

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
JOU404	Content and Resource Management in Digital Media	8	2	2	2	2	5

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to discuss the change taking place in the profession and industry of journalism resulting from the development of internet, by analyzing the current situation of online newspapers (organization, functioning, revenue models, content and resource management, etc.) in Turkey and the world.
Content	See. Subject Headings (Topics)
References	- Julia Cage (2016). Medyayı Kurtarmak: Kapitalizm, Katılımcı Finans ve Demokrasi. İş Bankası Kültür Yayınları: İstanbul - Himmet Hülür, Cem Yaşın (2017). Yeni Medya: Geleceğin Gazeteciliği. Ütopya Yayınevi: İstanbul

Theory Topics

Week	Weekly Contents
1	Introduction to the course
2	Some basic concepts: Digitalization, convergence, interaction, hypertext, multimedia
3	Comparison of traditional - online journalism
4	Current crisis of the media sector; loss of income of newspapers and related problems
5	Changing news consumption habits
6	History of online journalism in Turkey and the world
7	Discussion with the guest online journalist
8	Midterm exam
9	Revenue models for online newspapers (advertising, paywall, crowdfunding, etc.)
10	News sources, content production processes of online newspapers
11	Newsroom organizations of online newspapers
12	New job descriptions, new skills for journalists
13	User participation in online newspapers
14	Discussion with the guest online journalist