

COURSE RECORD

Code	BA 454
Name	New Media
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course provides knowledge of how rapidly evolving communication technologies reshape media tools, cultures, societies, and individuals. It explores new media theories and examines the historical transformations that define what makes new media “new.” Drawing on interdisciplinary perspectives from communication, psychology, sociology, and business, students will analyze the multifaceted impacts of new media on identity, politics, and culture. The course encourages critical reflection and aims to develop students’ theoretical and practical understanding of the dynamics of contemporary media.
Objectives	Introducing the core concepts and theories of new media. Examining the relationship between communication processes and digital platforms. Analyzing the sociocultural, political, and psychological implications of new media. Building interdisciplinary understanding of new media and its evolving impact.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Explain foundational concepts and perspectives related to new media. L02. Evaluate key theories and debates in the field of new media. L03. Synthesize insights across disciplines to understand new media’s societal functions. L04. Apply critical and strategic thinking to assess the role of new media in business, culture, and identity. L05. Recognize how digital technologies reshape cultural, political, and economic environments.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	4	3	1	1	2	3	3	2	3	2
L02	5	4	2	1	2	3	4	2	3	3
L03	5	5	2	2	3	3	4	3	4	3
L04	4	5	2	2	3	4	4	3	4	3
L05	4	4	2	2	3	3	5	3	5	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
L01	4	3	3	3	3	4	3
L02	5	4	3	3	3	3	3
L03	5	5	4	4	3	3	4
L04	5	5	4	4	3	4	4
L05	5	4	5	4	3	4	5

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
History of New Media	L01, L02
Media Technology	L01, L02, L03

Creative Cultural Production	L01, L03, L04
Social media as Participatory Culture	L02, L04, L05
Identity Formation, social media and Communication Power	L03, L04, L05
New Media and Public Sphere, Digital Labor	L03, L04, L05

DERS BİLGİLERİ

Kodu	BA 454
İsmi	Yeni Medya
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, hızla gelişen iletişim teknolojilerinin medya araçlarını, kültürleri, toplumları ve bireyleri nasıl dönüştürdüğü hakkında bilgi sağlar. Yeni medyayı “yeni” kılan tarihsel dönüşümle birlikte, yeni medya teorileri detaylı şekilde ele alınır. İletişim, psikoloji, sosyoloji ve işletme gibi disiplinlerden yararlanarak, yeni medyanın kimlik, kültür ve siyaset üzerindeki çok yönlü etkileri analiz edilir. Dersin amacı, öğrencilerin yeni medya kavramına teorik ve eleştirel bir bakış açısı kazanmalarını sağlamaktır.