

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

DIGITAL TRANSFORMATION in PUBLISHING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL TRANSFORMATION in PUBLISHING	YMİ4213729	Spring Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Başak GEZMEN				
Name of Lecturer(s)	Assoc.Prof. Başak GEZMEN				
Assistant(s)					
Aim	Within the scope of the course; digital broadcast types, digital broadcast formats and the structure of production tools will be emphasized.				
Course Content	This course contains; Transition from Traditional Publishing to Digital Publishing,Digital Broadcast Formats,Digital Broadcast Design,Digital Broadcast Types and Contents,Digital Broadcast Production Tools,Digital Publishing Technologies,Content Management in Digital Publishing,Content Management in Digital Publishing,Social Media and Publishing,Data Security and Copyrights,Mobile Apps and Publishing,Artificial Intelligence and Automation in Publishing,Digital Literacy and the Future of Publishing,Uygulama çalışmaları.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
It comprehensively analyzes the digital transformation of the publishing industry.			10, 3, 9	A	
It supports its theoretical knowledge with applied lessons, group studies and projects.			10, 13, 16	A	
Gains knowledge and skills about the digital transformation of the publishing industry.			10, 13, 9	A	
Discusses the effects of digitalization on the publishing industry.			10, 16, 9	A	
Have comprehensive knowledge and skills about digital publishing models and digital publishing technologies.			10, 16, 9	A	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 3: Problem Baded Learning Model, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Transition from Traditional Publishing to Digital Publishing	Reading relevant sections from relevant sources			
2	Digital Broadcast Formats	Reading the relevant chapter from the relevant book			
3	Digital Broadcast Design	Reading the relevant chapter from the relevant book			
4	Digital Broadcast Types and Contents	Reading the relevant chapter from the relevant book			
5	Digital Broadcast Production Tools	Reading the relevant chapter from the relevant book			
6	Digital Publishing Technologies	Reading relevant resources from the relevant section			
7	Content Management in Digital Publishing	Reading the relevant chapter from the relevant book			
8	Content Management in Digital Publishing	Reading the relevant chapter from the relevant book			
9	Social Media and Publishing	Reading the relevant chapter from the relevant book			
10	Data Security and Copyrights	Reading the relevant chapter from the relevant book			
11	Mobile Apps and Publishing	Reading the relevant chapter from the relevant book			
12	Artificial Intelligence and Automation in Publishing	Reading the relevant chapter from the relevant book			
13	Digital Literacy and the Future of Publishing	Reading the relevant chapter from the relevant book			
14	Uygulama çalışmaları	application research			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
<p>Castells, Manuel. The Rise of The Network Society. Wiley-Blackwell, 2000. (Castells)</p> <p>Castells, Manuel. Communication Power. Oxford University Press, 2013.</p> <p>Albarran, A. B. (2018). The Media Economy. Routledge.</p> <p>Küng, L. (2017). Strategic Management in the Media: Theory to Practice. SAGE Publications Ltd.</p> <p>Picard, R. G. (2014). Digital Media and Innovation: Management and Design Strategies in Communication. SAGE Publications Ltd.</p> <p>Pavlik, J. V. (2013). Media in the Digital Age. Columbia University Press.</p> <p>Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York University Press.</p> <p>Chadwick, A. (2013). The Hybrid Media System: Politics and Power. Oxford University Press.</p> <p>Deuze, M. (2012). Media Life. Polity Press.</p> <p>Doyle, G. (2015). Understanding Media Economics. SAGE Publications Ltd.</p> <p>Flew, T. (2014). New Media: An Introduction. Oxford University Press.</p> <p>Hindman, M. (2018). The Internet Trap: How the Digital Economy Builds Monopolies and Undermines Democracy. Princeton University Press.</p>