



LEFKE AVRUPA ÜNİVERSİTESİ
EUROPEAN UNIVERSITY OF LEFKE

**DEPARTMENT OF
NEW MEDIA & COMMUNICATION**

PROGRAM INFORMATION

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PROGRAM INFORMATION

Program Name and Degree Awarded: New Media and Communication, Bachelor Degree

Duration of Studies: 4 years

Total Credits / ECTS: 131 Credits/240 ECTS

Language of Instruction: English

Mission and Vision:

Vision: The New Media and Communication program aims to train communication and digital media professionals who are needed by the international sector and preferred all over the world in the constantly developing and changing field of communication and new media. **Mission:** In this regard, our program aims to provide visionary communicators and new media professionals who are sensitive to social and ethical issues, who can adapt the developments in the field to the expectations in the sector, and who have knowledge, skills and competence.

Program Objectives: The educational objectives of the program can be summarized as follows:

EO1. Our graduates can specialize in the field of new/digital media - digital communication and work as digital media - digital communication experts to develop the communication strategies of the sector, institutions and organizations through digital media.

EO2. In addition to the new media field, our graduates can also specialize in social media and work as content producers by managing the social media accounts of institutions, organizations or individuals.

EO3. Our graduates can produce content in the field of e-journalism - digital-journalism, they can be journalists.

EO4. Our graduates can continue their postgraduate education and take part in research and development activities in the field of communication science and media.

Program Learning Outcomes:

The outputs of the program are as follows:

PO1. Acquire and articulate concepts grounded in theoretical and practical knowledge pertinent to the realm of digital media and communication sciences;

PO2. Develop an understanding of cross-cultural communication by applying fundamental concepts of communication science;

PO3. Acquire knowledge of media industrialization, news production processes, and the definition of news within the context of the industry;

PO4. Engage in critical discourse pertaining to the ideas, topics and problems specific to the field of digital media and communication;

PO5. Acquire foundational knowledge regarding the principles and operations of new media;

PO6. Understand and explain the ownership structure, characteristics and operational functions of media organizations;

PO7. Raise awareness of social, economic, political, and cultural transformations by the help of interdisciplinary subjects such as history, sociology, and psychology.

PO8. Utilize essential technical equipment relevant to the field of digital media and communication;

PO9. Develop a positive attitude and behaviour towards lifelong learning by following current and technological developments in the field;

PO10. Gain the necessary experience in news collecting and news writing;

PO11. Gain professional ethics and knowledge and use of language in producing content that is free of discriminatory expressions and words;

PO12. Attain proficiency in media literacy by critically analyzing information disseminated through mass media;

PO13. Create user-centered design innovative designs and multimedia products for print and digital/media;

PO14. Utilize information and communication technologies as required by the field of communication and new media;

PO15. Develop proficiency in using English to stay updated with developments in the field, comprehend terminology, and communicate effectively with colleagues;

PO16. Adhere to social, scientific, cultural, and professional ethical values during the phases of data collection, interpretation, application, and dissemination within the field;

PO17. Acquire knowledge of ethical and fundamental communication laws applicable to media professionals, and develop an understanding of their integration within professional practices;

PO18. Enhance the performance of individuals assuming roles as both individual contributors and team leaders by identifying their learning requirements. Acquire the skills to strategise, plan, and manage work through creativity and strong leadership qualities;

PO19. Gain knowledge of the working conditions and real-life experience, management practices, and professional organizations within the field of new media;

PO20. Approach issues and challenges within communication and digital media creatively, supporting findings with both quantitative and qualitative data. Effectively communicate insights to society and pertinent individuals and institutions through oral and written means;

PO21. Understand and experience occupational safety and health practices pertinent to the communication field;

PO22. Adhere to environmental and sustainable principles within the ever-evolving digital landscape, demonstrating and developing a strong sense of social consciousness;

PO23. Operate with an awareness of the impact and significance of culture, cultural facets, and intercultural differences in communication;

PO24. Carry out the communication studies of institutions and organizations by utilizing new media tools including digital marketing among others.

Curriculum

1. Semester				2. Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
COMI00	Introduction to Computers	(3-0) 3	5	COMM101	Introduction to Communication	(3-0) 3	6
COMI01	English I	(3-0) 3	3	COMI110	English II	(3-0) 3	3
SCI101	Introduction to Social Sciences	(3-0) 3	5	NMC104	Digital Photography	(2-2) 3	5
NMC101	Introduction to New Media	(3-0) 3	5	COM204	Ethics in Profession	(3-0) 3	8
COMI12	Economics	(3-0) 3	6	COMM102	History of Mass Communication	(3-0) 3	5
COMI15	Sociology	(3-0) 3	7	COMI104	Psychology	(3-0) 3	6
TOTAL		18	31	TOTAL		18	33
3. Semester				4. Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
NMC251	Public Relations	(3-0) 3	6	NMC256	New Media and Publishing	(2-2) 3	6
NMC255	Digital Content Production	(2-2) 3	6	NMC252	Research Methods	(3-0) 3	6
NMC253	New Media and Communication Technologies	(3-0) 3	6	NMC258	Mobile Reporting	(2-2) 3	6
NMC257	New Media Literacy	(3-0) 3	6	NMC260	Communication Theories	(3-0) 3	6
NMC259	Storytelling and New Media	(2-2) 3	6	NMC262	Interaction Design	(2-2) 3	6
TOTAL		15	30	TOTAL		15	30
5. Semester				6. Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
NMC361	Media Analysis	(3-0) 3	7	NMC302	Media Law	(3-0) 3	6

NMC363	User Experience	(2-2) 3	7	NMC368	Intercultural Communication	(3-0) 3	7
NMC365	Digital Marketing Communication	(3-0) 3	6	NMC366	Social Media Communication	(2-2) 3	6
NMCXX X	Elective I	(3-0) 3	5	NMCXXX	Elective II	(3-0) 3	5
EULXXX	University Free Elective	(3-0) 3	4	EULXXX	University Free Elective	(3-0) 3	4
TOTAL		15	29	TOTAL		5	28
7. Semester				8. Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
COMI06/ ORT106	Turkish	(2-0) 2	2	COMI08/ ORT108	History	(2-0) 2	2
NMC461	New Media and Communication Workshop	(1-4) 3	6	NMC464	Graduation Project II	(0-2) 1	7
NMC463	Graduation Project I	(0-2) 1	3	NMCXXX	Elective VI	(3-0) 3	5
NMCXX X	Elective III	(3-0) 3	5	NMCXXX	Elective VII	(3-0) 3	5
NMCXX X	Elective IV	(3-0) 3	5	NMCXXX	Elective VIII	(3-0) 3	5
NMCXX X	Elective V	(3-0) 3	5	EULXXX	University Free Elective	(3-0) 3	4
EULXXX	University Free Elective	(3-0) 3	4				
NMC400	Summer Training	(0-0) 0	1				
TOTAL		18	31	TOTAL		15	28

Total Credit: 131

Total Course: 46

(1 Summer Training + 4 University Free Elective + 8 Dept. Elective + 33 Compulsory course)

Total ECTS:240

Laboratory and Equipment Capacity (if applicable): Media Center, F102 Computer Lab

Career Opportunities:

Our students have the opportunity to determine their own career plans with our curriculum and rich elective course pool, updated in light of our national and international stakeholders. Within this context, while our students gain interdisciplinary knowledge in social, economic, psychological, historical and ethical subjects and fields of social sciences, they also enter into new media and communication sciences in the first year of the programme. Upon graduation, our students can work in every field of communication and media, at the communication departments of institutions and organizations, in traditional media houses or new media news platforms, in digital and social media management, and they can produce content. Our students who want to continue their careers as academics can choose courses from the elective pool that will support their goals, in addition to the research methods course, workshops and graduation projects, which are compulsory for all our students.

Contact Information:

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COURSE CATALOGUE DESCRIPTIONS

COM100 Introduction to Computer:

This course focuses on the computer applications which are necessary for every student to be able to use during his/her undergraduate study. Students will be covering the basic components of computers, such as Random Access Memory (RAM), Read Only Memory (ROM) and Central Processing Unit (CPU), relationship between these hardwares.

Students will be able differentiate between different types of operating systems, application softwares and web-based applications. Students learn basic information about network connection and the types. Except those information, each student will learn how to save himself/herself against the viruses. All topics support the learning environment by lab sessions and each student will be able to use office application.

COM101 English I:

This course introduces the main grammatical structures to the students and helps them to develop their listening, speaking, reading and writing skills as well as vocabulary and pronunciation. The students are provided with clear rules and example sentences. The lessons contain high frequency vocabulary that the students are likely to come across during

their studies and future their future careers

SCI101 Introduction to Social Sciences:

The main purpose of this course is to let students see how seemingly diverse disciplines intermingle — anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills

NMC101 Introduction to New Media:

New media is any media from newspapers to books, TV and radio broadcasting that delivered digitally. A website or emails, mobile phones, any streaming applications, any internet-based form of communication exist under these new communication technologies are subject to New/Digital media. In this course, the historical development of media, what new media is and how it has developed, what the new media tools and fields are, how they are used and how they should be used, what the features that differentiate media and new media environments from traditional media are discussed. Besides, its impact on socio-political cultural and economic fields is examined at conceptual and theoretical levels.

COM112 Economics:

This course introduces students to the key concept and topic of microeconomics such as opportunity cost, production possibility frontier, demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly.

COM115 Sociology:

This course makes an introduction to the discipline of sociology and provides an outline of the major sociologists, sociological paradigms and areas of sociological inquiry. It aims at developing students' awareness about the society in which they live, with a due emphasis on sociological perspective and sociology as a scientific discipline. Thus, the course helps the students to develop a sociological outlook and understand what such outlook retains in terms of the founding theories, main sociological approaches, and related discussions in those areas ranging from everyday life, culture and globalization to social stratification and mobility.

COMM101 Introduction to Communication:

This course is designed to introduce and provide basic understandings of communication. It focuses on the general conditions and contexts of communication practices. It aims at providing the student with the general knowledge of definitions, models and basic concepts in communication; the range of verbal and non-verbal codes, and their complex interrelations in the message systems of modern electronic media; and various communication contexts, with emphasis on the structure and function of interpersonal and mass communication.

COM110 English II:

This course introduces the main grammatical structures to the students and helps them to develop their listening, speaking, reading and writing skills as well as vocabulary and pronunciation. The students are provided with clear rules and example sentences. The lessons contain high-frequency vocabulary that the students are likely to come across during their studies and future their future careers

NMC104 Digital Photography:

The course aims to enable the students to gain control in basic photography, as well as to develop their skills in pixel based photographic design, using numerous digital photo editing software. Students will utilize and become familiar with basic concepts of photography, photography techniques, types of photography, art photography, photojournalism, documentary photography, and will be familiar with several technical methods such as framing at photography, depth of field, perspective and colour settings

COM204 Ethics in Profession:

The aim of this course is to define ethical principles, to enable students to develop ethical behaviours related to their profession, and to provide information about unethical behaviours that students may encounter in their professions. Within the context of the course, students will demonstrate understanding of the ethical principles in general or in application of specialized

knowledge, results of research, creative expression, design processes, etc. that are related with their sciences, disciplines and potential professionals.

COMM102 History of Mass Communication:

This course explores the development of mass communication and its history, the main factors that played role in the development of mass communication and the relationship between the history of communication and the history of humanity. It also aims at providing the students with the basic understanding of the particular economic, social and cultural factors that have gradually evolved into the present conditions of global mass media sectors. It emphasizes the processes of modernization and industrialization in that respect and concentrates on the historical development of each mass medium via a detour from different historical contexts.

COM104 Psychology:

This course is a broad introduction to the field of psychology. Students explore the key figures, diverse theoretical perspectives, and research findings that have shaped some of the major areas of contemporary psychology. This course also examines the research methods used by psychologists across these areas to study the origins and variations in human behaviour.

NMC251 Public Relations:

This course provides students with a comprehensive understanding of the principles, strategies and practices in the field of public relations. Through this course, students will examine the role of public relations in different sectors such as business, public sector, non-profit organizations and media. Students will develop essential skills such as planning and executing effective public relations campaigns, crisis communication, media relations and ethical decision-making

NMC253 New Media and Communication Technologies:

This course examines the impact of new media technologies on communication practices and the broader cultural landscape. Students will explore the evolution of digital media, emerging technologies, and their implications for society, businesses, and communication professionals.

NMC255 Digital Content Production:

The course provides a basic introduction to multimedia tools like text, layout, graphic, photo, video, and audio focusing on writing, designing and producing content for diverse social media and digital communication platforms. The most important goal of the course is for the student to be able to adapt content and messages that will be relevant to digital marketing and communication strategies. This also includes an understanding of the various target groups for the message.

NMC257 New Media Literacy:

The course aims to make students think critically about how media shapes and influences cultures and societies. The main aim of the course is to examine particularly new/digital media and to understand its impact in terms of both their advantages and disadvantages/ limitations. Through studying new media literacy students will learn to use digital platforms properly and to be a good digital media participator within the lights of the 21st Century skills. More specifically, the objective of the course is to critically analyse new media in terms of audience/purpose, content/framing, and format/techniques, and to be a competent new media literate.

NMC259 Storytelling and New Media:

The course looks at the theory, principles, and practice of digital storytelling across new media. Course examines linear, nonlinear, and experimental storytelling techniques, focusing on digital platforms for interactive sharing. Course practices go through the process of creating narrative image data to share on social media and equip students with audio-visual storytelling tricks and methods to create structures and scripts that work for digital sharing.

NMC252 Research Methods:

This course aims at providing the student with a comprehensive understanding and assessment of research methods in communication sciences and media studies. The student will consider the logic and variety of methods that communication scientists use to observe the social world by examining the most common qualitative and quantitative techniques as well as obtaining necessary practical skills required for their application. The focus is on assessing how well research strategies address the underlying the media and communication studies with a due emphasis on the techniques for data collection and analyses of interviews, questionnaires, observation, and database material. Development of the skills required for both written and oral dissemination of results is also a key feature of the course

NMC256 New Media and Publishing:

Students will be using and learning, the principles of using digital layout as the main instrument for publication as well as the vocabulary and basic ideas related to typography and page layout in new media area. A summary of industry standard page layout and design software as well as several print and electronic delivery techniques are covered. A primer on InDesign and other software and techniques for creating electronic pre-press artwork that will be consistent to the designer's layout or written instructions while being economical and tidy. Type specifications, visual language, and the development of the printed item from concept to finished printed project will all be discussed.

NMC258 Mobile Reporting:

This course explores the techniques and tools used in mobile reporting for journalism and media communication. Students will learn to produce, edit, and distribute news and multimedia content using mobile devices, with a focus on storytelling and ethical considerations.

NMC260 Communication Theories:

This course aims at providing the student with the major theories and perspectives concerning the nature and role of communication - especially, of mediated communication- in modern society. The course explores the communication models and messages; classical and contemporary rhetorical theories; theories of interpersonal, group and mass communication as well as the persuasion theory, public opinion, basic media theories and related debates.

NMC262 Interaction Design:

This course provides a high-level overview of the essential concepts related to interaction design focusing on screen based interaction issues. During the course, students will become familiar with the elements of visual representations by using various tools and applications that are commonly used in professional interaction design work.

NMC361 Media Analysis:

This course involves consideration of theories of on the critical approaches arguing for the possibility of communication as depending less on so-called universal models than on social, political and economic context of communication. To this end, more contemporary communication studies and specific examples for such studies will be one of the main focuses in the second part. Thus, this course will introduce the student to a broad range of approaches to communication so that s/he can comprehend the ideas at play in the professional literature and in the practice of communication, and will understand to analyse the media from a broader perspective.

NMC363 User Experience:

The course explores the fundamental concepts, techniques, practices, workflows, and tools associated with the practice of user interface and user experience design for digital platforms including mobile applications, and interactive web designs. Students will learn to create an online and mobile, experience for an online-based start-up company.

NMC365 Digital Marketing Communication:

The course's objective is to provide information on communication and digital marketing, both theoretical and practical. In addition to the theory, real-world examples, and technologies utilised in digital marketing, the student will have the chance to master the ins and outs of communication with a focus on digital marketing and will learn more about the topics that go under the umbrella of Internet marketing.

NMC302 Media Law:

The course will consider the legal environment which applies to the operation and regulation of the media in Turkey, TRNC and globally. Topics to be covered may include: defining the media for regulatory purposes, media ownership, defamation, privacy, freedom of information, confidential information, content regulation, international and comparative perspectives, contempt of parliaments and the courts, breach of confidence, advertising, and the online media, including social networking. Concepts such as freedom of speech, ethics and access to justice

will also be discussed. The focus of the course is on a critical analysis of how the law applies to traditional and new media.

NMC366 Social Media Communication:

This course explores the use of social media as a communication tool in today's digital age. Students will learn the strategies and techniques necessary to create and manage effective social media campaigns, understand audience engagement, and utilize various social platforms for communication and marketing.

NMC368 Intercultural Communication:

The main objective of this course is to look at communications in relations between cultural groups and individuals. It aims at examining the range of functions and roles communication and media play in intercultural (or, cross cultural) affairs, global issues, and intergroup relations. To this end, it attributes significant attention to such notions as 'identity', 'multi-culturalism' and 'miscommunication'. The course also focuses on the strategic use of communications by various groups and the question of how to be more competent in interpersonal communication.

COM106 Turkish:

To show the characteristics and rules of operation of Turkish language with examples; to give the students the ability and habit to express their feelings and thoughts accurately and effectively; developing vocabulary through written and oral texts; The aim of this course is to teach the rules of reading texts or the programs they listen to correctly.

NMC461 New Media and Communication Workshop:

Creativity is a critical component in any kind of communication act and strategy. In order to maintain a strong new media project, creators are expected to have the skills to produce creative visual stories with video, images, data and text. This course aims the students to create and develop corporations' stories for the new media and social media networks. Apart from it - as subject to content production, students also practice writing for online news platforms, and blogs. There is also an interactive panel on the course, where certain expert speakers review their own experiences and professional practices.

NMC463 Graduation Project I:

During the final year of the programme, students are required to prepare and present a Graduation Project that will cover all the information they have been taking during their education period in the Program. They can work on their own or as a member of a team of preferably two members. The final-year project is divided into two courses; which are Graduation I and Graduation II. In NMC463 Graduation Project I course, they are expected to write a project proposal, and present it with the actual sketches and demonstrations of the program that they will develop in Graduation Project II course. The proposal includes basic requirements of the project they will implement. The detailed instructions are shared at the beginning of the semester.

NMC400 Summer Training:

The New Media and Communication students are encouraged to take part in industrial work/organizations relating to their fields of study. This is required as part of the fulfillment of the degree program. Students are required to complete a total of 20 working days of Summer Training sessions after finishing their third year of studies.

COM108/ORT108 History:

In this course the students who have been studying at different departments of our university will learn how the Ottoman Empire collapsed and a new Turkish Republic was found in the early 20th century. At the same time the students will learn the Eastern Question, Armenian Question and Cyprus Question which were created by different policy powers in the historical period. By the end of the semester the students will be able to understand why Mustafa Kemal is an important figure in the history of Turkey and the world. Besides, they will learn the Turkish Revolution and the establishment philosophy of the Turkish Republic and the principles of Mustafa Kemal.

NMC464 Graduation Project II:

During the final year of the programme, students are required to prepare and present a Graduation Project that will cover all the information they have been taking during their education period in the Program. They can work on their own or as a member of a team of preferably two members. The final-year project is divided into two courses; which are Graduation I and Graduation II. In NMC464 Graduation Project II course, they are expected to develop, demonstrate and practice the written project proposal prepared in NMC463 Graduation I course. The detailed instructions are shared at the beginning of the semester.