Course Syllabus

Code - Course Title	**GZT302 - Online Journalism**
Course Type	VI. SEMESTER
Laboratory + Practice	2+2
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. HALUK BİRSEN, DOÇ. DR. TEZCAN ÖZKAN KUTLU

Mode of Delivery	Face to face
Prerequisites	no
Courses Recomended	Social Media Journalism, Social Media Theory and Practices
Recommended Resources	• İnternet Yayıncılığı (Ed: Halil İbrahim GÜRCAN). Eskişehir: Anadolu Üniversitesi Yayınları. 2012. ISBN: 978-975-06-1326-5.• Atikkan, Z. ve Tunç, A. (2009). Blogdan Al Haberi: Haber Blogları, Demokrasi ve Gazeteciliğin Geleceği Üzerine, İstanbul: YKY • Akar, E. (2011). Sosyal Medya Pazarlaması: Sosyal webde pazarlama stratejileri. Ankara: Efil Yayınları.• Pavlik, J. V. (2001). Journalism and New Media. USA: Columbia University Press.• Kovach, B. ve Rosenstiel, T. (2007). Gazeteciliğin Esasları. Ankara: ODTÜ Yayıncılık.• Lievrouw, L. A. (2016). Alternatif ve Aktivist Yeni Medya. İstanbul: Kafka• Özdemir, Z. ve Çetinkaya A. (Ed.) (2019) .Dijital Çağda Habercilik: Kuram ve Uygulamada Yeni Yönelimler. İstanbul: Der Yayınları.• Çetinkaya, A. (2018). İçerik üretiminden Reklama Çevrimiçi Gaztecilik. Ankara: Nobel.• Erdoğan Tosun, G. ve Kurt, H. (Ed.) (2016). Değişen Dünyada Gazetecilik. Ankara: Orion.
Work Placement	No

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction: General information about the course description, scope and functioning.	
Week - 2		What is internet publishing?: The concept of publishing, development of the Internet, characteristics of the Internet, Web 2.0, Web 3.0...	
Week - 3		What is new media?: Scope and characteristics of the concept of new media.	
Week - 4		Internet-based and computer-mediated communication, forms of communication over the Internet, digitalization, multimedia, html, interaction concepts.	
Week - 5		Broadcast types in the internet environment, classification of internet broadcasts and publishing, structural features of internet sites, news sites and general features of personal sites.	
Week - 6		What are the basic principles of design on the Internet, page design, typefaces and typography, image usage, stages of the design process, coding.	
Week - 7		Midterm exam	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 8		Internet and social media, basic features of social media, social media applications, social networks.	
Week - 9		Internet and the search for new journalism, the concept of citizen journalism, qualities of citizen journalism.	
Week - 10		Alternative and new journalism practices in the world and Turkey. Blog journalism, vlog journalism etc.	
Week - 11		Digital generations and digital literacy differences: The digital divide between digital natives, digital immigrants, digital hybrids.	
Week - 12		Internet advertising, advertorial and advergame concepts.	
Week - 13		Big data; data mining and data journalism.	
Week - 14		Student presentations.	

Learning Outcomes

#	Learning Outcome
1	Can explain the differences between traditional media and new media,
2	can explain the scope and characteristics of the concept of publishing changing with the Internet,
3	Classify the types of publications on the Internet,
4	Can explain the Web 2.0 infrastructure and the opportunities it offers in journalism,
5	can explain the basic principles of design in the internet environment,
6	Can explain the types of advertisements used in internet publishing,
7	can explain the differences between digital generations and digital literacy,
8	Can explain the relationship between big data and journalism,
9	Has the competence to evaluate examples of internet journalism.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.