

## COMMUNICATION SCIENCES MASTER'S PROGRAM COURSE CONTENTS

Course Code	Course Title	R/E	T	P	T	ECTS
<b>SSI5000</b>	<b>Scientific Research Techniques and Publication Ethics</b>	<b>R</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Science, Theory and Events, Determinism, Features of Scientific Method, Scientific Research, Research Definition and Research Types, Planning, Stages and Conducting Research, Selecting Subjects for Health Research and Organizing Research, Measurement Processes and Scales, Examination of Causal Relations, General Information About Research , Sampling and Sampling Methods, Development of Data Collection Tools and Equipment to be Used in the Study, Formation of Survey Method and Survey Questions, Ethical Rules in Research, Preparation of Data for Analysis, Statistical Analysis and Data Summarization, Writing and Writing Rules of Research Reports, Evaluation and Presentation of Research Reports					
<b>COM1001</b>	<b>Lecture on Specialized Field</b>	<b>R</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>6</b>
	The aim of the course is to enable the student to gain advanced knowledge in a field of his own choosing, to gain research experience and to start contributing to the academic literature on the subject . The student is expected to learn the latest information of the day in a theoretical or experimental field, and on any subject of interest, and then make an up-to-date, original and useful contribution to the relevant literature . Within the scope of the student's interests, a research project is created on the subject of interest with the lecturer. The student reports on what he has read to the lecturer at the specified hours every week. In addition, the student continues his original work on the subject they have determined under the supervision of the instructor . The course continues with the student presenting an interpretation of the latest literature on the subject to the lecturer, with a mention of the possible contributions to this literature. In this process, the student is also asked to prepare one or two mini projects in this area. The course ends when the work done at the end of the semester is presented to the lecturer for evaluation.					
<b>COM9000</b>	<b>Term Project (Master's Graduate Without Thesis )</b>	<b>R</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>8</b>
	Within the framework of the project course, students prepare a project that they will determine in line with the courses they have taken and their interests and get the approval of the project advisor lecturer. The project is delivered to the project consultants at the end of the term. A project course will be opened for all teachers.					
<b>COM5010</b>	<b>Master's Seminar</b>	<b>R</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>6</b>
	Seminar course The aim of the thesis higher operating license to the students, to date related to the thesis topics and / or training will contribute to the process of teaching a study, complete author to be in accordance with scientific methods, to tell their group in front is to improve discussing and communication skills.					
<b>COM5020</b>	<b>Master's Thesis</b>	<b>R</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>24</b>
	It is aimed to examine and discuss new developments and publications on the subjects of students who continue their thesis. Evaluating the study subjects of all graduate students at the thesis level under the supervision of the advisor and new developments in these subjects, and following up existing scientific publications.					
<b>COM5030</b>	<b>Social Media Sociology</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	This course aims to approach to the social media with sociological perspective, in the course; historical and social development of social media, individual and social effects of social media, significance of social media in social change, the identity strategies of social media users, various sociological causes of social media usage, organization in social media and social movemnets, forms of social representation in social media, social media and politics, surveillance and privacy in social media, ethical issues in social media will be investigated.					

<b>COM5040</b>	<b>Consumer Society and Media</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	In this course, aims to explain that consumer society and culture with the sociological perspective and the role of media on the formation and spread of consumer culture. In this context; consumption theories, the birth and development of the consumer society; connection of identity, fashion, spare time and shopping centers with consumer society will be examined. Consumer society and media relations will be discussed in the framework of media products.					
<b>COM5050</b>	<b>Semiotics in Communication Studies</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Within the scope of the course, the development of semiotics, the basic concepts of semiotics and the work of leading semiotic theorists will be evaluated. The relationship between art and semiotics will be discussed. Handling of semiotic analysis methods, semiotic analysis of media contents will be discussed.					
<b>COM5060</b>	<b>Political Communication Research</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Considering the political mainstream and critical dimensions of communication in the process of historical development, present and evaluate research on political communication methods and techniques.					
<b>COM5070</b>	<b>Mass Media and Molding Public Opinion</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Definition and the content of public opinion; classical and modern theories on public opinion molding; types of public opinion, the sources feeding the public opinion; the importance of the concepts 'attitude' and 'opinion' in terms of communication; roles and efficiency of mass media in molding the public opinion;					
<b>COM5080</b>	<b>Cultural Studies and Media</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Cultural Studies today is a diverse, interdisciplinary field focusing on diverse perspectives on culture. In this course, cultural studies approach is introduced in the framework of its intellectual roots and influential thinkers; mass communication and culture, mass culture, popular culture, the commodification of culture, gender and subcultures are discussed. Also, certain concepts underlying of the basis of the cultural studies such as media representations, identity, ideology, discourse, power, and hegemony are dealt.					
<b>COM5090</b>	<b>Media Studies and Ideology</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Under this course, the ideology concept is dealt with in the framework of media studies, and it is discussed through certain concepts such as consciousness, economic infrastructure, language, and the subject and hegemony. Ideology discussion is based on the differences between the factual reality and its representation in the media. It is also focused on how this fact is transformed by the mass media and the media and ideology relationship through the various examples.					
<b>COM5100</b>	<b>Digital Journalism and Digital Public Sphere</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	In this course, the central role of journalism in political systems and the public sphere and the power of digital journalism to influence public discourse will be discussed from a political science perspective. In addition, the democratic dimensions of digital communication and the theoretical foundations of digital democracy and digital public sphere will be dealt with. Historical and theoretical connections between journalism, democracy and the public sphere will be reevaluated on the basis of digital media.					
<b>COM5110</b>	<b>Audience Research</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	By defining the audience in the media since the beginning of the course communication studies, to determine the role and position of the viewer and viewer-oriented work tackles.					
<b>COM5120</b>	<b>Political Communication in Turkey</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	This course aims to approach to political communication and political communication campaigns under Turkey's experience. Phenomenon and processes of political communication, the main strategies used in political communication, effects of political communication in elections, factors affecting voter behavior. The main techniques of persuasion using in political communication will be examined in this course. Local and general elections which performed with the transition to multiparty democracy in Turkey will be examined, the election campaigns of political parties applied form past to present to present and paradigm shift of political communication in Turkey will be discussed through examples.					

<b>COM5130</b>	<b>Modernism and Communication</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Under this course, it is aimed to discuss the development process of mass media in the basis of modernism theories in the capitalist societies. Also, it is dealt with the modernism and modernity concept and the role of the mass media in modernism process.					
<b>COM5140</b>	<b>Creative Strategy Process in Television Advertisements</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Creative view in advertising, advertisement corporations, planning the advertisement campaigns, copywriting, creating ads for press media, media planning, advertisement budget, advertisement types, principles of copywriting, principles of preparing storyboard, synopsis, treatment.					
<b>COM5150</b>	<b>The Political Economy of Media</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	This course aims to gain a critical perspective on the political economy approach to the media. This course covers the basic concepts of political economy, the historical basis of the political economy approach. Moreover, in this course, it is discussed the contributions of this theory to the media and communications field, and it is analysed various studies based on political economy approach.					
<b>COM5160</b>	<b>International Television Broadcasting</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	The history of development television broadcasting; the general and particular specialities of television broadcasting; international broadcasting specialities and principles, the organizations of international broadcasters, the goals of them, comparing the world wide broadcasts and the national broadcasts, the situation of international broadcasting today in the sense of program techniques.					
<b>COM5170</b>	<b>Basic Issues of Mass Communication Process</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	The terms such as mass media source, message, media channels and target groups; the process of mass communication. The factors effecting the mass communication. Medium and feedback. The differences between source and the target; socio-cultural differences, the language barriers. The wrong choices of, misunderstandings of symbols, wrong interpretations of language actions.					
<b>COM5180</b>	<b>Globalization, Social Classes and Media</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	In this course, the core nature of the class-based issues in the global neo-liberalism process, the representation of the social classes in the media and class identity in the globalisation process are discussed. It is aimed to examine how the social classes are represented in the media through the political-economy perspective.					
<b>COM5190</b>	<b>Ethics in Visual and Auditory Communication Process</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	The concept of ethics; arguments on the contents of visual and auditory messages; objectivity, true and fair broadcasting; the liberty of getting news and information., the matter of involvement to the private life; the source of the news, negative effects of media on the child development, news about accuseds.					
<b>COM5200</b>	<b>Local Media</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	View of the local media in the world; local media activities in Türkiye; examining the broadcasting politics in local media sector; reflections of media Works in local; reflection of local culture on television; relations between local corporations and media.					
<b>COM5210</b>	<b>Cultural Modernism</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	What is modernism? Characteristics of modern society. Theoretical transformation of modernism. Political and economical transformation of modernism. The rise of cultural modernism. New aspects in production, consumption, communication and life styles. Modernism and postmodernism discussions. Theoretical approaches and thinkers of last period. Global culture and its consequences.					
<b>COM5220</b>	<b>Cultural Modernization of Turkey</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Traditional society structure of Ottoman. Cultural modernization processes in Ottoman: reasons and its results. Cultural vision and cultural policy. Socio-cultural life in period of one-party. Socio-cultural life, before 1980. New socio-economic changes and Socio-cultural life, after 1980. Turkey in the 2000s: policy, economy, new Technologies and new trends.					
<b>COM5230</b>	<b>Visual Culture and Ideology</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Studying on and comparing the different fields of visual environment and production which is an important source of the daily experiments, culture and media; the relations in between the audiences and the visual culture under the frame of individual and society; the styles of ideologies in using the visual cultural components to influence the groups; the efficiency of visual communication in imposing the ideology.					

<b>COM5240</b>	<b>New Communication Technologies</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	This course will be discussed in communications and technology concepts. Technological determinism, symptomatic technology, social determination of technology and the social construction of technology approaches will be discussed. It is also intended to ensure that students understand the new communication technologies and features.					
<b>COM5250</b>	<b>European Art Cinema</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	In this course, the concept of art cinema will be examined and the films which are called art films will be analyzed. In addition, the lesson of the classical directors of European art cinema will be to analyze the artistic understandings, and the themes of Italian New Realism, New Wave movie movements and representatives of these movements will be covered.					
<b>COM5260</b>	<b>Auteur Cinema</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Within the scope of this course, the concept of auteur in cinema and the theory of auteur will be discussed. In this context, the cinematography, film languages and aesthetics of auteur directors will be evaluated. In addition, analyzes will be made on the films of auteur directors.					
<b>COM5270</b>	<b>Basic Components of Visual Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Art elements and Fundamentals, components of visual design, balance, proportion, integrity, visual hierarchy, graphical design on television, graphical design on internet.					
<b>COM5280</b>	<b>Internet and Graphical Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Applicable studies by photoshop, Freehand, CorelDraw, Quark-Xpress; design of emblem and logo as important elements of company identity; basic Fundamentals in preparing letterhead sets, brochures, handbills, magazine ads, posters, billboards; graphic, Picture and logo Works intended for internet.					
<b>COM5290</b>	<b>Critical Art and Design Discussions</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	This core course provides the examination and exploration of critical intersections of theory and practice in the field of modern, post-modern and digital arts. These courses explore the analysis and valuation relations of innovative studies in the media and multimedia field, including photographic, filmic, videographic and computer-generated visuals, audio and textual applications and discussions that conceptualize them, in the fields of media, communication and art. The curriculum concentrates particular attention on innovative approaches or significant changes in contemporary media use.					
<b>COM5300</b>	<b>Artificial Intelligence and Art and Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	In this course, it is explained how topics related to artificial intelligence and new technologies are handled in the fields of art and design.					
<b>COM5270</b>	<b>Basic Components of Visual Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Art elements and Fundamentals, components of visual design, balance, proportion, integrity, visual hierarchy, graphical design on television, graphical design on internet.					
<b>COM5280</b>	<b>Internet and Graphical Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Applicable studies by photoshop, Freehand, CorelDraw, Quark-Xpress; design of emblem and logo as important elements of company identity; basic Fundamentals in preparing letterhead sets, brochures, handbills, magazine ads, posters, billboards; graphic, Picture and logo Works intended for internet.					
<b>COM5290</b>	<b>Critical Art and Design Discussions</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	This core course provides the examination and exploration of critical intersections of theory and practice in the field of modern, post-modern and digital arts. These courses explore the analysis and valuation relations of innovative studies in the media and multimedia field, including photographic, filmic, videographic and computer-generated visuals, audio and textual applications and discussions that conceptualize them, in the fields of media, communication and art. The curriculum concentrates particular attention on innovative approaches or significant changes in contemporary media use.					
<b>COM5300</b>	<b>Artificial Intelligence and Art and Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	In this course, it is explained how topics related to artificial intelligence and new technologies are handled in the fields of art and design.					
<b>COM5270</b>	<b>Basic Components of Visual Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Art elements and Fundamentals, components of visual design, balance, proportion, integrity, visual hierarchy, graphical design on television, graphical design on internet.					

<b>COM5280</b>	<b>Internet and Graphical Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Applicable studies by photoshop, Freehand, CorelDraw, Quark-Xpress; design of emblem and logo as important elements of company identity; basic Fundamentals in preparing letterhead sets, brochures, handbills, magazine ads, posters, billboards; graphic, Picture and logo Works intended for internet.					
<b>COM5290</b>	<b>Critical Art and Design Discussions</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	This core course provides the examination and exploration of critical intersections of theory and practice in the field of modern, post-modern and digital arts. These courses explore the analysis and valuation relations of innovative studies in the media and multimedia field, including photographic, filmic, videographic and computer-generated visuals, audio and textual applications and discussions that conceptualize them, in the fields of media, communication and art. The curriculum concentrates particular attention on innovative approaches or significant changes in contemporary media use.					
<b>COM5300</b>	<b>Artificial Intelligence and Art and Design</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	In this course, it is explained how topics related to artificial intelligence and new technologies are handled in the fields of art and design.					
<b>COM5310</b>	<b>Media Politics</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Broadcasting politics of media owners; media and ideology concepts, investigating the relation between media and ideologies; the occurrences in media sector in the light of social and political events in Türkiye; law about press; censor; public broadcasting; RTUK; situation of advertisements; protecting the royalty.					
<b>COM5320</b>	<b>Social Problems and Media</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Interaction between media and society; the symbolic interaction theory; how media deals with the social issues under the frame of communication models; mass media organizing; the style of mass media in informing and orienting the public; the effect of media on political establishments; the ideological appliances of the government; reproduction of the society; popular culture in the sense of postmodernism					
<b>COM5330</b>	<b>Film Analysis and Cinema Researches</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Direct students to gain an active film watching habit; discuss about the films, to explain the meanings; comparing the various screening, acting and light using styles of different directors; gaining theoretical knowledge about cinema researches; analysis of film in details of topic, theme, plot and place and examining the films which presents the sort of the film.					
<b>COM5340</b>	<b>Documentary Films</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	The history of documentary cinema films; analyzing the films analytically and critically; critical perspectives about history of documentary film making in different cultural, political and social environments. Analyzing and comparing American, European and Turkish documentary Works.					
<b>COM5350</b>	<b>Rhetoric</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Elements of the sentences; analysis of sentences; fixing the ambiguities; applications of true and fair writing and loud reading regarding the classical from Turkish and world literature, techniques of correct breathing, phonetic diction applications.					
<b>COM5360</b>	<b>Third World Cinemas</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	The anti-imperialist struggles of the Third World countries after the Second World War constitute the mainstream of Third Cinema and of course Third World Cinemas. The Third Cinema theory, the only cinema theory originating from the Third World, begins with Solanas and Getino's manifesto "Towards a Third Cinema" in the late 1960s. Third Cinema Filmmakers and directors of Third World Cinemas are fundamentally critical of the ideology of mainstream cinema (Hollywood) and oppose entertainment-based cinema. At the same time, it is another point that the Third Cinema criticizes Europe's individual-oriented art cinema. There has been a transition from a more militant and political cinema language (from third cinema) to a process that has become prominent in different countries of the world over time, emphasizing that it is a new cinematic language outside of mainstream and art cinema, focusing on an advanced cinema language (third world cinemas). In this course, sample films from Latin America, Sub-Saharan Africa and North Africa, East Asian countries, India and Iran cinema.					

<b>COM5370</b>	<b>Cinema, Politics and Ideology</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	In this course, the direct relationship of cinema with politics and ideology will be revealed, and examples from the first periods of cinema history to the present will be discussed. Especially since the 1960s, it is seen that Hollywood movies are closely linked with politics and ideology. Radicalism in the 1960s, the failure of liberalism, and the rise and victory of the New Right in the 1970s; The hegemony of the Right in the 1980s is discussed in this course. In many films of the 1960s, anti-war discourses, New Left student movements and feminist, black power, sexual liberationist approaches and counter-cultural movements, the strategy of representation in films based on the cold war period, the Iranian Revolution, the production of films as an ideological argument, Its analysis takes place in terms of ideology.					
<b>COM5380</b>	<b>Visual Communications and Iconology</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Information transaction with images, visual communication elements; the description, qualities, effects and usage areas of icon; typography, graphics, cartoons, comics, motion, form; television and computer images; visual communication in the context of individualistic, historical, technical, ethical, cultural and critical.					
<b>COM5390</b>	<b>Graphical Design and Perception on Cinema and Television</b>	<b>E</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>6</b>
	Adapting the principles of perception of graphics and design onto the cinema and television; figure and background relations known as Gestalt principles; balance; isomorphic harmony; perceptual grouping; considering the assimilation- decomposition principles in cinema and television.					