



**Eastern
Mediterranean
University**

"For Your International Career"

Faculty of Communication & Media Studies



PROGRAMS

Department of Journalism

Department of Public Relations & Advertising

Department of Radio, Television & Film

Department of Visual Arts & Visual Communication Design

www.emu.edu.tr



Journalism

Undergraduate Program

Department of Journalism aims to train future journalists, who are determined to be ethical in the profession, equipped with social responsibility, defending the importance and necessity of freedom of press, able to analyze the current issues from a sociological, economical, cultural and political viewpoint and last but not least, become bilingual in the national/international media avenue. The Department provides the students with a multi-dimensional education and believes that theory and practice go hand in hand.

Teaching / Learning

Department of Journalism aims to educate “investigative journalists” for modern thinking, observant and responsible media institutions of our time. Taking this aim into consideration, the multi-dimensional curriculum has been prepared to balance theory with practical aspects of journalism. Our faculty features a Media Center in addition to the in-house media EMU-TV, Radio EMU, Gündem Newspaper and GündemNet which provide students with industry-level experience. The faculty hosts a multinational mix of academicians and students, providing the students with a unique environment of multiculturalism and multilingualism.

Departmental Facilities

Traditional approaches towards journalism have been changing with the latest developments in technology. Keeping this in mind, the Department constantly upgrades its curriculum and makes it more feasible for the students' expectations. For example, Desktop Publishing and Online Journalism are two courses which would require the students to use the latest technology. Additionally, the students are able to convert their knowledge, which they have gained during courses, into practical execution at the Center of Research and Communication for Peace, EMU-TV, Gündem Newspaper and GündemNet. Moreover, the students can also become “student assistants” and contribute towards their education financially as well as gaining professional experience.

Activities / Major Accomplishments

We develop and successfully graduate students who have the qualities required to constructively and creatively work within global and national communication environments, who can comfortably and creatively employ new technologies both individually and in groups, and who exercise their industrial knowledge as critical thinkers with a sense of ethical and social responsibility. Our students are provided with the opportunity of developing their photography skills at the Photography Studio and Underwater Research and Imaging Center. Our students are also encouraged to demonstrate their understanding of journalism through a self-produced newspaper as their graduation project. Additionally, students have a chance to put theory into practice by working at Gündem Newspaper and GündemNet.

About the Degree Program

The education at the department is centered round a tripod: Journalism courses which are geared towards the profession; Communication courses which are theoretical; and University electives which are based on general education practices. Especially the last two years are mostly geared towards professional theories and practice. While Photography is offered as a compulsory course, underwater photography course is offered as an elective. As well as theory, students are provided with opportunities aiming to develop their practical skills. Students must do internship for 40 days in one of the respected newspapers before graduation. Each student is expected to produce a six-page newspaper as the senior project which will be evaluated by a jury of five, two of which will be established journalists from the field. Every news story, photograph and other material used in the newspaper are expected to be original.



Career Opportunities and Graduates

The students, who graduate from the Department of Journalism, would be equipped with the theoretical and practical knowledge of the industry. Students, upon graduation, will be able to pursue job opportunities at national and international newspapers as journalists, sports reporters, photography reporters, photo editors, editors in chief, editors, news coordinators, directors of news, publication coordinators, and magazine news reporters. Graduates of the department can also work at newspaper representative offices and online journalism sector.

Academics

Prof. Dr. Süleyman İrvan
Assoc. Prof. Dr. Hanife Aliefendioğlu
Assoc. Prof. Dr. Nurten Kara
Assoc. Prof. Dr. L. Doğan Tılıç
Assist. Prof. Dr. Bekir Azgın
Assist. Prof. Dr. Levent Kavas

Curriculum

Year I / Fall

Introduction to Communication Studies
 Reading Room: Text and Image
 Turkish for Media
 Computing for Communication
 Communication in English I
 Atatürk's Principles and Turkish Reforms
 Turkish as a Second Language

Year I / Spring

Media Literacy
 Basic Photography
 Movie Theatre: Film and Drama
 Sociology of Communication
 Communication in English II

Year II / Fall

Introduction to Journalism
 Fundamentals of Screen Production
 Political Communication
 Communication in History
 Political Economy of Communication

Year II / Spring

History of Journalism
 University Elective
 Desktop Publishing
 Theories of Mass Communication
 Communication Research

Year III / Fall

University Elective
 News Writing and Reporting
 Newspaper Design
 Area Elective
 Area Elective

Year III / Spring

Cultural Studies
 Advanced News Writing
 Online Journalism
 University Elective
 Area Elective

Year IV / Fall

Literary Styles in Journalism
 Legal and Ethical Issues in Communication
 Broadcast Journalism
 Area Elective
 Area Elective
 Internship

Year IV / Spring

New Communication Paradigms
 Graduation Project
 Sociology of Journalism
 Area Elective
 Area Elective

Faculty	Communication & Media Studies
Department	Journalism
Degree	Bachelor of Arts
Duration	4 years
Medium of Instruction	English
Graduate Degree	Master of Arts Doctor of Philosophy
Tel	+90 392 630 2006
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e-mail	jour@emu.edu.tr
Web	http://fcms.emu.edu.tr
Application	http://www.emu.edu.tr/ registrarsoffice/registrarsoffice.aspx

Further Information and Liaison Offices
<http://www.emu.edu.tr/contactus/liaisonoffices.aspx>



Public Relations & Advertising

Undergraduate Program

The Department of Public Relations and Advertising at Eastern Mediterranean University aims to educate and train ethically responsible and creative communication experts who are skilled in the use of the latest technological and managerial tools, and who have the theoretical knowledge, background and training to meet the changing needs of the related sectors in the contemporary globalized world.

Teaching / Learning

The Department strives to provide students with a strong theoretical foundation while also according them the opportunity to apply the acquired theoretical knowledge into practice through mandatory Projects in Public Relations, Advertising, creative Non profit organizations, etc. Consequently, students apply and learn from their applications basic techniques and methods such as creative script writing, desktop publishing, graphic design, market research, customer care & representation, integrated marketing, marketing public relations, and designing campaigns for both PR and Advertising for a variety of situations and causes. As a result, students are often able to develop project portfolios and submit such projects into national and international competitions that, in turn, give them advantage in the job market.

Departmental Facilities

Public Relations and Advertising Project Center based in the Department provides the students opportunities for learning integrated marketing communications and public relations and advertising campaigns. Starting with research, students apply what they have learned regarding goals, strategic planning and creativity, and developing tactics. The center, which functions as a practical workshop, provides students with the experience they need by developing professional projects in collaboration with the sector. The Center is also significant in that the projects accomplished in the center have won different awards in international and national competitions.

Activities / Major Accomplishments

Activities in the Projects Center, regular invitation of guest speakers to the Department, as well as academic staff participation in national, regional and international conferences are the highlights of the Department's vocational life. Academic staff continue to be involved in international conferences – through presentation of papers and in publications; leading to creation and strengthening of linkages between the Department and other institutions of learning in the region and around the world. Active linkage between the Department and industry is maintained through regular, and ongoing involvement of well known people in the industry as external jurors for the Department's Senior Projects class presentations every Semester. The Department is a corporate member of European Communication Research Association (ECREA).

About the Degree Program

All students following the new PRA curriculum are required to declare their chosen track of specialization as either Advertising or Public Relations. This decision should be based on a student's evaluation of his or her own career interest and plans, having taken introductory courses to Advertising, PR, Marketing, and IMC- and with the help of an Academic Advisor. This decision should be made at the beginning of a student's 5th Academic term/Semester. Please note that students following the new curriculum are required to do only one Senior Project—which should be in their chosen track—either Advertising or Public Relations.

Career Opportunities and Graduates

PRA graduates are equipped to competently work in a variety of public relations and advertising specialist positions in private firms or public sector; in the hospitality industry; as information officers; as media experts/press relations; public/corporate affairs managers in private and public administration or government departments; as marketing/PR experts in the non profit sector or as consultants. Their work ranges from taking part in central strategic planning of firms to working in departments such as customer relations, strategic creativity, market research or media planning. PRA graduates also find work in the information, customer relations, public relations, and advertising departments of media institutions like newspapers, magazines, radio stations and television channels.



Academics

Assoc. Prof. Dr. Tuğrul İlter
 Assist. Prof. Dr. Baruck Opiyo
 Assist. Prof. Dr. Zerrin Oral Kavas
 Assist. Prof. Dr. Ülfe Kutoğlu
 Senior Inst. Umüt Ayman
 Senior Inst. Aqah Gümüř
 Inst. İpek Halim
 Inst. Anıl Kemal
 Inst. Serkan řen

Curriculum

Year I / Fall

Introduction to Communication Studies
 Reading Room: Text and Image
 Computing for Communication
 Communication in English I
 Atatürk's Principles and Turkish Reforms
 Turkish as a Second Language
 University Elective

Year II / Fall

Introduction to Marketing for PRA
 Social Psychology for PRA
 Introduction to Marketing for Public Relations & Advertising
 Social Psychology for Public Relations & Advertising
 University Elective

Year III / Fall

Persuasive Writing for PRA
 Marketing Communication for Social Responsibility
 Organisational Paradigms for PRA
 Area Elective
 University Elective

Year IV / Fall

New Media for Marketing Communication
 Campaign Design
 Legal and Ethical Issues in Communication
 Area Elective
 Area Elective

Year I / Spring

Media Literacy
 Movie Theatre: Film and Drama
 Sociology of Communication
 Communication in English – II
 Basic Photography

Year II / Spring

Integrated Marketing Communications
 Approaches to Influence and Persuasion
 Communication Research
 Theories of Mass Communication
 Management Approaches for PRA

Year III / Spring

Cultural Studies
 Public Relations and Society
 Advertising and Society
 Area Elective
 Area Elective

Year IV / Spring

New Communication Paradigms
 Presentation Skills for PRA
 Senior Project
 Area Elective
 Area Elective

Faculty Communication & Media Studies

Department Public Relations & Advertising

Degree Bachelor of Public Relations & Advertising

Duration 4 years

Medium of Instruction English

Graduate Degree Master of Arts

Doctor of Philosophy

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Radio, Television & Film

Undergraduate Program

The Department of RTVF offers a creative and critical educational environment that meets the needs and expectations of future media professionals both in terms of their technical skills and in terms of their global knowledge and sense of social responsibility. The RTVF curriculum at EMU engages these dynamic developments with the goal of graduating students who have the media skills and the knowledge necessary to participate creatively and critically as media professionals or to continue to the graduate level.

Teaching / Learning

Eastern Mediterranean University's Radio-TV and Film Studies students develop an appreciation for the world through their critical and creative engagement with the media arts. This wide view, combined with the expansion of their social and cultural horizons lends toward the creation of projects and programs that can compete successfully on the world stage. Radio-TV and Film Studies student projects compete for international recognition and professional/scholarly awards at the international level in photography, video and audio competitions and international media arts festivals. Moreover, those students who take a scholarly track may take the opportunity to prepare research papers and multi-media performances for presentation at international communication and media studies conferences.

Departmental Facilities

The RTVF Department offers students a wide range of production opportunities through Radio EMU which broadcasts on 106.5 Mhz. and EMU TV studios. Both EMU Radio and TV offer hands-on production experience in preparation for future careers in the media professions. Students can also gain experience through the University Media Center producing a variety of contemporary genres and styles including drama, documentary and news production, among many others. RTVF also offers a unique opportunity to participate in the University's Underwater Photography and Video Research Center.

Activities / Major Accomplishments

Some of our notable awards include Aydın Doğan Young Communicators' Award, International Istanbul 1001 Documentary Film festival, Rastgele International Fishermen and Sea Documentary Festival, Altın Safran Documentary Film Festival, and Kemer International Underwater Days and Ivy Film Festival.

About the Degree Program

The first two years accents liberal-arts general education combined with foundation courses in communication studies and media production practice. The foundation courses prepare students for creative and intellectual work at intermediate and advanced levels of media production. Year three is focused on intermediate production practices and skills that are necessary for advanced university level media production practice in combination with media studies courses that encourage ethical, intellectual, aesthetic and professional considerations. Year four provides enhanced opportunities for individual creativity from conceptualization through final editing and presentation of semester-long independent projects.

Career Opportunities and Graduates

Graduates of the Radio-TV and Film Studies program who successfully compete for placements in national and private radio and television industries, private production companies, and state broadcasting corporations are all equipped with the philosophy of life long learning. Our graduates work as correspondents, journalists, producers, on-air announcers, editors, scriptwriters, camerapersons, sound and light specialists, video and editing operators, DJs and art directors. Graduates also secure employment in on-line newspapers, state institutions and in the publishing, broadcasting units of the state and civil non-profit organizations.



Academics

Assist. Prof. Dr. Melek Atabey
 Assist. Prof. Dr. Mashoed Bailie
 Assist. Prof. Dr. Pembe Behçetoğulları
 Assist. Prof. Dr. Bahire Özad
 Sen. Inst. Denis Derleyen
 Sen. Inst. Ahmet Goran
 Sen. Inst. Altuğ Işığan
 Sen. Inst. Ozan Konrot
 Inst. Derviş Zaim
 Inst. Hakan Öviz

Curriculum

Year I / Fall

Introduction to Communication Studies
 Reading Room: Text and Image
 Computing for Communication
 Communication in English I
 Turkish for the Media
 University Elective
 Turkish as a Second Language
 Atatürk's Principles and Turkish Reforms

Year I / Spring

Media Literacy
 Sociology of Communication
 Movie Theater: Film and Drama
 Communication in English II
 Basic Photography

Year II / Fall

Fundamentals of Screen Production
 Communication in History
 Script Writing
 University Elective
 Political Communication

Year II / Spring

Theories of Mass Communication
 Fundamentals of Radio Production
 Key Concepts in Film Studies
 Introduction to Video
 Communication Research

Year III / Fall

Audio Production Techniques
 University Elective
 Social History of the Cinema
 Area Elective
 Area Elective

Year III / Spring

Cultural Studies
 Understanding Broadcast Media
 Media Aesthetics
 University Elective
 Area Elective

Year IV / Fall

Legal and Ethical Issues in Communication
 Senior Project in RTVF I
 Broadcast Journalism
 Area Elective
 Area Elective
 Internship

Year IV / Spring

New Communication Paradigms
 Senior Project in RTVF II
 Radio Broadcasting
 Area Elective
 Area Elective

Faculty Communication & Media Studies

Department Radio-Television & Film

Degree Bachelor of Arts

Duration 4 years

Medium of Instruction English

Graduate Degree Master of Arts

Doctor of Philosophy

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Visual Arts & Visual Communication Design

Undergraduate Program

With the progression and the convergence of the communication discipline with computer sciences, multimedia has developed rapidly, and as a result multimedia studies has become a whole new area in Communication Studies. The aim of the Department is both to develop students' knowledge of design and production with practical work built on an artistic background, and to motivate students to criticize messages, tools and media in an artistic, cultural and social context.

Teaching / Learning

The Department aims to bring artistic and technical education/creativity together with the advantages of the communication field's interdisciplinary qualities. With reference to the course program, the department aims at developing a student profile who can produce unique and high quality work/projects using digital media in special fields such as TV, video, cinema, animation by transforming new and recent communication technologies into a creative/artistic process; has an ethical responsibility; and is able to analyze any work mentioned above including the offered core theoretical courses. Therefore, the distinction of the Faculty of Communication's Department of VACD is to graduate students who have multidimensional and completing skills, as well as ones who are able to cope with the intensity of the interdisciplinary field.

Departmental Facilities

The Department mainly uses the basic design workshops and computer labs structured for multimedia and graphic design, and are supported by animation/video design labs and photography studios. The program offers opportunities to the other departments of the faculty and the university, while using the faculty's television studios, audio studios, editing suites and video equipment. The program also helps students interact with other disciplines, mostly radio, film, TV, advertising, PR and journalism to familiarize them with the multidisciplinary structure of communications.



Activities / Major Accomplishments

The Department is proud to have some of the very talented and active faculty members, who have won numerous local and international awards and are well respected in the field. Apart from their artistic sides, faculty members are also active researchers in their field of interest, who continuously participate in conferences and publish in reputable journals. Being part of a productive department, students are regularly representing our department in respected competitions, where they have become winners of three top prizes in the last two years. The Department also includes the "VACD Design Center," which was formed to provide students with the opportunity to work on real-life projects. Each year, the Department is also the host of two international events, "Grafica versus Grafica" and "Transmedia," that give the students the chance to meet and listen to the reputable personas in the field.

About the Degree Program

Because the field of visual communication design is quite a broad one, the Department divided the program into three branches, namely graphic design, web design, and motion graphics. In this context, the first two years students take common courses that are centered on introducing basic design skills, observations and production. After the second year, students, based on their skills and interest, choose one of the three aforementioned branches to specialize in. Thus, the courses they take in their third and fourth year are geared toward providing the students with the essential skills and techniques in the field of their interest.

Career Opportunities and Graduates

The students who complete the Visual Arts and Visual Communication Design Program, with their multidisciplinary and creative background as well as their skills regarding recent communication technologies may work in many areas related to the field of communications. The graduates may have opportunities to work as designers in multimedia, animation, graphic or sound design companies, develop web sites, work in camera or editing teams at production houses, design interactive CDs or DVDs, work as professional photographers, and creative art directors at advertising agencies. Also, the students have the opportunity to be part of the academic field.



Academics

Assist. Prof. Dr. Senih Çavuşoğlu
Assist. Prof. Dr. Ümit İnatçı
Assist. Prof. Dr. Fırat Tüzünkan
Dr. Aysu Arsoy
Inst. Albert Vandellos
Inst. Halil Güresun



Curriculum

Year I / Fall

Introduction to Communication Studies
 Perception & Design Concepts
 Introduction to Computer Graphics
 Communication in English I
 Turkish as a Second Language
 Atatürk's Principles and Turkish Reforms

Year II / Fall

Graphic Design
 History of Design
 Typography
 University Elective I

Year III / Fall

Visual Representation
 Design Major I
 Area Elective
 University Elective III

Year IV / Fall

Interdisciplinary Design Studio
 Legal and Ethical Issues in Communication
 Art-Design and Media
 Area Elective
 Area Elective

Year I / Spring

Media Literacy
 Sociology of Communication
 Human Centered Design
 Communication in English II

Year II / Spring

Theories of Mass Communication
 Sight-Sound & Motion
 Desktop Publishing
 University Elective II
 Summer Practice I

Year III / Spring

Concepts in Art and Design
 Design Major II
 Area Elective
 Area Elective
 Summer Practice II

Year IV / Spring

Senior Project in VACD
 Portfolio Design
 Area Elective
 Area Elective

Faculty *Communication & Media Studies*

Department *Visual Arts & Visual Communications Design*

Degree *Bachelor of Arts*

Duration *4 years*

Medium of Instruction *English*

Graduate Degree *Master of Arts
 Doctor of Philosophy*

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