COMMUNICATION SCIENCES Ph.D. PROGRAM COURSE CONTENTS

Course Code	Course Title	R/E	T	P	T	ECTS
SSI5000	**Scientific Research Techniques and Publication Ethics**	R	3	0	3	6
	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					
COM1002	**Lecture on Specialized Field**	R	0	8	0	8
	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 to contribute 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 framework of the student's interests , a research project is created on the subject of interest with the lecturer . The student reports on his / her readings 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.					
COM7000	**Doctoral Seminar**	R	0	2	0	6
	In this course, students are expected to critically study a particular philosophical text or trend. It is a seminar course for the thesis work carried out by each doctoral student with a faculty member chosen by himself.					
COM7010	**Doctoral Qualification**	R	0	0	0	24
	Lecturer doctoral student of education throughout received from all the courses will consist of a qualification exam preparation and thesis writing proficiency win.					
COM7020	**Doctoral Thesis**	R	0	1	0	24
	Selecting a subject that will have original value and widespread impact, planning and conducting the research in order to fulfill at least one of the objectives of "bringing innovation to science", " developing a new scientific method" and " applying a known method to a new field"					
COM7030	**Academic Literacy**	E	3	0	3	6
	This course is designed to improve the academic reading and writing skills of undergraduate students. The course will include reading, analyzing and making use of academic texts. In addition, information will be given about the writing and publication of an academic text.					
COM7040	**Method and Technique in New Media Studies**	E	3	0	3	6
	This course will cover content and user-focused research methods and techniques used in new media studies. In this context, analysis methods such as content analysis, discourse analysis, descriptive analysis will be evaluated. However, the use of survey and interview techniques and ethnographic method in new media studies will be emphasized.					
COM7050	**Media, Identity and Representation**	E	3	0	3	6
	In this course, concepts of identity and representation which have an important place in social sciences recently will be discussed. In addition the relationship between identity, representation and the media will be assessed, and will focus on the media's practice of representing social identities.					
COM7060	**New Communication Policies And Public Relations**	E	3	0	3	6
	Acknowledges general information about the new communication theories. Understands the effects of new technologic developments on the field and makes analyses. Learns the effects of communication technologies on public relations.					
COM7070	**Communications, Media and Globalization**	E	3	0	3	6
	The aim of this course is to provide students with the ability to understand the historical development, economic, political and cultural dimensions of globalization and to analyze their relation to the field of communication. This course will focus on the historical development of globalization, its economic, political and cultural dimensions, media and global culture and the impact of globalization on					

COM7080	**Perception Management And Persuasion**	E	3	0	3	6
	Persuation is essential concept for reinforcing or to differentiate others feelings, thoughts, considerations, behaviors and attentions. In the process of public relations to collect information, analyzing it and to evaluate every approach and solution persuation skills are important. In the application of public relation, perception, persuation and communication skills and forces are needed to reinforced with the examples in this course concept.					
COM7090	**Public Relations and Publicity Theory Discussions**	E	3	0	3	6
	This course is the most strategic communication areas that are applied to the discipline of public relations theory, is intended to identify the basic information about the models and concepts. Public relations is not only an administrative and instrumental perspective, as a social activity and social phenomena discussed in this course, students are aimed to gain in terms of analytical and critical perspective.					
COM7100	**Media Discourses**	E	3	0	3	6
	Discourse is generally used to designate the forms of representation, codes, and habits of language that produce specific fields of culturally and historically located meanings. Media discourses indicate the produced and shared meanings in a distinct society and power relations and they portray particular groups, communities, experiences, ideas, or topics from a particular ideological or value perspective. In this course; the concepts of language, ideology and hegemonywill be discussed, and media texts will be analysed in terms of the produced representations and meanings.					
COM7110	**Critical Media Studies**	E	3	0	3	6
	The Critical Media Studies module aims at with a comprehensive introduction to the field and demonstrates how to think critically about the power and influence of media in our daily lives. In this module, it will be addressed a wide range of critical approaches extensively, and the relationship between the media and everyday life and social structures will be discussed in the light of these theoretical viewpoints. This course will provide the students with an essential background for their future research plans due to presenting a comprehensive introduction to every school of thought that forms the basis for critical media studies.					
COM7120	**New Media and Democracy**	E	3	0	3	6
	New media technologies, particularly the Internet, have changed and improved the ways of the participation in democratic processes. In the democratic societies, the media have a key role as a forum in the public debates. Under this course, the role of the media in the democratic societies will be dealt with in the framework of the theories of public sphere and deliberative democracy and the opportunities created by new media Technologies will be discussed in terms of the contributions to democracy.					
COM7130	**Media, Politics & Democracy**	E	3	0	3	6
	Media, Politics & Democracy module discusses the relationship between media, politics, and society in a democratic system and addresses the role of media in representing of different ideas and interests and citizens' participation in public debates via media. In this module, it will be focused on how the media system is structured, how the media influences democratic life and political participation and will be analyzed the complex and accelerated communication processes in the political realm by theoretical approaches and innovative methodological models**.**					
COM7140	**Turkish Political Life Political Public Relations Practice**	E	3	0	3	6
	The overall objective of the course of political public relations about providing knowledge in the descriptive level and in this context of political communication the scope, roles, effects and features of public relations in the context of the description is to inform about political public relations practices in Turkey and in the relations of political peoples make assessments about the new model.					
COM7150	**Political Psychology**	E	3	0	3	6
	The aim of this course is to present the basic features and general concepts of political psychology; and in this context, society, politics and psychology, mass psychology, politics and psychology, is to give information about political attitudes and Political Psychology issues in Turkey.					
COM7160	**New Approaches in Political Communication**	E	3	0	3	6
	The journey from the beginning of political communication to the present; traditional and new approaches on the basis of politics, community, rulers and rulers; campaign methods, related concepts, case studies.					
COM7170	**Image and Reputation Management**	E	3	0	3	6
	The aim of this course is to learn the concepts of image and reputation, to form and maintain corporate image and reputation and to teach the formation of image and reputation in the political arena.					

COM7180	The Philosophy of Advertising	E	3	0	3	6
	The main purpose of this lesson is understanding advertisement as a modern phenomenon which has ideological and historical foundations. In this context the main targets of this lesson are revealing the historical conditions of advertising and understanding the main role advertising in the liberal democratic system.					
COM7190	Advertising and Ideological Anaylsis	E	3	0	3	6
	The main purpose of this lesson is understanding advertisement as a modern phenomenon which has ideological and historical foundations. In this context the main targets of this lesson are revealing the historical conditions of advertising and understanding the main role advertising in the liberal democratic system.					
COM7200	Media History Studies	E	3	0	3	6
	The lesson, is shaped on the basis of the growing importance of media history studies in media studies. The lesson aims to provide an understanding of the importance of relationship between history and theory in media history studies. In this regard, it is aimed to give a theoretical view on the study of media history and historiography. The lesson focuses on the media history studies and basic historiography aproaches to these studies.					
COM7210	Broadcasting History	E	3	0	3	6
	The main purpose of the lesson is to draw a comprehensive historical theoretical framework on the emergence, development and positioning in the socio-cultural life of broadcasting. In this context, in addition to the historical development of broadcasting in the framework of broadcasting history studies, a basic theoretical discussion line on broadcasting historiography is included in the lesson.					
COM7220	International Relations and Media	E	3	0	3	6
	International relations and media are critical components in addressing issues of public concern. This course integrates theoretical and practical media approaches and *foreign policy perspectives* in a global context.					
COM7230	International Television Broadcasting					
	The broadcasting comprehension and expectations and objevtives on their audience will be researched by comparing Turkish broadcasting system with UN countries and other countries in terms of international television broadcasting.					
COM7240	Local Press And Its Problems	E	3	0	3	6
	It aims to define local press, the differences between local and mainstream press, and to analyze certain local newspapers, and to introduce local newspapers in terms of their forms and contents.					
COM7250	Media and Otherization Practices	E	3	0	3	6
	Representations produced by the West in relation to the East, criticism about Eurocentric definition of culture and civilization, and the analysis of news within the context of otherization.					
COM7260	Object Culture Communication	E	3	0	3	6
	Cultural production and reproduction processes will be followed through objects. Empirical examinations made in the field of material culture studies will be followed and the emergence, lifetimes, dates and conversion / change phases of the objects will be followed. The contributions of the mentioned subjects to the dynamic discussions of culture will be studied.					
COM7270	Virtual Reality and Society	E	3	0	3	6
	What is reality? What is virtual reality? Society and social realities. Society, modern society, modern epistemology. The reality is lost in modern society. Centralized and instrumental social processes. Modern communication technologies and reconstruction of reality. Advanced media technologies and image world. Human, media and new social processes.					
COM7280	Qualitative Research Methods in Communication Studies	E	3	0	3	6
	This course aims to introduce the conceptual basis and qualitative research on the basic features of participatory qualitative research and its various methods in the research of communication sciences.					

COM7290	New Media: Culture and Identity	E	3	0	3	6
	This course focuses on the impact of the new media on culture production and dissemination, the popular culturally social media-based production and distribution, and the western-based popular culture-mediated distribution of new media. In addition, terms and processes such as virtual culture, lower and upper culture, opposing culture, hybrid cultures, generation differences in the new media, new virtual spaces and power struggles, post-truth society, social movements in the Internet age constitute the content of this course.					
COM7300	Cinema and Genres	S	3	0	3	6
	In this course, the concept of genre in cinema and the emergence of genre films will be discussed. In this course, examples of basic film types will be given and the elements that play a role in the emergence of genres will be analyzed. In addition, the course aims to reveal the importance of species in terms of cinema history.					
COM7310	Identity Representation in The Cinema	E	3	0	3	6
	This course aims to enable graduate students to analyze films with cinema, identity and representation concepts. In this course, the concept of cinema, representation and identity will be discussed in the context of the important theorists ' thoughts and concepts, and the practices of representing the identities of cinema will be emphasized.					
COM7320	Interactive Media Design	E	3	0	3	6
	Course description, objectives and work systemz / To design&analysis of interactive design and various media concepts / To develop strategy and visual content for designing interactive media products / New Media and Web Publishing, case studies / Web page design with Dreamweaver + Flash with interface design / Application projects					
COM7330	Multi-Disciplinary Graphic Design	E	3	0	3	6
	Versatile Thinking, being able to select project topic, to make follow-up of projects, being able to comment, critic and evaluation, they gain the ability to search sources.					
COM7340	Multidisiplinery Reading and Aesthetics	E	3	0	3	6
	To be able to propose solutions, critical thinking and problem keeping in the forefront of analyzing, Taking advantage of the different disciplines in the sense of universal value gains the ability to reveal the works.					
COM7350	Global Communication Strategies	E	3	0	3	6
	The aim of this course is to teach global communication policies, global communication technologies and global media flow in the perspective of global communication concept, to analyze concepts such as global, local and hybrid culture, to examine concepts such as diversity, pluralism and multiculturalism in global media context and to examine otherization, identities and orientalism. Courses on global communication technologies, Global Media Flow: global cinema, newspapers, television and radio, representation of international media identities; Othering and media, anti-globalization movements; Local media, global and national / local cultures, hybrid cultures, privatization, monopolization, commercialization, massification, diversity, pluralism, multiculturalism, Disruption of Publicity, Global Media Marketing.					
COM7360	Cultural Studies and Media	E	3	0	3	6
	The content of the course will include the construction of mass media and identities (television, cinema and social media representation), media effects on culture, everyday life - cultural representation, modern and postmodern myths / cultures, media and gender roles built through media, adult cultures and media, the changes of modern and postmodern daily life, popular culture - mass culture - folk culture representations, others and self - construction in the media, and finally the relationship between human and technology at public space - the cyber space.					
COM7370	Regulation And Control Strategies On Mass Communication	E	3	0	3	6
	This course starts with the teaching of control concept, methods and main types of control, regulation and control in the field of mass communication, broadcasting principles as control criteria, concept of censorship and application of censorship, different between cencorship and control, regulation and control in press, regulation and control in radio and television broadcasting, control in cinema, regulation and control in internet publishing, regulation and control in public broadcasting and TRT, regulation and control in private broadcasting and RTÜK, autocontrol in media, editorial responsibility, joint control, ombudsman, public control and instruments of the regulation and control in the other countries, strategies and policies.					

COM7380	Advertisement Production Processes and Advertisement Analysis	E	3	0	3	6
	The content of the course is to examine the concepts of advertising production, advertising production and advertising analysis in general and the basic approaches used in advertising analysis and the use and effects of communication theories in advertisements with sample analyzes. The aim of this course is to analyze the concepts of advertising production (conceptual framework), advertising production processes (conceptual framework), advertising analysis (conceptual framework), structural analysis of advertising (such as message and target audience advertising environment), advertising communication theories and approaches content analysis, critical analysis, sociological analysis), society - culture - advertising relation, and finally structural and theoretical case studies.					
COM7390	Critical Political Economy Of Cinema	E	3	0	3	6
	This course aims to explain the theoretical background of the critical political economy approach and its differences from the classical political economy. It also aims to study the production-distribution-exhibition process using this critical approach.					
COM7400	Visual *Sociology*	E	3	0	3	6
	This course questions how to analyze the visual materials to understand society and culture. At the course, key theories that frame how visual contents (such as photographs, films, and videos) are shared, viewed, and interpreted by audiences will be studied.					
COM7410	Film and TV Production	E	3	0	3	6
	The course aims to teach film and television production process with practical expressions. The steps of the film and television program making process will be taught both theoretically and practically.					
COM7420	Film Sociology	E	3	0	3	6
	The course questions how the cinema witnesses modern times and history in sociological terms and aims in-depth sociological and sociocultural approaches to analyzing cinema and other visual elements.					
COM7430	New Technologies in Cinema and TV	E	3	0	3	6
	The course aims to convey the technological developments in the cinema and television industry. The developing technologies and usage areas related to the cinema and television sector will be explained.					
COM7440	Film Industry	E	3	0	3	6
	Aim of this course is to make the cinema industry's basic subjects and operations known, to inform about other sectors and their contribution to economy, its organization and various stages. The structure and dynamics of the cinema industry, the process of making it into a film product; project development, financing, construction, distribution, marketing and demonstration phases will be examined.					
COM7450	Postcolonial Cinema Studies	E	3	0	3	6
	Cinema studies and postcolonial studies represent a very homogeneous field, each with complex connections. Both fields propose issues of deep representation and the forms and legacy of the role of epistemological violence and aesthetics that reshape the human being. The films discussed in the work with intertwined political, epistemological and cinematic designs start from the 1920s and extend until the 2000s. In this lecture period, colonialism, imperialism, decolonization, how to evaluate today's movies from a postcolonial perspective through third cinema connections and the basic components of postcolonial film analysis will be discussed.					
COM7460	History and Theory of Design	E	3	0	3	6
	Stages of development of the concept of design in the world and in Turkey, the phases of design throughout ages. The structure and nature of design process. Principles, rules and theories of design activities.					
COM7470	Free Visual Design	E	3	0	3	6
	I. Examination of the studies in the development process. / Students will choose to begin creating the theoretical background of the project subject. / Application / The theme of the preparation of students for solving text / Artist invitation and discussion / Applications / Presentations / Display and evaluation.					