

GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	New Media Terminology / New Media Terminology	
Ders Kodu / Course Code	ENMD221	
Ders Türü / Course Type		
Ders Seviyesi / Course Level	Bachelor / Bachelor	
Ders Akts Kredi / ECTS	6.00	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	3.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	0.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	2	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language	English / Turkish	
Ön Koşulu Olan Ders(ler) / Precondition Courses		
Amacı / Purpose	Yeni Medyanın temel kavramlarını öğrenmek.	Understand and practice the concepts of key industries as well as their transformations on the new media.
İçeriği / Content	.This course aims to emphasize the correlation of the key concepts in New Media such as broadcasting & publishing, advertising, corporate communication & reputation management, economy & business, law & ethics, culture & art, and politics. The students will also have a basic knowledge of the definition of new media concept, its basics and the influences of new media on society, culture, economy, politics and laws. They will also have fundamental information about the cyber space with its culture, the identities, devices and tools. The course is also supported with the practices from the new media industry like educational films, case studies and guest speakers.	This course aims to emphasize the correlation of the key concepts in New Media such as broadcasting & publishing, advertising, corporate communication & reputation management, economy & business, law & ethics, culture & art, and politics. The students will also have a basic knowledge of the definition of new media concept, its basics and the influences of new media on society, culture, economy, politics and laws. They will also have fundamental information about the cyber space with its culture, the identities, devices and tools. The course is also supported with the practices from the new media industry like educational films, case studies and guest speakers.
Önerilen Diğer Hususlar / Recommended Other Considerations		
Staj Durumu / Internship Status		
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading		
Öğretim Üyesi (Üyeleri) / Faculty Member (Members)	Dr. Öğr. Üyesi Dilara Tekrin	

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	.Student has effective oral and written communication skills.	Student has effective oral and written communication skills.
2	Student recognizes how a scientific research can be conducted in theory and practice.	Student recognizes how a scientific research can be conducted in theory and practice.
3	Student recognizes the fundamentals of social sciences, communication sciences and media professionals.	Student recognizes the fundamentals of social sciences, communication sciences and media professionals.
4	Student recognizes basic concepts and methods of social sciences and fine arts to gain insights on the world and the given society.	Student recognizes basic concepts and methods of social sciences and fine arts to gain insights on the world and the given society.
5	Student lists theoretical and judicial approaches in the field of communication and applies them.	Student lists theoretical and judicial approaches in the field of communication and applies them.
6	Student expresses the relationship between communication sciences and other fields of science.	Student expresses the relationship between communication sciences and other fields of science.
7	Student summarizes media history and the societal, artistic, economic, political background of these historical advancements.	Student summarizes media history and the societal, artistic, economic, political background of these historical advancements.
8	Student discusses societal, economic, cultural and artistic effects of new media.	Student discusses societal, economic, cultural and artistic effects of new media.
9	Student lists legal arrangements in media and the Internet.	Student lists legal arrangements in media and the Internet.
10	Student recognizes basic concepts and applications of new media and new media professions.	Student recognizes basic concepts and applications of new media and new media professions.
11		Student uses the technical equipment and informatics technologies required for both traditional and new media in an effective and creative way.
12		Student develops content for new media publishing and designs web sites.
13		Student develops content for both traditional and new media.
14		Student creates content aesthetically for visual media applying the principals of visual aesthetics.
15		Student uses the required software for video and sound editing.
16		Student identifies social media management, digital marketing and advertising and develops strategies for digital marketing.
17		Student analyzes discourse of every media text and uses good command of new media literacy.

HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
1	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Dersin ve Müfredatın Tanıtımı				
	Introduction				
2	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Temel Yeni Medya Kavramları				
	Basic concepts of new media				
3	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Dijital Marketing Kavramları				
	Concepts in Digital Marketing				
4	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	İletişim tasarımı terimleri				
	Vocabulary on communication design				
5	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Ürün tasarımı terimleri				
	Vocabulary on product design				

6	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Reklamcılık kavramları				
	Concepts in Advertising				
7	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Gazetecilik kavramları				
	Concepts in Journalism				
8	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Vize sınavı				
	Midterm				
9	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Yeni medya sanatında kavramlar				
	Concepts in New Media Art				
10	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	İçerik Üretimi Kavramları				
	Concepts in Content Development				
11	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Yeni Medya ve Streaming Hizmetleri				
	New Media and Streaming Services				

12	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Yeni medyada telif kavramı				
	Concepts in Copyright				
13	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Dijital Gözetim Kavramları				
	Digital Surveillance				
14	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Dijital Kültür Kavramları				
	Concepts in Digital Culture				

DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Ara Sınav / Midterm Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		40

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Final Sınavı / Final Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		60

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:	100
Değerlendirme Tipi / Evaluation Type:	

İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yüğü (Saat) / Total Work Load (Hour)
Ara Sınav / Midterm Examination	1	3.00	3.00
Ara Sınav İçin Bireysel Çalışma / Individual Study for Mid term Examination	1	20.00	20.00
Bireysel Çalışma / Self Study	5	7.00	35.00
Ev Ödevi / Homework	5	7.00	35.00
Final Sınavı / Final Examination	1	3.00	3.00
Final Sınavı için Bireysel Çalışma / Individual Study for Final Examination	1	20.00	20.00
Soru-Yanıt / Question-Answer	5	7.00	35.00
Toplam / Total:	19	67.00	151.00

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes													
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11	1.1.12	1.1.13	1.1.14
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Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high