

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 631	Visual Culture	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu dersin amacı, imgelerin üretimini, dolaşımını ve alımını görsel evreni anlaşırlar kılan göstergebilim kuramları ışığında incelenecektir.
Content	Görsel kültürün özellikleri Görsel kültürün gelişimi İmge kavramı Göstergebilim Görsel göstergebilim
References	Joseph Courtés, Semiotique. Dictionnaire raisonné de la théorie du langage. Hachette. 1994. Martine Joly, Introduction à l'analyse de l'image. Broché. Mariette Julien, L'Image Publicitaire des Parfums: Communication Olfactive, Paris, Harmattan, 1997. Hal Niedzviecki, Dikizleme Günlüğü, Ayrıntı Yayıncılık. Diana Crane, Moda ve Gündemleri, Ayrıntı Yayıncılık. Jean Baudrillard, Tam Ekran, YKY. Kevin Robins, İmaj, Ayrıntı Yayıncılık. Peter Burke, Tarihin Görgü Tanıkları, Kitap Yayınevi. Rudolf Arnheim, Görsel Düşünme, Metis. George Ritzer, Büyüsü Bozulmuş Dünyayı Büyülemek, Ayrıntı Yayıncılık. George Ritzer, Toplumun McDonaldlaştırılması, Ayrıntı Yayıncılık Halime Yücel, İmgeden Yorum, Nobel Yayıncılık, 2021

Theory Topics

Week	Weekly Contents
1	Characteristics of the visual culture
2	Evolution of the visual culture
3	Notion of image
4	Notion of image
5	Semiotics
6	Visual semiotics
7	Presentations
8	Presentations
9	Advertising image analysis
10	Advertising image analysis
11	Television image analysis
12	Movie image analysis
13	Movie image analysis
14	Movie image analysis

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 691	Digital Media Strategies	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Bu ders, dijital teknolojinin, çevrimiçi dağıtım kanallarının ve sosyal ağların ortaya çıkışları ve gelişimiyle birlikte, medya ve iletişim sektörlerinde yaşanan değişimi, ağırlıklı olarak ekonomik neden ve sonuçları üzerinden ele almaktır ve güncel literatürün yanı sıra örnek olay incelemeleri ve öğrencilerin geliştirecekleri projeler yardımıyla tartışmayı amaçlamaktadır.
Content	Bkz. Konu Başlıkları
References	<p>Kitaplar</p> <p>Chris Anderson (2008). Uzun Kuyruk, Optimist Yayıncıları.</p> <p>Erik Brynjolfsson, Andrew McAfee (2014). The Second Machine Age, Türk Hava Yolları Yayıncıları.</p> <p>Haluk Geray (2019). Medyanın Yeni Ekonomisinde Kurumsal İletişim, Ütopya Yayınevi.</p> <p>Clay Shirky (2010). Herkes Örgüt, Optimist Yayıncıları</p>

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 619	New Approaches in Strategic Communication	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu ders kapsamında öğrencilerin stratejik iletişim yönetimi hakkında bilgi sahibi olması amaçlanmaktadır. Stratejik İletişim Yönetiminin kamuoyunu oluşturma üzerindeki rolünün yeni yaklaşımlar nezdinde ele alınması dersin bir diğer amacıdır.
Content	Bu ders kapsamında stratejik iletişim yönetimi kavramının ne olduğu, stratejik iletişim yönetimi ile halkla ilişkiler disiplininin arasındaki ilişki anlatılacaktır. Yeni kavramların stratejik iletişim yönetimi üzerindeki rolüne degeinilecektir. Yine stratejik iletişim yönetiminin kullandığı uygulama stratejileri eleştirel bir bakış açısı ile aktarılacaktır.
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Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 671	Web in Strategic Communication Management	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu ders kapsamında öğrencilerin, stratejik iletişim yönetimi bağlamında büyük bir çeşitlilik gösteren etkileşimli medya ortamlarına yönelik hem biçim hem de içerik düzeyinde analitik değerlendirme becerilerinin geliştirmesi hedeflenmektedir. Ders kapsamında öncelikle internet ve web fenomenleri tarihselleştirme ve geleceğe yönelik öngörüler üzerinden detaylı olarak irdelenecektir. Hem kullanıcı hem de etkileşimli ortam düzeyinde büyük bir çeşitliliği beraberinde getiren söz konusu evrim, mevcut uygulamalar üzerinden yapılacak kavramsallaştırma eşliğinde ele alınacaktır. Bunu takiben "kullanıcı-bilgisayar etkileşimi"nin tarihçesi eşliğinde "grafik arayüzü" kavramı ve "kullanılabilirlik" kavramı, alandaki önemli ve güncel araştırmaların bulguları ve vaka analizleri üzerinden irdelenecektir. Bu bağlamda kullanıcılar ve etkileşimli medya ortamları arasında kurulacak olan kullanıcı deneyimini desteklemek ve geliştirmek için çeşitli arayüz tasarım kriterleri ve süreçleri, web sitesi, portal, mobil arayüz, etkileşimli televizyon, vb. gibi farklı etkileşimli medya ortamları üzerinden sunulacaktır. Dönem sonunda öğrencilerden, seçikleri popüler etkileşimli medya ortamlarını oylamış olarak analiz etmeleri ve gerekiyorsa revizyon önerileri sunmaları talep edilecektir.
Content	<p>1.Hafta: Giriş. Temel Kavamlar, Teknolojiler ve Uygulamalar.</p> <p>2.Hafta: İnternet ve Web Fenomenlerinin Evrimi</p> <p>3.Hafta: Kullanıcı Merkezli Tasarım: Arayüz Tasarımı ve Kullanılabilirlik "Grafik Kullanıcı Arayüzü"nın tarihsel gelişimi Kullanılabilirlik Yaklaşımı: Amaç, Kullanılan Parametreler ve Ölçme Teknikleri</p> <p>4.Hafta: Evrensel Kullanılabilirlik "Herkes için Web" -Kullanıcı Çeşitliliği: Farklı kültürlerden kullanıcılar, çocuk, yaşılı, özürlü, vb. kullanıcılar - Teknoloji Çeşitliliği -Evrensel Kullanılabilirlik için Stratejiler: Destek Teknolojileri, Çok-Katmanlı Arayüz Tasarımı, Evrensel Tasarım - Farklı Kullanıcı Grupları için Arayüz Tasarım Kriterleri</p> <p>5.Hafta: "Kültürelleştirmeye" ve Küresel Web Siteleri -Farklı kültürlerden gelen kullanıcıların ihtiyaçlarına yönelik web tasarımı: Sorunlar, çözüm önerileri</p> <p>6.Hafta: Etkileşim Ortam Geliştirme Süreci</p>

Sürecin tasarılanması ve yönetimi
Ekiplerin yapısı, dağılımı, iş bölümü

7.Hafta:
Bilgi Mimarisi
Bilginin etkileşimli ortamlar için düzenlenmesi ve sunumu
Site yapısı
Arama Motoru Optimizasyonu

8.Hafta:
Etkileşimli Ortamlarda Sayfa Yapısı ve Tasarımı
- Sayfa Bileşenleri: Header, Footer, Content Area
- Sayfa Ölçüleri ve Dolaşım
- Ana sayfa Bileşenleri ve Tasarımı

9.Hafta:
Etkileşimli Ortamlarda Tipografi
Web'de Metin
Okunabilirlik
Yazı Karakterleri
Vurgu
Tipografi ve grafik
Editoryal Yaklaşım

10.Hafta:
Form Tasarımı

11.Hafta:
Etkileşimli Ortamlarda Görsel Malzemenin Kullanımı
Web görsellerinin özelliklerini
Grafik dosya formatları
Renk Teorisi ve Etkileşimli Ortamlarda Renk Kullanımı

12.Hafta:
Etkileşimli Ortamlarda Çoklu-Ortam İçeriğinin Kullanımı
Görsel ve İşitsel Malzemeler: Ses, video, animasyon, vs.
Çoklu-ortam içeriğinin hazırlanması ve sunulması: Formatlar, oynatıcılar, vs...

13.Hafta:
Öğrenci Sunumları

14.Hafta:
Öğrenci Sunumları

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2 Universal Usability

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3 Information Architecture

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Theory Topics

Week	Weekly Contents
1	Discussion
2	Discussion
3	Case Study
4	Case Study
5	Case Study
6	Case Study
7	Case Study
8	Case Study
9	Case Study
10	Case Study
11	Case Study
12	Case Study

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 623	Intercultural Communication	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Bu dersin amacı, kültürlerarası ilişkilerde iletişimsel soruları anlamaktır.
Content	Kültürlerarası ilişkilerde iletişimsel sorular. İletişim engelleri: dil stereotipler, davranış.
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Theory Topics

Week	Weekly Contents
1	Basics notions on Globalization
2	Social, economic and cultural context of globalization
3	Technical Communication as a player in globalization
4	Myth communication
5	Information society
6	Intercultural communication and new communication technologies
7	Different paradigms and theories
8	Midterm
9	Civilization, diversity, universalism, particularism and exotism
10	Cultural gobalization and identity conflicts
11	Cultural Imperialism
12	Conflict between civilizations: Example of CNN Int.
13	The End of Eurocentrism?
14	Communication as normative value and ethics principles of the encounter with the other

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SIY 612	Public Relations Writing	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	-
Content	-
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 662	Seminar	2	0	0	0	0	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY692	Virtual Communities and Media	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
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Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 661	Analysis of Brand Management Strategies	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree

Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 622	Crisis Communication Management	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

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Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SIY 601	Communication Theories and Models	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

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Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 681	Process of Social Influence and the Media	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
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References	

Theory Topics

Week	Weekly Contents

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Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 603	Social Media in Strategic Communication	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	
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References	

Theory Topics

Week	Weekly Contents

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Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 632	Health Communication	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	
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Theory Topics

Week	Weekly Contents

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Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 621	Corporate Communication and Reputation Management	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
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References	

Theory Topics

Week	Weekly Contents

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Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 616	Seminar	1	0	0	0	0	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
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References	

Theory Topics

Week	Weekly Contents

