

Department of New Media and Communication Media and Communication Studies Master's Program Course Contents					
LUEE701	Scientific Research Techniques and Scientific Ethich	3	0	3	8
Purpose and content	Definition of science and learning scientific research methods / techniques, learning scientific methodology, research techniques and data collection methods, learning ethical issues in scientific studies. Scientific publication types (thesis, papers, articles, report etc.), gain the ability to follow current scientific developments in the field, learn the ethical principles to be followed in scientific research and publication.				
MEI728	Visual Studies	3	0	3	8
Purpose and content	The course aims to make a theoretical reading on the visual culture elements, images, advertisements, logos that surround us today and to develop the ability to interpret and analyze these issues from a historical perspective. Methodological and theoretical perspectives are given on the analysis of the image in terms of content, discourse and ideological backgrounds.				
MEI721	Literature and Cinema	3	0	3	6
Purpose and content	To evaluate the relationship between literature, which is a narrative art, cinema, which is a performance art, with sample texts based on theoretical knowledge. To define genres in both art branches by examining the interaction between cinema and literature genres. At the same time, it is aimed to examine the interaction between branches of art by considering the language of expression. After the definition and the literature review on the subject, a comparison is made and sample movies and books are discussed.				
MEI723	Women's Narrators from Past to Present	3	0	3	8
Purpose and content	It will be examined how women take place in holy books, mythology texts, ancient works and ancient philosophy works and inferences will be made about the origins of the problems women experience today. How all of these affect the language of the press will also be discussed with examples. Women and men narratives; it is handled by starting from the archaic times such as emotion-reason, mythos-logos, genos-polis, consanguinity-citizenship, motherhood-fatherhood				
MEI719	Media Industry and New Technologies	3	0	3	8
Purpose and content	The aim of this course is to acquire up-to-date technological developments in line with the pace of change in the media industry. Within the scope of the course, the products and media content production processes at NABSHOW, which is considered the world's largest exhibition in the field of broadcasting, are examined.				
MEI726	Media and Children	3	0	3	8
Purpose and content	The course includes media theories that examine the relationships between children and digital media products; media and violence; media and bullying; media and children's rights; the influence of media on the child's development; media and childhood obesity; The role of family and school in accessing and using digital media will be discussed. This course aims to examine the role of media messages in the child's cognitive, language, social and emotional development, as well as to discuss the representation of the child in the media within the framework of ethical and professional principles in the context of children's rights.				
MEI724	Cinema and Ideology	3	0	3	8
Purpose and content	There is a link between cinema and ideologies. "Ideologies find a field of activity by taking place in the cinema, or more accurately, they expand their field of activity." Cinema is a very effective field for ideologies that are constantly looking for a place for themselves. Cinema and politics are intertwined. For this reason, cinema is an important field of ideological struggle. The course aims to make readings and viewings that reveal the relationship between movies and ideologies.				

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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MEI718	Video Game Studies	3	0	3	8
Purpose and content	The aim of the course is for Media and Communication Studies students to have comprehensive information about Video Games, one of the most important areas of New Media, to learn their theories and to gain competence in this field. The content of the Video Game Studies course is to study the theory of video games through video game genres and as a result, the students make preliminary preparations for an academic study in this field.				
MEI710	Critical Film Analysis	3	0	3	8
Purpose and content	The aim of this course is to understand the films with different film analysis methods. In this course, the concept of film analysis and film analysis techniques are introduced to the student. Critical analyzes of films are made through different methods.				
MEI707	New Approaches to Communication in the Global Age	3	0	3	8
Purpose and content	The aim of this course is to comprehend the phenomenon of globalization, approaches towards globalization, new formations that emerged in the globalization process, as well as the phenomenon of global media and the ownership structure of the media. The phenomenon of globalization, economic, political and social causes and consequences of globalization, global media, international communication theories constitute the content of the course.				
MEI714	Media Ethics and Law	3	0	3	8
Purpose and content	The aim of this course is to introduce students to the basic theories and principles in the field of media ethics and law. Media contents are analyzed and evaluated in an ethical and legal framework.				
MEI713	Analysis on Media Texts	3	0	3	8
Purpose and content	The aim of this course is to inform the student in the context of critical approaches. It is to reach competence in text analysis. Critical approaches, media text analysis, ideology, Frankfurt School, language and discourse, discourse analysis				
MEI702	Media and Communication Theories	3	0	3	8
Purpose and content	It is the general aim of the course to explain the theories that affect the development of communication tools and the areas related to the communication field and communication field since the beginning of the 20th century. Beginning with the first term communication researches, to explain the theories of the effects and the limited effects. To explain critical media theories. To explain the connections and interaction between communication theories and communication tools.				
MEI704	Media and Society	3	0	3	8
Purpose and content	In this course, it is aimed to evaluate the changing role of the media in the historical process, its relationship with the public, its position in the 20th century and its change-transformation in the last 50 years and the impact of this change on society. In this context, the capital structure of the media, its globalization, its effect on the individual and society, the theory of agenda setting, manipulation, ethics, etc. concepts will be evaluated.				
MEI717	New Directions in Cinema	3	0	3	8
Purpose and content	Within the scope of this course, it is aimed to provide students with information about the new trends that emerged in world cinema especially in the post-1990 period. In this course, classical, modern and postmodern tendencies that emerged in different countries in connection with technological and social changes and the effects of these orientations on cinema will be explained.				

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MEI708	Social Networks and Online Communities	3	0	3	8
Purpose and content	It is aimed to learn about Social Networks and online communities and to benefit from the tools of the internet in social network applications. Social Network Studies offers an interdisciplinary framework for concepts, topics, history and methods for investigating the cultural, educational and social functions of social networks within contemporary media ecology.				
MEI706	Communication and Culture in the Historical Process	3	0	3	8
Purpose and content	In this course, the importance of communication and mass communication, how the media has changed in the historical process, the changing position and role of the media from past to present and its impact on individuals, masses and societies will be discussed. In this context, revolutions in the field of communication, developments and innovations in communication technologies and their individual and social dimensions will be evaluated.				
MEI712	Consumption Culture and Communication	3	0	3	8
Purpose and content	In this course, it is aimed to discuss the effect of media on consumption habits sociologically and theoretically. Within the scope of the course, the concepts of consumer society and culture industry will be discussed from a theoretical perspective and the effect of the transformation in media and communication processes on consumption habits will be examined.				
MEI716	New Media and Visual Communication	3	0	3	8
Purpose and content	The aim of this course is to introduce students to new media concepts and new media technologies, and to provide in-depth information on visual communication and design processes.				
MEI797	Master Seminar	0	2	0	6
Purpose and content	It is an applied course for graduate students supervised by a faculty member, which involves conducting comprehensive research on a subject related to their thesis field of study, preparing a report, and presenting the obtained data orally.				
MEI799	Master Thesis Studies	4	0	0	4
Purpose and content	It is an applied program for graduate students supervised by a faculty member, covering guidance on issues such as literature review, methodology, field applications and laboratory studies within the scope of their thesis studies, and providing necessary information in the processes of writing, defending and submitting the thesis in accordance with the "Graduate Thesis Writing Guide and Templates".				
MEI798	Master's Degree Course and Specialization Course in Thesis Term	0	1	0	26
	To convey the knowledge, manners and experiences in the field of scientific work to the graduate students whom the faculty member advises, to inform them about scientific ethics and to provide them with working discipline, to share the methods of conducting research in the current literature, to follow and evaluate the literature, and to form the scientific basis of the student's thesis/exhibition/project work. It is a theoretical course that he proposes to be opened for the purpose of conducting the course.				

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