

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

SOCIAL MEDIA APPLICATIONS and PUBLISHING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SOCIAL MEDIA APPLICATIONS and PUBLISHING	YMİ4114915	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Asena TEMELLİ COŞGÜN				
Name of Lecturer(s)	Assist.Prof. Asena TEMELLİ COŞGÜN				
Assistant(s)					
Aim					
Course Content	This course contains; The Nature and Characteristics of New Media - The Birth of Social Media,Social Media Communication: Strategies, Innovations and Impacts,Social Media Platforms and Usage,Generations and Digital Generations ,Digital Storytelling - Marke Archetypes as a Strategy for Digital Storytelling,The Transformation of Broadcasting: From TV Broadcasting to Digital,Content Production Strategies in Social Media,Early Digital Publications: Blogs, Digital Books-Social Media and Publishing,Social Media and Marketing Communications: Influencer Marketing; Content Production and Student Presentations,Publishing in the Age of Social Media: Whatsapp Hotlines; Youtube Journalism - Content Production and Student Presentations,Digital Publishing and Digital Audience Platforms: Netflix, Amazon, Gain- Content Production and Student Presentations,Artificial Intelligence and Publishing Applications - Content Production and Student Presentations,Virtual Reality and Augmented Reality Applications Sample Projects and Student Presentations,Student Presentations and General Evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Explains the characteristics of new media and social media.			10, 16, 9	A	
Explains the characteristics of social media platforms.			10, 16, 9	A	
Explains content production strategies and points to consider in social media.			16, 5, 9	A, F	
Explains the transformation process of publishing from traditional to digital.			10, 16, 9	A	
Can prepare corporate content for social media platforms.			10, 5, 9	A, F	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	The Nature and Characteristics of New Media - The Birth of Social Media	Reading the related lecture note/document			
2	Social Media Communication: Strategies, Innovations and Impacts	Reading the related lecture note/document			
3	Social Media Platforms and Usage	Reading the related lecture note/document			
4	Generations and Digital Generations	Reading the related lecture note/document			
5	Digital Storytelling - Marke Archetypes as a Strategy for Digital Storytelling	Reading the related lecture note/document			
6	The Transformation of Broadcasting: From TV Broadcasting to Digital	Reading the related lecture note/document			
7	Content Production Strategies in Social Media	Reading the related lecture note/document			
8	Early Digital Publications: Blogs, Digital Books-Social Media and Publishing	Reading the related lecture note/document			
9	Social Media and Marketing Communications: Influencer Marketing; Content Production and Student Presentations	Reading the related lecture note/document			
10	Publishing in the Age of Social Media: Whatsapp Hotlines; Youtube Journalism - Content Production and Student Presentations	Reading the related lecture note/document			
11	Digital Publishing and Digital Audience Platforms: Netflix, Amazon, Gain-Content Production and Student Presentations	Reading the related lecture note/document			
12	Artificial Intelligence and Publishing Applications - Content Production and Student Presentations	Reading the related lecture note/document			
13	Virtual Reality and Augmented Reality Applications Sample Projects and Student Presentations	Reading the related lecture note/document			
14	Student Presentations and General Evaluation	Reading the related lecture note/document			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources