

Türkiye's Brain Base

NEW MEDIA AND COMMUNICATION

Instruction Language: English • English Preparatory School: Compulsory* • Score Type: Verbal



The New Media and Communication Undergraduate Program at Üsküdar University dedicates itself to exploring the dynamic landscape of media and communication in the digital age. We carefully design our curriculum to integrate theoretical knowledge with practical experience, equipping students with the essential skills and strategic insights necessary for success in today's rapidly evolving media landscape.

It is our main motivation to educate future media professionals and academics in communication sciences. This program, with an emphasis on new communication technologies, offers prospective students the opportunity to explore a diverse range of topics in the communication sciences, including mass communication, digital technologies, social media, and broadcasting.

Program Structure

Freshmen students take mandatory courses to learn the fundamentals of social sciences, as well as introduction courses to new communication technologies. Starting in the second year, the department offers introductory-level compulsory courses on communication sciences. The sophomore year also offers practical courses such as Digital Video Editing Techniques and Content Creation for New Media. In the following year, students

enroll in advanced courses, including New Media Journalism and New Media Theories. Additionally, junior students have the choice to enroll in elective courses such as Social Media Management, and Media and Artificial Intelligence. In the final year, senior students are required to complete their graduation projects and internships and take advanced-level elective courses, including Podcast Production, Digital Media Storytelling, and Multimedia Applications.

Occupational Opportunities

Graduates of the New Media and Communication Undergraduate Program will possess theoretical and technical knowledge, along with fieldwork experiences, enabling them to secure employment in the media and communications industry, as well as communication departments in institutions operating in other industries. Graduates also have the option to pursue an academic career in one of the sub-disciplines of communication sciences. They are welcome to apply for the graduate programs at Üsküdar University.

* Students who want to be exempt from the English preparatory program can take the English proficiency exam.

CURRICULUM

FRESHMAN (FIRST) YEAR											
Fall Semester (First)						Spring Semester (Second)					
Course Code	Course Title	T	P	C	ECTS	Course Code	Course Title	T	P	C	ECTS
COM111	Introduction to Communication	3	0	3	5	NMC104	Digital Design	2	2	3	6
PSIR157	Political Science	3	0	3	5	SOC126	General Sociology	3	0	3	4
NMC101	Introduction to New Media	3	0	3	5	COM106	Introduction to Economics	3	0	3	5
RPSYC109	Positive Psychology and Communication Skills	3	0	3	5	PHIL109	Basic Concepts in Philosophy	3	0	3	5
ENG103	English I	2	0	2	2	ENG104	English II	2	0	2	2
TURK103	Turkish Language I	2	0	2	2	TURK104	Turkish Language II	2	0	2	2
ATA103	Principles of Atatürk and History of Revolution I	2	0	2	2	ATA104	Principles of Atatürk and History of Revolution II	2	0	2	2
RCUL103	University Culture I	0	2	1	4	RCUL104	University Culture II	0	2	1	4
Total Credits:		18	2	19	30	Total Credits:		17	4	19	30

SOPHOMORE (SECOND) YEAR											
Fall Semester (Third)						Spring Semester (Fourth)					
Course Code	Course Title	T	P	C	ECTS	Course Code	Course Title	T	P	C	ECTS
COM203	Communications Law	3	0	3	4	COM204	Political Communication	3	0	3	5
COM205	History of Communication	3	0	3	4	COM214	Vocational English II	1	2	2	3
COM209	Social Psychology	3	0	3	4	COM216	Media Literacy	3	0	3	5
COM217	Vocational English I	1	2	2	3	COM206	Photography	2	2	3	4
SOC201	Research Methods in Social Science	3	0	3	4	RPRE104	Entrepreneurship and Project Culture	2	0	2	3
NMC209	Writing for New Media	2	2	3	4	NMC208	Content Creation for New Media	2	2	3	5
NMC211	Video Camera Techniques	2	2	3	4	NMC212	Digital Video Editing Techniques	2	2	3	5
NMC215	Artificial Intelligence	3	0	3	3						
Total Credits:		18	4	23	30	Total Credits:		15	8	19	30

JUNIOR (THIRD) YEAR											
Fall Semester (Fifth)						Spring Semester (Sixth)					
Course Code	Course Title	T	P	C	ECTS	Course Code	Course Title	T	P	C	ECTS
NMC303	New Media Journalism	2	2	3	7	NMC314	Artificial Intelligence and Coding	2	2	3	7
COM303	Theories of Communication	3	0	3	7	NMC308	Theories of New Media	3	0	3	7
XXXXXX	Departmental Elective	3	0	3	4	XXXXXX	Departmental Elective	3	0	3	4
XXXXXX	Departmental Elective	3	0	3	4	XXXXXX	Departmental Elective	3	0	3	4
XXXXXX	Faculty Elective	3	0	3	4	XXXXXX	Faculty Elective	3	0	3	4
XXXXXX	University Elective	3	0	3	4	XXXXXX	University Elective	3	0	3	4
Total Credits:		17	2	18	30	Total Credits:		17	2	18	30

SENIOR (FOURTH) YEAR											
Fall Semester (Seventh)						Spring Semester (Eighth)					
Course Code	Course Title	T	P	C	ECTS	Course Code	Course Title	T	P	C	ECTS
COM401	Communication and Ethics	3	0	3	4	NMC402	Internship	0	0	0	5
NMC491	Graduation Project I	1	4	3	10	NMC492	Graduation Project II	1	4	3	10
XXXXXX	Departmental Elective	3	0	3	4	OHS492	Occupational Health and Safety	2	0	2	3
XXXXXX	Departmental Elective	3	0	3	4	XXXXXX	Departmental Elective	3	0	3	4
XXXXXX	Faculty Elective	3	0	3	4	XXXXXX	Departmental Elective	3	0	3	4
XXXXXX	Faculty Elective	3	0	3	4	XXXXXX	Faculty Elective	3	0	3	4
Total Credits:		16	4	18	30	Total Credits:		12	4	14	30

DEPARTMENTAL ELECTIVE CLUSTER FOR JUNIOR (THIRD) YEAR											
Fall Semester (Fifth)						Spring Semester (Sixth)					
Course Code	Course Title	T	P	C	ECTS	Course Code	Course Title	T	P	C	ECTS
NMC341	Data Analytics	3	0	3	4	NMC350	Cultural Studies	3	0	3	4
NMC343	Artificial Intelligence Literacy	3	0	3	4	NMC352	News Writing Styles	3	0	3	4
NMC351	New Media Studies	3	0	3	4	NMC354	Intercultural Communication	3	0	3	4
NMC355	Interview Techniques	3	0	3	4	NMC360	International Communication	3	0	3	4
NMC357	New Media and Social Movements	3	0	3	4	NMC364	Modernism and Postmodernism	3	0	3	4
NMC363	Digital Culture	3	0	3	4	NMC366	Media, Communication and Religion	3	0	3	4
NMC367	Popular Culture	3	0	3	4	NMC370	Psychology of Communication	3	0	3	4
NMC371	Digital Gaming Culture	3	0	3	4	NMC372	Creative Writing and Communication	3	0	3	4
NMC373	Television Studio	3	0	3	4	NMC374	Digital Television	3	0	3	4
NMC377	Sociology of Communication	3	0	3	4	NMC376	New Media Aesthetics	3	0	3	4
NMC379	Textual Analysis in Media Studies	3	0	3	4	NMC378	Information Technologies (IT) Law	3	0	3	4
NMC381	Cultural Memory	3	0	3	4	NMC386	Media and Artificial Intelligence	3	0	3	4
NMC383	Big Data	3	0	3	4	NMC388	New Media Project	3	0	3	4
NMC391	New Media Ethics	3	0	3	4	NMC390	Television Broadcasting	3	0	3	4
NMC393	New Media Workshop	3	0	3	4	NMC392	Social Media Management	3	0	3	4
NMC395	Digital Ethnography	3	0	3	4	NMC394	Cybernetics	3	0	3	4
NMC397	History of Digital Media	3	0	3	4						
NMC399	Interface Design	3	0	3	4						

DEPARTMENTAL ELECTIVE CLUSTER FOR SENIOR (FOURTH) YEAR											
Fall Semester (Seventh)						Spring Semester (Eighth)					
NMC453	Crime, Media and Society	3	0	3	4	NMC456	Crisis Journalism	3	0	3	4
NMC459	Crisis Communication	3	0	3	4	NMC458	Media and Ideology	3	0	3	4
NMC463	Mobile Applications	3	0	3	4	NMC460	Media and Gender	3	0	3	4
NMC467	Multimedia Applications	3	0	3	4	NMC464	Blogging	3	0	3	4
NMC473	Video News Production	3	0	3	4	NMC466	Diplomacy Journalism	3	0	3	4
NMC475	Digital Media Storytelling	3	0	3	4	NMC468	Podcast Production	3	0	3	4
NMC477	Digitalization and Daily Life	3	0	3	4	NMC472	Digital Research Methods	3	0	3	4
NMC479	Corporate Social Media Management	3	0	3	4	NMC476	Digital Film Production	3	0	3	4
NMC481	Digital Cinema	3	0	3	4	NMC478	Fact-Checking for New Media	3	0	3	4
NMC483	Sociology of New Media	3	0	3	4	NMC480	Digital Journalism Practices	3	0	3	4
NMC485	Social Media and Society	3	0	3	4	NMC482	Artificial Intelligence Practices	3	0	3	4
NMC487	Science Communication	3	0	3	4						
NMC489	Artificial Intelligence Assisted Content Creation	3	0	3	4						

FACULTY ELECTIVE CLUSTER (FOREIGN LANGUAGE)											
ILET351	English Writing Skills	3	0	3	4	ILET352	English Presentation Skills	3	0	3	4
COM355	Project I	3	0	3	4	COM356	Project II	3	0	3	4
GENERAL ELECTIVE CLUSTER (FOREIGN LANGUAGE)											
ESP123	Spanish I	3	0	3	5	ESP124	Spanish II	3	0	3	5
ARB123	Arabic I	3	0	3	5	ARB124	Arabic II	3	0	3	5
CHN123	Chinese I	3	0	3	5	CHN124	Chinese II	3	0	3	5
RSN123	Russian I	3	0	3	5	RSN124	Russian II	3	0	3	5
JAP123	Japanese I	3	0	3	5	JAP124	Japanese II	3	0	3	5
ITA123	Italian I	3	0	3	5	ITA124	Italian II	3	0	3	5

Required Credits for Graduation*	148
ECTS Credits	240
Elective Courses ECTS Credits	60

