

**School of Communication / New Media and Communication Systems**

**2024 - 2025 Academic Year**

**NEW MEDIA and POLITICAL**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
NEW MEDIA and POLITICAL	YMI3174760	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Gabriela Oana OLARU				
<b>Name of Lecturer(s)</b>	Assist.Prof. Gabriela Oana OLARU				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is to examine the relationship between new media and political behavior. The course will explain the types and methods of propaganda of politicians through new media. In addition, it will be discussed how the society will follow the politics through social media and make political choices in this direction. . 70% attendance is required for this course.				
<b>Course Content</b>	This course contains; Political communication phenomenon and process,Political Communication Actors,Political Communication Types, Methods and Techniques,Effective Political Communication: Rhetoric,Political Communication on Internet,Political Communication and Artificial Intelligence,Political Campaigns and New Media,Social Movements and New Media,Case Presentations,Case Presentations,Case Presentations,Case Presentations,Case Presentations,Case Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Knows the basic concepts of political science.			16, 9	A	
Explain political communication.			16, 9	A	
Lists the political communication processes.			16, 9	A	
Recognizes new media and political campaigns.			10, 16, 9	A	
Explains the changes in political campaigns with new media.			10, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
Sequence	Topics	Preliminary Preparation			
1	Political communication phenomenon and process	Reading lecture notes.			
2	Political Communication Actors	Reading lecture notes.			
3	Political Communication Types, Methods and Techniques	Reading lecture notes.			
4	Effective Political Communication: Rhetoric	Reading lecture notes.			
5	Political Communication on Internet	Reading lecture notes.			
6	Political Communication and Artificial Intelligence	Reading lecture notes.			
7	Political Campaigns and New Media	Reading lecture notes.			
8	Social Movements and New Media	Reading lecture notes.			
9	Case Presentations	Preparation of the presentation.			
10	Case Presentations	Preparation of the presentation.			
11	Case Presentations	Preparation of the presentation.			
12	Case Presentations	Preparation of the presentation.			
13	Case Presentations	Preparation of the presentation.			
14	Case Presentations	Preparation of the presentation.			
<b>Evaluation Methods</b>			<b>Weight(%)</b>		
Midterm Exam			40		
General Exam			60		

Resources
1] Bektaş, A. (2002) Siyasal Propaganda, Bağla Yay., İstanbul.[2] Uztuğ, F. (1999) Siyasal Marka Seçim Kampanyaları ve Aday İmajı, Mediacat Yayınları, Ankara.