

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	Graduate	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, Jomla, 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.			
Prerequisites	-			
Coordinator	Dr. Büşra Fadim Sarıkaya			
Lecturer(s)	Dr. Büşra Fadim Sarıkaya			
Assistant(s)	Research Ass. Hatice Zeynep Gürbener Şahin			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Online user manuals.			
Other Sources	<p>Alankuş, Sevda (2003). Yeni İletişim Teknolojileri ve Medya, IPS İstanbul: İletişim Vakfı Yayınları.</p> <p>Geray, Haluk (2012). İletişim ve Teknoloji: Uluslararası Birikim Düzeninde Yeni Medya Politikaları. Ankara: Ütopya Yayınevi.</p> <p>Castells, Manuel (2008). Ağ Toplumunun Yükselişi Enformasyon Çağı: Ekonomi, Toplum ve Kültür 1. Cilt. İstanbul: İstanbul Bilgi Üniversitesi Yayınları.</p>			

DEPARTMENT OF CULTURAL AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

	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
Midterm Exam	-	-	-
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-

DEPARTMENT OF CULTURAL AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

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 creating blogs and using new media technologies.
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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	New media technologies in public communication I
7	New media technologies in public communication II
8	Use of new media technologies in journalism
9	Midterm exam
10	New media technologies and social networks I
11	New media technologies and social networks II
12	Potentials and challenges of new media technologies I
13	Potentials and challenges of new media technologies II
14	Presentations by the students

DEPARTMENT OF CULTURAL AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

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						
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