DEPARTMENT OF CULTURAL AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

Course Details					
Code			**Academic Year**		**Semester**
KKW219			2		3
Title			T	U	L	ECTS
New Media Technologies			1	2	-	4

Language	Turkish				
Level	**Undergraduate**	x	**Gratuate**		**Postgraduate**	
Department / Program	Cultural and Communication Sciences				
Forms of Teaching and Learning	Formal				
Course Type	**Compulsory**	x	**Elective**		
Objectives	The aim of the seminar is to introduce the new media technologies. The aim is to acquire knowledge in Adobe Creative Cloud and CMS systems (Wordpress, Jommla, Drupal).				
Content	The seminar deals with the development history of the computer, the Internet and the new media. The following topics are also presented: Features of the new media, interaction, convergence and technological basis of new media, telecommunication technologies, digital broadcasting, satellite technologies, GSM and mobile communication technologies, IPTV and Internet TV, blogs, functions of social media and social media, Internet and news media etc. CMS systems, server installation, Apache web server, MySQL database server, PHP interpreter and PhpMyAdmin and PhpSysInfo installation as well as Wordpress installation are also presented. In addition, the application and creation of blog panels, the use of gadgets and blog management, the creation of blog content, knowledge of Google Analytics, Adobe Creative Cloud, Photoshop and InDesign are aimed at.				
Prerequisites	-				
Coordinator	Dr. Büşra Fadim Sarıkaya				
Lecturer(s)	Dr. Büşra Fadim Sarıkaya				
Assistant(s)	-				
Work Placement	-				
Recommended or Required Reading					
Books / Lecture Notes	Online user manuals.				
Other Sources	Alankuş, Sevda (2003). Yeni İletişim Teknolojileri ve Medya, IPS İstanbul: İletişim Vakfı Yayınları.				

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	Geray, Haluk (2012). İletişim ve Teknoloji: Uluslararası Birikim Düzeninde Yeni Medya Politikaları. Ankara: Ütopya Yayınevi. Castells, Manuel (2008). Ağ Toplumunun Yükselişi Enformasyon Çağı: Ekonomi, Toplum ve Kültür 1. Cilt. İstanbul: İstanbul Bilgi Üniversitesi Yayınları. Törenli, Nurcan (2005). Bilişim Teknolojileri Temelinde Haber Medyasının Yeniden Biçimlenişi: Yeni Medya, Yeni İletişim Ortamı. Ankara: Bilim ve Sanat Yayınları.

Additional Course Material

Documents	
Assignments	
Exams	

Course Composition

Mathematics und Basic Sciences		%
Engineering		%
Engineering Design		%
Social Sciences	50	%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge	50	%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	-	-
Quiz	-	-
Assignments	4	30
Attendance	14	10
Recitations	-	-
Projects	-	-
Final Exam	1	60
Total		**100**

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	2	28
Assignments	4	4	16
Presentation / Seminar Preparation	1	7	7

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Midterm Exam	-	-	-
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	19	-
Total Work Load			19
ECTS Points (Total Work Load / Hours)			112

Learning Outcomes

1	The students get an insight into the technical characteristics of the new media.
2	Students can identify, formulate and solve problems related to new communication technologies and social media.
3	The students acquire knowledge on the subject of artificial intelligence.
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12	

Weekly Content

1	Introduction to media technologies
2	Introduction to the new media
3	Development of the research field of artificial intelligence
4	Research and application fields of artificial intelligence I
5	Research and application fields of artificial intelligence II
6	Artificial intelligence in public communication I
7	Artificial intelligence in public communication II
8	Use of artificial intelligence technologies in journalism
9	Midterm exam
10	Artificial intelligence and social networks I
11	Artificial intelligence and social networks II

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12	Potentials and challenges of Artificial Intelligence I
13	Potentials and challenges of Artificial Intelligence II
14	Presentations by the students
15	Summary discussion of new media technologies and evaluation of the seminar

Contribution of Learning Outcomes to Program Objectives (1-5)							
	P1	**P2**	**P3**	**P4**	**P5**	**P6**	**P7**
1	4	3	5	3	5		
2	4	3	5	3	5		
3	4	3	5	3	5		
4	4	3	5	3	5		
5							
6							
7							
8							
9							
10							
11							
12							

Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&curSunit=209

Compiled by:	Dr. Büşra Fadim Sarıkaya
Date of Compilation:	10.10.2023