

COURSE RECORD

Code	BA 454
Name	New Media
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	Media tools that change their shapes with increasing communication technologies have forced today's societies, cultures and individuals to change. It has become more difficult to analyze the relations between culture, society, individual and media. Within the scope of this course, new media theories will be covered in detail, along with the historical development that makes New Media 'new'. In addition, the concept of New Media will be discussed with concepts of psychology, sociology, communication and business. The aim of the course is to enable students to gain different perspectives on the concept of New Media, one of the popular concepts of today.
Objectives	Introducing new media theories and key issues. Providing a working knowledge of the relationship between new media and communication. Providing a working knowledge of new media roles on culture, society and politics. Providing the student with the necessary background for new media theories and theories' background.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Express the basic knowledge of what new media is, and what the different perspectives are on new media. LO2. Evaluate new media theories. LO3. Synthesize the role and scope of new media from different perspective. LO4. Apply critical and strategic thinking to analyze the importance of new media functions including: firms, society, culture, and individuals. LO5. Recognize and discuss how the cultural, political, and economic environments are changing with the emergence of new media and digital technologies.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	4	5	4	5	3	2	4	3	1
L02	3	1	3	4	5	3	4	4	4	1
L03	5	3	4	3	4	1	4	5	4	2
L04	4	5	5	3	4	2	5	5	4	1
L05	5	4	5	3	2	1	4	4	4	2

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

COURSE CONTENT DETAILS

Topics	Outcomes
History of New Media	L01, L02
Media Technology	L01, L02, L03
Creative Cultural Production	L01, L03, L04, L05
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
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Artan iletişim teknolojileri ile şekil değiştiren medya araçları günümüz toplumlarını, kültürlerini ve bireyleri de değişime sürüklemiştir. Kültür, toplum, birey ve medya arasındaki ilişkileri analiz etmek eskisine göre daha güç bir hal almıştır. Bu ders kapsamında Yeni Medya'yı 'yeni' yapan tarihsel gelişim ile birlikte yeni medya teorileri detaylı şekilde işlenecektir. Ayrıca Yeni Medya kavramı psikoloji, sosyoloji, iletişim ve işletme alanlarından kavramlarla ele alınacaktır. Dersin amacı öğrencilere günümüzün popüler kavramlarından Yeni Medya kavramına dair farklı bakış açıları kazanmalarını sağlamaktır.