

NEW COMMUNICATION TECHNOLOGIES

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| 1 | Course Title: | NEW COMMUNICATION TECHNOLOGIES | |
| 2 | Course Code: | YTKZ012 | |
| 3 | Type of Course: | Compulsory | |
| 4 | Level of Course: | Short Cycle | |
| 5 | Year of Study: | 1 | |
| 6 | Semester: | 2 | |
| 7 | ECTS Credits Allocated: | 4.00 | |
| 8 | Theoretical (hour/week): | 3.00 | |
| 9 | Practice (hour/week): | 0.00 | |
| 10 | Laboratory (hour/week): | 0 | |
| 11 | Prerequisites: | none | |
| 12 | Language: | Turkish | |
| 13 | Mode of Delivery: | Face to face | |
| 14 | Course Coordinator: | Öğr. Gör. Emel KARADAĞ | |
| 15 | Course Lecturers: | yok | |
| 16 | Contact information of the Course Coordinator: | Öğr.Gör.Emel KARADAĞ Prof.Dr.Mustafa Yurtkuran Cad.İsmetpaşa Mah. No:24 Tel:02242942686/62418 | |
| 17 | Website: | | |
| 18 | Objective of the Course: | The determination of new environments brought by new communication technologies to communication is to comprehend both the theoretical differences and the changes in the technological infrastructure that occur in the process of transition from traditional media to new media. | |
| 19 | Contribution of the Course to Professional Development: | | |
| 20 | Learning Outcomes: | | |
| | | 1 | Will be able to define the digital world and its features. |
| | | 2 | Explain the concepts of communication and new communication. |
| | | 3 | Will be able to express the possibilities and limitations of new communication technologies. |
| | | 4 | Will be able to define the concepts of interactive television, digital radio and e-broadcasting. |
| | | 5 | Will be able to explain the internet in terms of social media, mobile life and corporate applications. |
| | | 6 | Will be able to define the developments in internet technology. |
| | | 7 | Will be able to express what media convergence is. |
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| 21 | Course Content: | | |
| | Course Content: | | |
| Week | Theoretical | Practice | |
| 1 | History and communication as a concept and communication tools | | |

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| 2 | Information communication and communication technologies | |
| 3 | History and new communication technologies as a concept | |
| 4 | The concept of interactivity and interactive communication environments | |
| 5 | History and internet as concept | |
| 6 | Internet publishing | |
| 7 | Web 1.0, web 2.0 | |
| 8 | Web 3.0 | |
| 9 | History and media as a concept | |
| 10 | New media and new communication technologies | |
| 11 | Media literacy | |
| 12 | Virtual Communication, Social media | |
| 13 | Social media platforms | |
| 14 | Mobile life | |

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| 22 | Textbooks, References and/or Other Materials: | "NEW COMMUNICATION TECHNOLOGIES" Anadolu University Open Education Publications "SOCIAL MEDIA" Anadolu University Open Education Publications |
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| Activites | | Number | Duration (hour) | Total Work Load (hour) |
|--|--|--------------|-----------------|------------------------|
| Theoretical | | COURSE NOTES | 3.00 | 42.00 |
| Practicals/Labs | | 0 | 0.00 | 0.00 |
| Self study and preperation | | 14 | 3.00 | 42.00 |
| Homeworks | | 10 | 3.00 | 30.00 |
| Projects | | 0 | 0.00 | 0.00 |
| Field Studies | | 0 | 0.00 | 0.00 |
| Midterm exams | | 1 | 1.00 | 1.00 |
| Others | | 0 | 0.00 | 0.00 |
| Final Exams | | 1 | 1.00 | 1.00 |
| Contribution of Term (Year) Learning Activities to | | 40.00 | 1.00 | 1.00 |
| Total Work Load | | | | 116.00 |
| Contribution of Final Exam to Success Grade | | 60.00 | | 3.87 |
| ECTS Credit of the Course | | | | 4.00 |

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| Measurement and Evaluation Techniques Used in the Course | | |
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| 24 | ECTS / WORK LOAD TABLE |
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| 25 | CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS | | | | | | | | | | | | | | | |
|-----|---|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
| | PQ1 | PQ2 | PQ3 | PQ4 | PQ5 | PQ6 | PQ7 | PQ8 | PQ9 | PQ10 | PQ11 | PQ12 | PQ13 | PQ14 | PQ15 | PQ16 |
| ÖK1 | 5 | 0 | 0 | 0 | 0 | 4 | 0 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ÖK2 | 0 | 0 | 3 | 0 | 0 | 4 | 0 | 5 | 0 | 0 | 3 | 0 | 0 | 3 | 4 | 0 |
| ÖK3 | 5 | 3 | 3 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 3 | 4 | 0 |

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| ÖK4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 4 | 0 |
| ÖK5 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 4 | 0 |
| ÖK6 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 4 | 0 |
| ÖK7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 4 | 0 |
| LO: Learning Objectives PQ: Program Qualifications | | | | | | | | | | | | | | | | |
| Contribution Level: | 1 very low | | | 2 low | | | 3 Medium | | | 4 High | | | 5 Very High | | | |