

## **PROGRAM INFORMATION**

### **Program Name and Degree Awarded**

Communication Sciences – PhD

### **Duration of Studies**

The PhD in Communication is structured as a full-time program over three academic years, consisting of at least 21 credits of coursework within the first three semesters, followed by a seminar, comprehensive examination, and dissertation research. Students advance to the dissertation stage after successfully completing coursework, the seminar, and the doctoral qualifying examination under the guidance of an appointed supervisor.

### **Total Credits / ECTS**

21 Credits

### **Language of Instruction**

English

### **Mission and Vision**

**Vision:** To be a leading doctoral program in communication studies that contributes to the advancement of knowledge, fosters critical and innovative research, and prepares scholars capable of addressing global and local challenges in media, culture, and society.

The mission of the PhD in Communication program is to provide students with advanced theoretical and methodological knowledge, to support original and interdisciplinary research, and to cultivate responsible, ethical, and innovative scholars who will contribute to academia, industry, and society through critical inquiry, teaching, and practice.

### **Program Objectives**

1. Provide students with a strong foundation in communication theories, research methods, and interdisciplinary perspectives.
2. Encourage critical and innovative approaches to the study of media, culture, and communication.
3. Prepare graduates for academic careers as researchers, educators, and thought leaders.
4. Develop advanced analytical and methodological skills for conducting original research.
5. Cultivate ethical awareness and social responsibility in communication research and practice.
6. Equip graduates to address complex global, national, and local communication challenges.
7. Foster academic writing, publishing, and presentation skills at an international level.
8. Strengthen the ability to integrate theoretical frameworks with practical applications in communication.
9. Promote interdisciplinary collaboration and knowledge production.
10. Contribute to the development of communication scholarship in both local and global contexts.

## Program Learning Outcomes

1. Demonstrate advanced knowledge of key theories, concepts, and debates in communication, media, and cultural studies.
2. Design and conduct original research using appropriate qualitative and/or quantitative methodologies.
3. Critically analyze media texts, cultural practices, and communication processes within historical, social, political, and economic contexts.
4. Apply interdisciplinary approaches to complex communication issues.
5. Integrate theoretical and empirical perspectives to generate new insights and contributions to the field.
6. Present and publish scholarly work in international academic platforms with high standards of academic writing.
7. Demonstrate professional ethics, integrity, and responsibility in all stages of research and practice.
8. Engage in effective teaching, academic mentorship, and knowledge dissemination.
9. Collaborate across disciplines and cultures in academic and professional contexts.
10. Contribute to the advancement of communication studies by addressing emerging issues in media, culture, and society.

## Curriculum

1. Year Fall			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
COMM601	Methodology In Communication	3	8
COMN661	Quantitative Methods	3	8
CMEL01	Elective I[1]	3	7
CMEL02	Elective II[1]	3	7
Total Credit:12 ECTS:30			
1. Year Spring			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
BUSN614	Advanced Strategic Management Research	3	8
COMM608	Media And Politics	3	8
COMM610	Seminar	0	7
CMEL03	Elective III [1]	3	7
Total Credit:9 ECTS:30			
2. Year Fall			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
COMM620	QUALIFICATION EXAM	0	30
Total Credit:0 ECTS:30			
2. Year Fall			
<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>ECTS</b>
COMM600	Thesis	0	150

## **Laboratory and Equipment Capacity (if applicable)**

## **Career Opportunities**

Graduates of the PhD in Communication program are well-prepared for careers in academia, research, and professional sectors. Possible career paths include:

- University faculty and academic researcher
- Media and cultural studies scholar
- Policy advisor in communication and media regulation
- Research consultant in media, culture, and communication industries
- Strategic communication and public policy expert
- Specialist in media, culture, and social transformation

## **Contact Information**

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*Head of Department*

## **COURSE CATALOGUE DESCRIPTIONS**

### **COMM601 Methodology in Communication (3 Credits)**

This course provides a comprehensive examination of research methodologies in communication studies. Topics include research design, sampling strategies, data collection techniques, data analysis, qualitative and quantitative approaches, and reporting procedures. Students will also explore the development of theoretical frameworks, academic writing conventions, and ethical principles in communication research. The aim of the course is to equip doctoral students with the methodological expertise necessary to conduct original, high-quality academic research in the field of communication.

### **COMN661 Quantitative Methods (3 Credits)**

This course focuses on the principles and applications of quantitative research in communication studies. Topics include research design, hypothesis testing, measurement, sampling, surveys, experiments, and statistical analysis. Emphasis is placed on applying quantitative methods to communication problems, analyzing data with statistical tools, and interpreting findings within theoretical frameworks.

### **COMM608 Media and Politics (3 Credits)**

This course examines the complex relationship between media and politics from theoretical, historical, and critical perspectives. It addresses the influence of mass media on political processes, public opinion formation, political discourse, propaganda, election campaigns, and political communication strategies. The course also considers the role of digital media in political participation, activism, and democratic processes. Students will develop the analytical skills needed to evaluate the media-politics nexus within cultural and global contexts.

### **BUSN614 Advanced Strategic Management Research (3 Credits)**

This course examines advanced research approaches in strategic management with an emphasis on theories, models, and methodologies used in the field. It covers topics such as competitive strategy, corporate governance, resource-based view, dynamic capabilities, and global business strategy. Students focus on applying advanced research methods to analyze strategic problems and evaluate contemporary studies in management.

### **COMM610 Seminar**

This course enables students to conduct research, write academic papers, and present their work in a scholarly setting. Emphasis is placed on research design, academic writing, presentation skills, and feedback.

**ELECTIVE Media, Culture, and Communication Theories (3 Credits)** An examination of the intersections of media, culture, and communication, with emphasis on theoretical developments and their application to contemporary debates in cultural and media studies.

**ELECTIVE Film Aesthetics (3 Credits)** Explores theories of aesthetics and visual analysis across cinema, photography, painting, architecture, dance, and sculpture, providing an interdisciplinary perspective on visual culture.

**ELECTIVE Visual Analysis and Design Forms (3 Credits)** Critically examines processes of production, circulation, and consumption of visual texts. Students develop perspectives on dominant and alternative ways of seeing, applying these insights in creative design processes.

**ELECTIVE Strategic Marketing Communication (3 Credits)** Focuses on integrated marketing communication, branding, image management, consumer behavior, campaign design, sponsorships, internet marketing, and ethics in marketing practices.

**ELECTIVE Classical and Alternative Tendencies in Cinema (3 Credits)** Analyzes cinema as an ideological construct by exploring classical narrative structures and their alternatives through schools of film and cinematic movements.

**ELECTIVE Interactive Media (3 Credits)** Explores human–computer interaction, societal adaptation of new media, and the cultural impact of social networks through case studies and theoretical frameworks.

**ELECTIVE International Advertising (3 Credits)** Investigates global advertising practices, adaptation strategies, branding, and consumer behavior with case studies of international campaigns.

**ELECTIVE Globalization and Cultural Transformations (3 Credits)** Examines globalization from cultural, political, economic, and ideological perspectives, focusing on cultural transformation and international organizations.

**ELECTIVE World Cinema (3 Credits)** Surveys world cinema historically, analyzing the role of national cinemas, the impact of Hollywood, and the influence of new technologies on film industries.

**ELECTIVE Turkish Cinema Studies (3 Credits)** Explores the history, structure, genres, and cultural dimensions of Turkish cinema, highlighting identity, narrative forms, and theoretical debates.

**ELECTIVE Independent Study (3 Credits)** Enables students to pursue an independent research or creative project under supervision, integrating theoretical and methodological knowledge.

**ELECTIVE Alternative Media Studies (3 Credits)** Analyzes independent, radical, and participatory media as alternatives to mainstream communication, focusing on concepts such as discourse, identity, and political consciousness.

**ELECTIVE Lobbying and Media (3 Credits)** Examines the role of lobbying in national and international contexts, with emphasis on media representation and case studies.

**ELECTIVE Production Studio (3 Credits)** A practice-based course where students create projects integrating theory and production, either research-driven or creative in nature.

**ELECTIVE Social Responsibility, Volunteering, and NGOs (3 Credits)** Introduces the role of Non-Governmental Organization (NGOs), civil society leadership, and volunteering, with analysis of social responsibility practices and case studies from Turkey and the world.