

GENEL TANIM / GENERAL DESCRIPTION

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| 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 Nida Kahraman | Asst.Prof.Nida Kahraman |

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

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|---|---|---|
| 1 | Describes basic concepts of new media and mass communication | Describes basic concepts of new media and mass communication |
| 2 | Recognizes advanced concepts of internet and digital realm | Recognizes advanced concepts of internet and digital realm |
| 3 | Interpretes the academic essays which are about new media and communication | Interpretes the academic essays which are about new media and communication |
| 4 | Understands the podcasts, videos which are about new media and mass communication | Understands the podcasts, videos which are about new media and mass communication |
| 5 | Write an essay about new media and mass communication | Write an essay about new media and mass communication |

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 | | | | |

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|----|------------------------------------|----------|-----|--|---------------------------|
| 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 | | | | |

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|----|------------------------------|----------|-----|--|---------------------------|
| 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 |

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| 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 | 1.1.15 | 1.1.16 | 1.1.17 |
| 1.Describes basic concepts of new media and mass communication / Describes basic concepts of new media and mass communication | 5 | 5 | 5 | 5 | 3 | 1 | 5 | 5 | 3 | 3 | 1 | 5 | 1 | 5 | 5 | 1 | 3 |
| 2.Recognizes advanced concepts of internet and digital realm / Recognizes advanced concepts of internet and digital realm | 5 | 5 | 5 | 5 | 1 | 1 | 3 | 5 | 3 | 3 | 1 | 5 | 2 | 5 | 5 | 1 | 5 |
| 3.Interpretes the academic essays which are about new media and communication / Interpretes the academic essays which are about new media and communication | 5 | 5 | 5 | 5 | 3 | 1 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 5 | 1 | 5 |
| 4.Understands the podcasts, videos which are about new media and mass communication / Understands the podcasts, videos which are about new media and mass communication | 3 | 5 | 5 | 5 | 3 | 1 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 5 | 1 | 5 |
| 5.Write an essay about new media and mass communication / Write an essay about new media and mass communication | 3 | 5 | 5 | 5 | 3 | 1 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 5 | 1 | 5 |

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high