

	ARUCAD New Media and Communication, Program Educational Objectives (PEO)
PEO1	To be able to analyze the scientific, social, economic, legal, political, and cultural dimensions of communication and new media with an interdisciplinary perspective, and to generate consistent and comprehensive ideas based on this knowledge.
PEO2	To comprehend new media and communication theories, their historical development, and contemporary approaches; to interpret them critically; and to manage research, planning, content development, and implementation processes with a creative and critical approach.
PEO3	To effectively use various media tools such as video production, sound recording, photography, graphic design, web development, digital publishing, motion graphics, and interactive design purposefully and efficiently.
PEO4	To use information and communication technologies, software, programs, and digital applications effectively to produce creative solutions; and to responsibly and innovatively integrate artificial intelligence and data-driven media tools.
PEO5	To conduct intra- and interdisciplinary teamwork; to actively take part in project-based collaborations and establish effective communication.
PEO6	To carry out media and communication work with awareness of professional ethics, sustainable development goals, public interest, and social benefit.
PEO7	To evaluate the universal, social, and legal impacts of communication projects, and to be sensitive to principles of cultural diversity, inclusivity, and freedom of expression.
PEO8	To gain knowledge and experience of current professional practices through internships, sectoral collaborations, and applied projects.
PEO9	To have knowledge and skills in entrepreneurship and business development, enabling the initiation of innovative projects in new media and participation in the creative industries.
PEO10	To complete at least two non-departmental courses within the curriculum and acquire knowledge and skills from different disciplines.
PEO11	To know and apply occupational health and safety standards in media production processes.
PEO12	To communicate effectively in at least one foreign language (at B1 level or above) in both oral and written forms related to the field, and to take an active role in international media environments.