studies from the 20th century to the present, and the main movements and discussions regarding media and social interaction forms.

MIS 407 INTERNET AND COMMUNICATION LAW

With this course, it is aimed to learn the basic concepts, general framework, application areas, and rights and responsibilities in this context regarding communication and internet law.

ILF 407 OCCUPATIONAL SAFETY AND HEALTH

Within the scope of the course, information on current legislation within the scope of the "Occupational Health and Safety" law will be given. Thus, it is aimed for students to have the competence to protect themselves against work accidents and occupational diseases that may occur in working environments in the communication sector.

YEAR 4 / SEMESTER 8 / SPRING

ILF 418 COMMUNICATION ETHICS

This course aims to provide information about ethics, communication ethics concepts, and case studies from the media field. It is given to teach professional ethical rules and ethical decisions, policies, and procedures regarding the operation of mass communication tools, press ethics, and self-regulation. Students can participate in discussions about the concept of ethics, compare different communication environments, explain the fields of work of communication ethics, give examples of ethical dilemmas frequently encountered in journalism, and discuss ethical problems and solution suggestions in the functioning of decision-making processes.

MIS 418 MEDIA LITERACY

This course aims to teach how to read the cultural, social, economic, and political dimensions of traditional and digital interactive media content, how to access texts, analyze them, and produce new content. In this framework, the concept and applications of media literacy will be handled with its historical and social dimensions.

ILF 438 GRADUATION THESIS – FINAL PROJECT

The graduation project course contributes to students developing an original research or application project by bringing together the theoretical and applied knowledge they have acquired during their undergraduate education., Within the scope of the course, students perform processes such as determining the project idea, creating research questions, planning the methodology, and writing the project report. Students focus on a current problem or need and produce a project by working individually or in groups. As a result of this process, which progresses under the guidance of an advisor, students demonstrate their skills creatively and gain the ability to solve obstacles they encounter during the process.,

ILF 428 PHILOSOPHY OF COMMUNICATION

The contribution of this course to students is the evaluation of the communication field as a social science around issues such as the meaning, function, language, and subject of communication. Secondly, it covers topics such as understanding and interpretation within the axis of communication philosophy and the theory of communicative action. The last part is the foundations of the philosophy of press freedom.

YEAR 2 / SEMESTER 3 / FALL - ELECTIVE COURSES

MIS 2133 MEDIA AND CHILDREN The basic starting point of the course is the points that need attention in the preparation of content for children and young people, who are special groups within the structure and functioning of the media. In addition, approaches from various perspectives, accepted rules of use, and policies regarding increased media exposure with digital interactive media will be discussed.

MIS 2273 RADIO AND TELEVISION REPORTING The radio and television journalism course offers theoretical and practical information for the broadcasting sector, which is one of the cornerstones of the media world., Within the scope of the course, topics such as the definition of news, news gathering and writing techniques, visual-auditory content preparation processes, use of camera and sound equipment, editing techniques, and broadcast ethics are discussed. In addition, contemporary topics such as news formats in television and radio broadcasting, live broadcast techniques, crisis journalism, and journalism applications for digital platforms are covered in detail. The course aims to provide sectoral competence to students interested in the media sector.

MIS 2103 INTRODUCTION TO ANIMATION TECHNIQUES Within the scope of the course, the basic concepts and structures of animation and animation techniques changing in the historical process will be explained. It is aimed for students to learn animation techniques with the animation studies to be done in the course.

MIS 2113 PHOTOJOURNALISM Technical and ethical characteristics of photographs of a quality that can take place in the media are explained both practically and within theory.

MIS 2123 LITERATURE AND COMMUNICATION The course consists of the concept of literature, the relationship between literature and social communication, classical literary texts

and their reflections on various channels, comparative literary texts, and the relationship between culture and communication.,

MIS 2173 IMAGE AND SOUND PROCESSING Teaching the sound and sound effect techniques required for various media environments and the editing of images constitutes the content of this course.

MIS 2143 SPECIALIZED SUBFIELDS OF JOURNALISM In the course, the emergence process of journalism expertise areas in the world and in our country is mentioned, and the aims of expertise areas in the journalism profession and development trends in different media types are conveyed.

MIS 2153 BODY LANGUAGE AND RHETORIC The importance of body language and diction in the profession is emphasized. It contributes to professional skills in verbal and bodily communication issues.

MIS 2163 ARTIFICIAL INTELLIGENCE PROGRAMMING To ensure that basic concepts and current developments in artificial intelligence and machine learning are understood through case studies in the field of communication. To provide students with the necessary knowledge infrastructure for critical examination of technical, ethical, and legal problems created by theoretical discussions and applications. To provide practical skills through sample applications in the field of Generative AI and to introduce current tools and methods used in the sector.,

YEAR 2 / SEMESTER 4 / SPRING - ELECTIVE COURSES

MIS 2104 NEW COMMUNICATION TECHNOLOGIES The new communication technologies course handles the basic principles, usage areas, and social, political, and economic effects of communication technologies emerging in the digital age in detail. Students learn the types of artificial intelligence and the integration of technologies such as the internet of things, augmented reality, and virtual reality into media and communication processes., In addition, while analyzing the transformations of new communication technologies and the new fields created by these technologies on content production, distribution, and consumption, they gain a critical perspective on ethics and privacy issues.

HIR 2124 ENTREPRENEURSHIP AND INNOVATIVENESS This course has the characteristic of evaluating what the returns of entrepreneurship are on a sectoral basis and what kind of risks exist through examples.

ULI 222 HISTORY OF CIVILIZATION Within the scope of the course, the basic definition of the concept of civilization will be made. The development process of this concept from early period civilizations to the present will be handled.,

MIS 2124 DIGITAL RADIO BROADCASTING Basic characteristics of radio language and digital editing systems with the tools and equipment used are taught. The characteristics of various program formats are conveyed, and an application study is performed for each format.

MIS 2144 NARRATIVE ANALYSES IN MEDIA TEXTS Within the scope of this course, it is aimed to provide students with the skill to evaluate how meaning is constructed in media texts, the importance of discourse in media texts, agenda-setting theories, and the relationship of media texts with power structures from a critical perspective.,

MIS 2164 CAMERA USING TECHNIQUES The basic principles of using the camera and the elements in close relationship with the camera with technical skill, aesthetic richness, and ethical understanding will be examined in this course, and the dimensions of styles, visual

languages, and auditory possibilities that can be created with technical, aesthetic, and ethical integrity will be examined and questioned within the scope of the course.

MIS 2174 VOLUNTEERY INTERNSHIP In addition to the mandatory internship, students are supported to perform voluntary internships to develop themselves and gain experience.

MIS 2134 POLITICAL COMMUNICATION The aim of the course is to inform students about political communication theories and practices. Major political thinkers and their ideas; modern political ideologies; postmodern political movements; organizations such as political parties, political groups, NGOs; tools used in political communication; political communication applications are the subject headings of the course.

MIS 2154 TELEVISION PROGRAMMING To teach the basic concepts and principles of television programming, to ensure that the process from finding the program idea to making it a production is understood, and to provide the experience of combining application with theoretical knowledge., Giving basic theoretical information about different types of programming and ensuring that they are reinforced with application studies.

YEAR 3 / SEMESTER 5 / FALL - ELECTIVE COURSES

MIS 3115 INFORMATION SOCIETY THEORIES This course handles the basic theories of the information society and their effects on social structures. In the first weeks of the course, the relationship between technology and society is examined, then the characteristics of industrial society and the effects of modernity on social structures are discussed., Students will develop a deep understanding of how digital technologies transform the social structure along with the emergence of the information society and the concepts of postmodernity. Topics such as the most basic features of the information society, risk society, network society, and digital surveillance are also important focal points of the course.

MIS 3155 DIGITAL JOURNALISM The course starts with the definition, advantages, disadvantages, and application formats of digital journalism. The methods, financing models, and news verification tools used in digital journalism are examined in detail., Data journalism, SEO journalism, and storytelling techniques are taught to students. In addition, new tools used in digital journalism, artificial intelligence applications, and predictions about the future of journalism are discussed.

HIR 3175 INTERCULTURAL COMMUNICATION This course serves as an introduction to the field of intercultural communication by looking at practical applications of theory and research. It defines the basic challenges offered by intercultural interaction both at home and abroad and how these challenges affect people, their work, and their relationships today., It focuses on the strategies and skills required to effectively deal with these challenges in a wide range of interaction contents. The course covers topics including communication and culture, language differences, the celebration of cultural difference and its important dimensions, stereotyping, challenges offered by intercultural opposites, adaptation and culture shock, maintaining motivation in intercultural environments, and the social and personal benefits of intercultural communication.

MIS 3125 APPLIED TV ANNOUNCING The concepts of announcer and speaker, the importance of voice-breath usage-breath control, voice quality, voice placement, the correct and beautiful use of language, image projection, and main qualities of makeup, prompter reading technique, movement under intense light, movement in extraordinary situations, news text studies, program text studies, interview studies, live broadcast and recorded broadcast studies in front of a community are the main topics of the course.

MIS 3135 INTERNATIONAL COMMUNICATION Within the scope of this course, the concept of international communication, the international communication process, and the factors affecting this process will be revealed. The changing dimensions of international communication along with the change of media environments in the historical process will be discussed.

MIS 3165 MULTIMEDIA DESIGN This course will handle the software and methods used for multimedia design by collecting, stocking, and running multimedia elements. At the basic level, students will be told how to create applications where Dreamweaver programs are used. This course is designed for students to conceptualize multimedia design projects suitable for current industry conditions and to provide them with the information they need to develop and produce prototypes.,

MIS 3145 ECONOMIC JOURNALISM Within the scope of the course, students learn basic economy concepts; they have information about the World economy and Turkey's economy. They know international economic organizations; they learn the history of the economic press. They have the knowledge, skill, and competence to write economic news in line with these basic economy concepts.

MIS 3175 CHILDREN'S BROADCASTING How a thematic channel works, what is the ideal, what is the reality; how the channel determines program needs; how broadcast planning is done; how program ratings are evaluated; what are the basic principles in children's programs; what are the types of children's programs; sound—music—image—effect—dubbing—light—editing cinematography—image language—character design in children's programs are the main subject headings of the course.

MIS 3185 EFFECTIVE SPEAKING It is aimed to provide our students with the ability to use our Turkish beautifully and properly in accordance with the rules by discussing the importance of effective and beautiful speaking, the correct use of both verbal and bodily expressions, pronunciation for correct communication, correct pronunciation of words, and characteristics of a good speaker.,

YEAR 3 / SEMESTER 6 / SPRING - ELECTIVE COURSES

MIS 3106 MEDIA ECONOMICS The media economics course focuses on examining the economic dynamics and functioning of the media sector. Within the scope of the course, income models of the media industry, advertising and sponsorship relations, the effect of digitalization on media economics, strategic management of media companies, and market analyses are discussed., In addition, topics such as cost calculations in media production, content distribution processes, economic effects of audience behaviors, and regulations in the media sector are discussed. While students gain the skill to analyze the economic sustainability of media organizations, they gain in-depth information about sectoral trends and competition conditions.

MIS 3116 MEDIA AND SOCIAL MOVEMENTS In this course, the characteristic features of new social movements emerging today and the roles played by new media in their forms will be discussed through cases.,

MIS 3126 SOCIETY, CULTURE, AND DIGITAL COMMUNICATION In this course, it is aimed to enable students to explore and respond to theories and digital productions and to research basic ethical issues such as surveillance-privacy, censorship, gender and ethnicity, commercialization of the public sphere, and the merging of the private sphere with the public sphere with web 2.0 technologies.

MIS 3146 MEDIA, POLITICS, AND DEMOCRACY It handles political or social discussions on the agenda of public opinion as its main object of study. The aim of the course is to provide current discussions with a conceptual and historical perspective., Media theory and press history sources are consulted, and a framework is provided for students to define current events more comprehensively.

MIS 3156 DATA JOURNALISM Within the scope of the course, the effect of using open data in establishing the story that forms the basis of journalism on journalism practices is revealed. Methods and approaches to be used in data journalism are examined.

MTF 105 HISTORY OF ART Within the scope of the course, basic concepts of art history will be explained, and students will be able to explain the stages of formation and change from the past to the present.,

HIR 4118 PUBLIC RELATIONS AND ADVERTISING READINGS The aim of the course is to teach advertising production in all its aspects. It is aimed to raise equipped individuals who can perform advertising production in line with basic information given regarding the conditions of effective advertisement production, advertisement text writing, the script stage, and the realization of production.

SUI 205 TURKISH POLITICAL LIFE Within the scope of the course, it is aimed to examine political life in the Ottoman Empire and Turkey from the beginning of the 19th century to the present., Thus, it is aimed for students to learn the constitutional processes changing from the II. Constitutional Period to the Republic and to be able to evaluate current political events from a critical perspective.

MIS 3216 TYPES OF PHOTOGRAPHY Within the scope of the course, information is given about the definition and types of photography. Theoretical information about different lanes of photography is given, and shooting applications are carried out. The works of experts in main areas such as News Photography, street photography, magazine photography, sports photography are examined and they are hosted.,

MIS 3226 IP AND WEB TV Parallel to the development of technology and the spread of Internet-based applications, to teach WebTV-IpTV programming, which developed as new channels having the potential to be an alternative to Traditional Media (Visual and Auditory media) devices, the understanding of broadcasting, and its applications today both theoretically and practically.

MIS 3196 JOURNALISM PRACTICES The Journalism Applications course offers content for students to gain the practical skills required in the journalism profession., Within the scope of the course, topics such as news gathering, interviewing, news writing techniques, news photography, video journalism, data journalism, and social media usage are discussed. Students experience news production processes through events that can be encountered in real life and learn to develop content suitable for different media types. In addition, advanced applications such as ethical principles in journalism, crisis journalism, preparing special news, and investigative journalism are emphasized., The course aims for students to gain a professional competence in the journalism field with both theoretical knowledge and applied studies.

YEAR 4 / SEMESTER 7 / FALL - ELECTIVE COURSES

MIS 4127 MEDIA AND EFFECT RESEARCH The media and effect research course handles the basic approaches and methods researching the effects of media content and technologies on individuals, societies, and cultures. The periods of effect research are analyzed in detail within the scope of the course. The course brings together historical and contemporary

perspectives to analyze the cognitive, emotional, and behavioral effects of media content on masses., Students deeply examine topics such as media effect theories (hypodermic needle, agenda-setting, uses and gratifications, etc.), propaganda, representation in media, disinformation, and the effect of digital media on new social dynamics. This course contributes to students evaluating the effects of media content on social structures and individuals from a critical perspective.

MIS 4167 GLOBALIZATION AND MEDIA In this course, the effects of globalization on media and the social, cultural, economic, and political dimensions of globalization through media will be examined., By handling the definition, stages, and historical development of globalization, economic, political, cultural, and ecological dimensions of globalization will be emphasized. Relationship between globality and locality, the effect of new communication technologies on globalization, creative industries, and media monopolization topics will be discussed. In addition, the effects of globalization with migration and anti-globalization movements on media will be analyzed.,

MIS 4147 SPORTS JOURNALISM The sports journalism course focuses on developing the skill to convey developments in the sports world accurately, quickly, and effectively. Within the scope of the course, sports journalism ethics, the relationship between sports organizations and media, live broadcast techniques, interview preparation, analysis articles, and the use of new media tools are discussed. While students find the opportunity to develop news writing and interpretation skills covering different sports branches, they also gain experience in preparing visual and auditory media content.,

MIS 4157 ENVIRONMENTAL AND ECOLOGY JOURNALISM Environmental and ecology journalism is a discipline that handles environmental problems, ecological balances, and sustainability issues from a journalism perspective. This course aims for students to research critical topics such as climate change, depletion of natural resources, loss of biodiversity, environmental policies, and renewable energy and to prepare awareness-raising news on these issues. In addition, ethical principles in environmental journalism, data journalism techniques, and connections between local and global environmental problems are emphasized., While analyzing the effect of environmental journalism on media and society, students gain the skill to produce effective content that raises public awareness.

MIS 4137 NEWS ANALYSIS News analysis is a journalism method that aims to deeply examine the content, context, and effect of a piece of news. This course ensures that students gain the skill to evaluate the messages underlying a piece of news, manipulative elements of the language used, the reliability of sources, and the effect of the news on the target audience. While news texts, visuals, and media tools are analyzed with a critical approach within the scope of the course, the social, political, and economic context of the news is also discussed., Students obtain the competence to question the neutrality of news, interpret facts, and develop alternative perspectives with correct analysis methods.

MIS 4177 ARTIFICIAL INTELLIGENCE AND COMMUNICATION Within the scope of the course, the effect of artificial intelligence applications, which show their effect in many areas today, on the communication sector and practices is revealed. In this process, the usage areas and the future of practices of artificial intelligence applications are discussed.,

MIS 4187 ADVANCED EDITING TECHNIQUES This course aims to teach students the history and modern applications of editing techniques. Students will carry their projects to a professional level by using advanced level editing software such as Adobe Premiere Pro and DaVinci Resolve.

UNIVERSITY ELECTIVE COURSES

ACADEMIC SUCCESS AND LIFE SKILLS Self-knowledge/ Personal mission and vision/ Goal setting/ Time management/ communication models, Effective communication methods/ Active listening in verbal communication / Conflict resolution/ Being able to put oneself forward with confidence/ Being able to express oneself in front of a community/ Stress and Stress Management.,

CITY, CULTURE, AND ISTANBUL Developing "being a city dweller" awareness based on the concept of city culture/ Evaluating Istanbul from historical, geographical, architectural, and literary perspectives/ Living and keeping Istanbul culture alive by following artistic, cultural, etc. activities/ Getting to know traditional Turkish Arts closely in the context of Istanbul/ Being informed about Istanbul's place and importance both in Turkey and in the world.

SOCIETY, POLITICS, AND ECONOMY This course aims to provide a holistic and comparative framework to students gaining different formations in our university. A student who takes this course and has knowledge from any of the fields of sociology, economy, and politics will find the opportunity to match their specific accumulation with the other two fields. Those coming from other fields will be able to gain a compact notion even if they did not come from the specific disciplines of these concepts. In the curriculum of the course, these three concepts are first emphasized analytically; later, their bonds and relationships on a historical-factual plane are revealed.

CIVILIZATION AND SOCIETY To reveal the concept and importance of civilization, to determine the vital importance of civilization on the person and society, to understand the basic philosophy and understandings in the emergence of civilizations, to state the roles of culture, belief, and traditions in the formation of civilization, to establish links between civilization understandings and the solution of social problems in today's world. Agricultural revolution, the rise of the first civilizations in the Near East and Asia, the birth and development of Greek and Hellenistic civilization, Roman civilization, the birth and development of Islamic civilization, the Middle Ages in the West, the ages of Renaissance and Reformation, transformations experienced in the sense of political, social, and economic in the civilization of the Enlightenment and the subsequent modern period.,

TRADE MANAGEMENT Knowing the workplace and business, meeting and reaching functioning documents/ Working on and understanding documents/ Sales and marketing, taking orders, fulfilling orders and transactions/ Working on, observing and evaluating window design/ Observing price analysis and competition understanding/ Taking an active role in customer relations/ Points to be considered in stock and inventory management/ Evaluation of national and international orders/ Differences in import and export transactions compared to domestic sales/ Observation and evaluation in relations with business human resources/ Product and Market selection, differentiation/ Continuation of customer relations, observation in sales and marketing methods/ Subcontracting and business differences/ Reporting consisting of general evaluation and retail and wholesale purchasing management and sales information.,

HUMAN RIGHTS LAW In the course, human rights and human dignity, historical sources of human rights, the regime of restriction of human rights, characteristics of human rights, protection of human rights at the international level, and protection of human rights at the national dimension will be discussed.,

ADDICTION AND COMBATING ADDICTION Introduction to Addiction Combating Policies, Governance, 5c concepts, WHO Framework Convention on Tobacco Control (FCTC) and Global Tobacco Addiction Combat, Turkey's Combat with Tobacco and MPOWER Applications, Global Alcohol Policies and Turkey Applications, Behavioral Addictions, Global Approaches in

Combating Drugs, Prevention Policies in Combating Addiction, Drug Combat Policies in Turkey, World Applications in Rehabilitation and the Turkey Example, The Role of Civil Society in Addiction Combat Policies, Health communication approaches constitute the content of this course.,

POLITICS IN TURKEY Understanding the political and administrative structure of Turkey is important for every student who will graduate from different undergraduate programs. This course handles basic principles and concepts determining the management understanding in Turkey to provide students with a general overview of the political landscape of Turkey, government system models implemented in different periods in the context of historical continuity and breaks, the formation of the notion of state and law, processes affecting the political structure such as democratization efforts and military coups that interrupted them, and actors such as political parties, media, and civil society., In addition, the political and administrative transformation experienced today is examined.

BASIC CONCEPTS AND APPROACHES IN PSYCHOLOGY Psychology and Life/ Biological Foundations of Behavior/ Mind, Consciousness, and Altered States/ Learning and Behavior Analysis/ Memory/ Intelligence and Intelligence Measurement/ Lifespan Development/ Motivation/ Emotion, Stress, and Health/ Understanding Human Personality/ Psychological Disorders/ Treatments for Psychological Disorders/ Social Psychology.,

TURKEY'S MIGRATION AND MIGRATION POLICIES In this course, global population movements will be evaluated by grasping the basic principles taking place within current political science and international relations discussions over the Turkey example; historical changes of migration movements, mutual relations of actors in the field, and implemented policies will be examined. Thus, it is aimed to become dominant in the basic concept set in the field by understanding Turkey's migration and refugee movements and policies. Additionally, migrant, refugee, and asylum seeker concepts and other actors in the field can be evaluated within the society-politics relationship, and contribution will be provided to discussions held at regional and global levels. Migration of Turks and Jews to Anatolia and the Balkans, Crimean Tatars, Nogais, and Circassians from the Past to the Present, Lausanne Exchange / Turkey's Fifty-Year Labor Migration, Refugee Migration and Refugee Migration Directed Towards Turkey / Irregular Migration Waves Directed Towards Turkey: Afghanistan, Somalia, Iran / The Last and Giant Wave in Mass Migrations to Turkey: Syrians.,

SOCIAL RESPONSIBILITY PROJECTS In this course, social responsibility studies planned and carried out by students who will graduate from different undergraduate programs, development of social responsibility, social responsibility campaign planning process, social responsibility areas, campaigns, and sample applications are performed.

CULTURE AND POLITICS IN EURASIA This concept, which includes a part of the European continent and Asia, especially includes the former USSR geography. After the USSR dissolved after 1992, the new countries that emerged and the cultural and political structures of these countries will be the subject of this course.

BASIC CONCEPTS IN ARTIFICIAL INTELLIGENCE APPLICATIONS Foundations and superiorities of digital technologies. Countries' transition to the digital world order. What is Artificial Intelligence (AI)? History of AI. Effects of AI on the digital world. Effects of AI on human life, media addiction. Examining the relationship between humans and AI from a science fiction perspective. Usage areas of AI and examples. What are the AI tools commonly used today? What are the limits of learning in AI? Robots. Learning from experiences or understanding experiences, being able to answer a new situation quickly and successfully, problem-solving, making interpretation and inference through rational ways. To what extent can AI do these and

where can it reach in the future? Effects of AI. Effects on security and unemployment. AI in terms of ethical values. AI laws.

ENERGY, WATER, ENVIRONMENT, AND SOCIETY Providing energy and fresh water to society, cleaning waste waters, keeping the environment clean in these processes, and social and political awareness created by the effect of society on politicians and administrators in these issues.

ADDITIONAL FOREIGN LANGUAGE: GERMAN / SPANISH / RUSSIAN / CHINESE / ITALIAN / PERSIAN / ARABIC / JAPANESE / FRENCH / SERBIAN-CROATIAN-BOSNIAN
1 With the help of topics constituting the scope of the course, it is aimed to develop students' language skills (hearing and reading comprehension, speaking and writing) at a basic level.

MIS 4108 ALTERNATIVE MEDIA AND RIGHTS JOURNALISM The Alternative Media and Rights Journalism course focuses on examining alternative publishing models that remain outside traditional media approaches and the rights-based journalism understanding., Within the scope of the course, the functioning of independent media platforms, journalism practices focusing on social justice, human rights, women's, children's, and minority rights are discussed. The contributions of alternative media to the democratization process, the role of digital technologies in this field, and citizen journalism applications are emphasized. Students learn to produce content in accordance with ethics and neutrality principles by drawing attention to rights-based issues that do not find a place in mainstream media. The course aims to develop critical thinking, independent research, and rights advocacy journalism skills.,

MIS 4128 DIGITAL GAME DESIGN Within the scope of the course, basic concepts of digital game design, which gained importance with the development of internet technologies, will be examined. It is aimed to provide qualified human resources to the sector by adopting an interdisciplinary approach.

MIS 4138 COMMUNICATION AND LOCAL GOVERNMENTS Within the scope of the course, learning the executive part of the Legislative-Executive-Judiciary system in general; having information about the processes and results of using new communication tools in the public and especially in municipalities; ensuring that the society and especially young people are interested in state affairs and ensuring they become politically conscious., With the sensitivity and consciousness in society, a more effective and strong democratic system will come to life. It is aimed to learn the concept of citizen participation.

MIS 4148 MEDIA AND SEMIOTICS The semiotics course, which examines visuality facts from different aspects using the semiotic method; by benefiting from the methodological approaches of semiotics, handles visual communication and visual culture subjects and facts extending from visual arts such as painting, sculpture, photography, theater, cinema to image arts, plastic arts, and from there to digital arts within the scope of the course accompanied by various examples.,

MIS 4168 GASTRONOMY AND MEDIA In this course, gastronomy as a communication language is emphasized. Food, nutrition culture, and the position of dining tables in our social life are covered with a semiological approach. In this narration supported by presentations, how gastronomy is evaluated in the media is discussed with examples from today., With its interdisciplinary expansions, this course is planned in a context that will also include the contributions of cultural anthropology and sociology to our communication world.

MIS 4158 MIGRATION, CULTURE, AND COMMUNICATION Today, along with the increase in migration movements, how communication studies can be maintained for managing intercultural interaction will be discussed.

SIGN LANGUAGE It includes the importance, history, and alphabet of Sign Language, words with Sign Language, pronouns, adjectives, objects, names of tools and equipment, colors, country names, words used in social communication and building sentences in Sign Language, and meanings of emotions and feelings.,

OTTOMAN TURKISH The place of Ottoman Turkish in the Turkish language, Arabic alphabet, vowels and consonants/ Joining of letters at the beginning, middle, and end, signs, numbers, writing studies/ Writing of vowels in Turkish/ 3 Writing Types/ Transcription alphabet/ Consonants not present in Turkish/ Spelling of Turkish words/ Structure of Arabic words, their meters, nouns, infinitives/ Arabic infinitives, active and passive participles; aksâm-ı seb'a/ Words of Persian origin/ Manuscripts.,

PARTICIPATION BANKING AND ISLAMIC FINANCE Distinctive features of participation finance and its differences from conventional finance are introduced. Topics such as participation banks, participation insurance, capital market tools-law, Islamic social finance, trends in participation finance, sustainability, and environmental sensitivity are discussed.

VOLUNTEERING STUDIES The main aim of the course is to strengthen the ties between the university and society by using the knowledge, skills, and accumulation acquired by students during their education lives; to ensure they gain sensitivity about various subjects and problems, especially migration and disasters, disabled people, and disadvantaged groups in society with humanitarian, social, economic, etc. problems; to ensure the development of humanitarian, social, cultural, and moral values and skills with some volunteering activities they will participate in and perform, and for this purpose, to increase visibility and awareness in subjects where social sensitivity is high such as disabled life, migration, and disaster in society; thus, to ensure that students take part in voluntary work for a semester within a previously prepared plan in a volunteering area they will choose and share the results.,

NEW GENERATION ENTREPRENEURSHIP New Generation Entrepreneurship Basic Concepts; New Generation Business Models; Project Development Processes Startup interviews; Startup presentations; Project development presentations; Project development presentations; New Generation Entrepreneurship Financing Models; BTM Visit; Project development presentations, Investment receiving experience sharing Project presentation and negotiation are the main topics of the course.

LITERATURE AND SOCIETY Within the scope of the course, the relationship between society and literature through readings over novels, stories, and poetry, and the effort of literature to explain society, institutions, and the business world are emphasized.

GLOBALIZATION AND SOCIETY Globalization causes important changes in every area of social life. The subject of this course will be Globalization and historical transformation in general; educational, environmental, military, and economic effects of globalization.

ADDITIONAL FOREIGN LANGUAGE: GERMAN / SPANISH / RUSSIAN / CHINESE / ITALIAN / PERSIAN / ARABIC / JAPANESE / FRENCH / SERBIAN-CROATIAN-BOSNIAN
2 With the help of topics learned at the basic level, it is aimed to further develop students' language skills (hearing and reading comprehension, speaking and writing) at a more advanced level.