

Communication and Media Studies Master: Non - Thesis Option

Course Code	Course Name	Credit
CMS 580	Term Project	Non-Credit
CMS 505	Theories of Communication	(3,0) 3
CMS 510	New Communication Technologies	(3,0) 3
CMS 590	Elective Course	(3,0) 3
CMS XXX	Elective Course	(3,0) 3
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Course Definitions

CMS 580 Term Project Non-Credit

Supervised independent study research on a topic related to communication and media conducted by a student. It is expected to be original contribution to the field of communication and media studies.

CMS 505 Theories of Communication (3,0) 3

This course is designed to introduce students the individual and social functions of communication along different theoretical approaches with political, social and economic process. The course is also focused historical development of communication researches and fundamental approaches, main communication theories, linguistic and semiological approaches, political, economical and cultural approaches and reformist theories.

CMS 510 New Communication Technologies (3,0) 3

Especially after the year of 90s, the rapid developments occurred in communication technologies, in the concept of course, the new relations and attitudes after 90s, how those developments in communication technologies reflects to consumption behaviors and also study of media.

Elective Courses

CMS 501 Research Methods in Communication (3,0) 3

An investigation of fundamentals of applied social science research techniques focusing on communication studies. In the concept of the course, research processes, theory construction and hypothesis development, basic choices in research design including focus group interviews, case studies, survey research and experimentation; sampling design; measurement and instrument design ; reliability and validity in measurement, and exploratory and confirmatory factor analysis are examined.

CMS 502 Media Criticism and Society (3,0) 3

Content of this course in some issues such as socialization, agenda setting theory, gate-keeping, cultivation, reinforcement, spiral of silence and cultural imperialism.

CMS 503 Message Design and Media Management (3,0) 3

This course aimed to analyze the forming and designing the planned message and its communication techniques and media within the framework of practices in strategic communication management. Relating to this, the case studies on how the effective media management should be are examined.

CMS 504 Uses of Media in Political Communication (3,0) 3

This course is designed to study, the political communication, the political parties as an institutional brand and institutional communication management, the political candidate as an individual brand, political campaign planning, media planning in political campaign, news media and public relations.

CMS 506 Excel Applications for Communication Studies (3,0) 3

In this course, the students will learn applications of excel with actual examples related with communication and media studies and the students should present an excel project in classroom at the end of semester.

CMS 507 Communication Systems (3,0) 3

This course aims to explain and analyze the components and functions of communication systems in different societies.

CMS 508 Organizational Communication (3,0) 3

This course is designed to examine the internal and external communication systems of business organizations. It is also examined that the uses of communication media such as internet and intranet in organizations.

CMS 509 Mass Communication (3,0) 3

This course focuses on theories that have been developed within, and used by the media studies, ranging from the first mainstream approaches to postmodern theories and to theories of the new media. It aims to provide students with an ability to work with theories and analyze the media by using them.

CMS 511 Science Fiction Film and Literature (3,0) 3

This course aims to teach students to develop an advanced understanding of critical perspectives in science fiction film and literature. In this context this course focuses on critical skills in thinking about the role of science fiction within contemporary societies. From this point of view, the course examines European and American science fiction literature and film traditions with a special emphasis on cyberpunk literature and films

CMS 512 Media History: Texts and Contexts (3,0) 3

This course will examine the history of media and mass communication since the emergence of the printing press. The course will be organised as a survey of key moments in the international development of the media, but students will also examine key theoretical writings related to media history. Major topics to be addressed will include: the role played by technology in communication, the convergence between different forms of media, the connection between media and national culture, and the role of the media in the process of globalization.

CMS 513 Film Aesthetics (3,0) 3

This course aims to develop the skills and knowledge necessary for analyzing film as an art and an aesthetic category. The course focuses on film theories and film criticism and gives special attention to detailed film analyses. Within this context it examines and analyzes the film styles of "auteur" filmmakers and compares their cinematographic styles with those of mainstream filmmakers.

CMS514 Issues in Contemporary Television (3,0) 3

This course examines aims to conceptualise television both as a system of mass communication and a mode of entertainment. Concentrating largely on the formal properties of recent television texts produced in America and Britain, the course will investigate the aesthetic and representational strategies employed by a wide range of fictional and non-fictional genres. Topics to be considered include television and genre distinctions, modes of narrative, approaches to realism and representation, and television's relationship to other media forms.

CMS 515 Qualitative Research Methods (3,0) 3

This course will offer students an in-depth understanding of theory and methods of qualitative research in Communication and Media Studies. Students will gain hands-on experience in various qualitative methods and analysis techniques while carrying out a research project related to their area of interest. Hence the students will engage in research activities such as developing a research proposal, reading and reviewing qualitative research, formulating data collection questions and collecting data through interviewing as well as analyzing data and formulating findings from their research.

CMS 520 Media Effects and Audience Studies (3,0) 3

This course will explore reception, interpretation and interactivity in relation to various forms of contemporary media, including horror films, video games and social networking sites. The course will firstly examine the various theoretical models which have been developed to explain the effect which mass media has had on consumers. In particular, we will address conflicting conceptions of audiences as being either passive or active in their responses to media texts. Secondly, this course will examine the related field of reception studies and the methods which have been used to account for the various ways in which audiences interact and make sense of mass media.

CMS 531 Science Fiction Film and Literature (3,0) 3

This course aims to teach students to develop an advanced understanding of critical perspectives in science fiction film and literature. In this context this course focuses on critical skills in thinking about the role science fiction within contemporary societies. From this point of view, the course examines European and American science fiction literature and Films traditions with a special emphasis on cyberpunk literature and films.

CMS 532 Media History: Text and Contexts (3,0) 3

This course will examine the history of media and mass communication since the emergence of the printing press. The course will be organized as a survey of key moments in the international development of the media, but students will also examine key theoretical writings related to media history. Major topics to be addressed will include: the role played by technology in communication, the convergence between different forms of media, the connection between media and national culture, and the role of the media in the process of globalization.