Course Syllabus

Code - Course Title	**SMY202U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSOC. PROF. DR. ÇAĞLAR GENÇ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		General Features of Social Media and Political Communication	
Week - 2		The Effect of Social Media on Political Communication	
Week - 3		Political Communication Actors in Social Media	
Week - 4		Opinion Leaders and Political Communication	
Week - 5		Political Communication Methods of Political Leaders and Political Parties on Social Media	
Week - 6		Populist Politicians and Social Media	
Week - 7		Mid-term Exam	
Week - 8		Social Media and Democracy	
Week - 9		Social Media and Political Participation	
Week - 10		Relations of Politicians with Social Media	
Week - 11		Social Media and Political Campaign	
Week - 12		Social Media and Public Opinion Formation	
Week - 13		Public Diplomacy and Public Relations in Social Media	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Be able to explain the general features of social media and political communication.
2	Be able to list the political communication actors in social media.
3	Be able to explain the political communication methods of political leaders and political parties in social media.
4	Be able to explain the concepts of social media and democracy.
5	Be able to discuss the relationship between social media and political participation.
6	Be able to list the factors affecting the success of political campaigns on social media.
7	Be able to explain the effects of social media on public opinion formation.
8	Be able to explain the importance of public diplomacy and public relations in social media.

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
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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**