

Radio, Television and Cinema (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI014		
Course Name:	Introduction to New Media		
Semester:	Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. TUGAY SARIKAYA		
Course Lecturer(s):	Tugay Sarıkaya		
Course Assistants:			

Course Objective and Content

Course Objectives:	This course aims to develop critical conceptual frames for understanding how new media technologies are used to actualize communication processes in various areas of everyday life.
Course Content:	This course offers a comprehensive approach to the rapidly evolving new media technology and environment. Conceptualizing new media as new forms of participatory culture, sources of

information and entertainment, platforms for social engagement, a means for artistic expression, and tools of government, this course explores the influence of new media technology in transforming culture and society. Topics may include, social media, digital game, digital media art, digital and citizen journalism, digital transformation of television and cinema, and social control in the digital age, and others.

Learning Outcomes

The students who have succeeded in this course;

- 1) Identify the defining characteristics of new media.
- 2) Demonstrate understanding of the new media landscape.
- 3) Demonstrate understanding of the economic, social, political, and cultural implications of new media technology.
- 4) Identify and discover the range of areas in which new media technology can be applied to enhance communication.
- 5) Formulate innovative ideas to develop, incorporate, and implement new media technology that aim at enriching culture and society.

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to Basic Photography	
2)	What is new media?	
3)	Media convergence	
4)	Participatory culture	
5)	New Media as a source of information	
6)	New media as a source of information	
7)	Midterm	
8)	New media as entertainment	
9)	New media as entertainment	
10)	New media as a means for artistic expression	
11)	New media as a means for artistic expression	
12)	New media as a form of government	
13)	Student Presentations	

14)	Student Presentations	
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Sources

Course Notes / Textbooks:	Excerpts of selected articles and books.
References:	Lecture notes

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) By providing both theoretical and practical education, it prepares students for academic and business life.					
2) It provides a critical perspective on mass media.					
3) With the English curriculum, it allows students to follow the international market and academic studies from original sources.					
4) Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.					
5) Thanks to the media professionals, the students will be ready for the sector.					
6) Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.					
7) Have the basic knowledge and experience of image technologies.					
8) Thanks to sectoral cooperation, professional business life will be started.					
9) Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.					
10) With the technical training to be taken in studio environment, students gain experience in the sector.					
11) They will have skills such as negotiating with the group, taking initiative.					
12) Acquire basic values related to media and business ethics.					
13) Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.					
14) Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License					

required by the field.	1	2	3	4	5
Course Learning Outcomes					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	By providing both theoretical and practical education, it prepares students for academic and business life.	
2)	It provides a critical perspective on mass media.	
3)	With the English curriculum, it allows students to follow the international market and academic studies from original sources.	
4)	Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.	
5)	Thanks to the media professionals, the students will be ready for the sector.	
6)	Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.	
7)	Have the basic knowledge and experience of image technologies.	
8)	Thanks to sectoral cooperation, professional business life will be started.	
9)	Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.	
10)	With the technical training to be taken in studio environment, students gain experience in the sector.	
11)	They will have skills such as negotiating with the group, taking initiative.	
12)	Acquire basic values related to media and business ethics.	
13)	Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.	
14)	Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 30
Project	1	% 35
Final	1	% 35
total		% 100
PERCENTAGE OF SEMESTER WORK		% 65
PERCENTAGE OF FINAL WORK		% 35
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42
Study Hours Out of Class	14	28
Homework Assignments	2	24
Final	1	24
Total Workload		118