

ARKIN UNIVERSITY OF CREATIVE ARTS AND DESIGN
GRADUATE EDUCATION AND RESEARCH INSTITUTE
Communication Studies Ph.D. Proficiency Exam Guide

The proficiency exam is the evaluation of whether or not the student who completes the courses and seminars has the depth of scientific research related to the basic topics and concepts in the field and the doctoral study. A student admitted with a master's degree must take the proficiency exam by the end of the fifth semester at the latest, and a student admitted with a bachelor's degree by the end of the seventh semester at the latest. In order to take the doctoral proficiency exam, students must have completed their courses and seminars, and students who will take the proficiency exam must register for this course at the beginning of the semester they will take the exam. In order to take the exam, the candidate must obtain the approval of his/her advisor and petition his/her department at least one month before the exam. The candidate must submit the text written for the oral (field) exam and the petition. In case of failure in the Ph.D. proficiency examination, the candidate is given a second chance for the following examination period. Candidates who are not successful in the second attempt are dismissed from the doctoral programme.

The doctoral proficiency exam consists of written and oral exams that will determine the student's ability and inclination to conduct research in the relevant field of science. The student who succeeds in the written exam is admitted to the oral exam. The candidate is considered successful if he/she passes both sections.

- Doctoral proficiency exam dates are determined by the Graduate School Administrative Board to be held in the fall and spring semesters and announced on the Institute's website.
- The weight of the proficiency written and oral exams in the whole exam is 50%.
- The written section is carried out in a single session.
- The duration of the exam is 180 minutes.
- The written section covers a total of 7 areas. Written section questions may cover the titles given under basic subjects at undergraduate, graduate and doctoral levels. The undergraduate, graduate and doctorate courses covering the subjects are listed below.
- In the written exam, there is one question from each field. The student has to answer 4 of these questions.
- Each question answered in the written section is evaluated over 25 points. In order to be successful in the written exam, the student must obtain at least 75/100 points.
- The oral section may include questions covering topics in the written section, specific areas of study under the heading of the oral exam, as well as areas related to the candidate's doctoral thesis topic.
- Students are required to be successful in both the written and oral sections and score no less than 75¹ points in the written exam, no less than 60 points in the oral section, and at least 75 points on average.

WRITTEN EXAMINATION

- The written exam covers 7 areas
- There is one question from each area and the student is required to answer five of these questions.

Fundamentals of Communication	
Related Topics	COMM101 Fundamentals of Communication

¹ ARUCAD Graduate Regulations; in accordance with the article 11, the GPA of the PhD must be at least 3.00. 3.00 = corresponds to the letter grade B. The letter grade B is in the range of 75-79 points.

Topics	<ul style="list-style-type: none"> • Explaining and introducing the basic concepts of communication • Explaining the types of communication • Introducing basic communication models • Making a general introduction to communication theories • To provide general information about the methods of media texts analysis in the field of communication • ...
Primary Sources	<p>Fiske, John. (2011). <i>Introduction to Communication Studies</i>. Third edition. London & New York: Routledge.</p> <p>Hartley, John. (2020). <i>Communication, Cultural and Media Studies: The Key Concepts</i>. Fifth edition. London & New York: Routledge.</p>
History of Communication	
Related Topics	COMM102 History of Communication
Topics	<ul style="list-style-type: none"> • Gaining a critical perspective on the concept of history • To evaluate concepts such as information, communication, oral and written culture, mass media, events and facts related to them around their social and historical contexts • To have knowledge about the change that types of communication go through over time • ...
Primary Sources	<p>Heyer, Paul & Urquhart, Peter. (eds). (2019). <i>Communication in History: Stone Age Symbols to Social Media</i>. Seventh edition. London & New York: Routledge.</p> <p>Philip A. Loubere. <i>A history of communication technology</i>. New York, NY: Routledge, 2021.</p>
Theories of communication	
Related Topics	COMM201 Theories of Communication
Topics	<ul style="list-style-type: none"> • Mass, mass communication and mass media theories • Early American Communication Studies I: The Chicago School • Early American Communication Research II: The Paradigm of Strong Effects • Impact Problem in Post-World War II Communication Studies: From Limited Influences to Strong Effects • Frankfurt School, Critical Theory and Culture Industry • British Cultural Studies & Political Economy of Communication • Time, Space and Communication: Technological Paradigms • Modernity, Postmodern Situation and General Evaluation

	<ul style="list-style-type: none"> • ...
Primary Sources	<p>Floyd, Kory; Schrodt, Paul; Erbert A. Larry; Tretheway, Angela. (2017). <i>Exploring Communication Theory: Making Sense of Us</i>, New York & London: Routledge.</p> <p>Griffin, E. (2014). <i>A First Look at Communication Theory</i> (9th ed.). New York, NY: McGraw Hill.</p> <p>Marshall Berman, (June 7, 1988), <i>All That Is Solid Melts into Air: The Experience of Modernity Reissue Edition</i>. Penguin Books; Reissue edition</p> <p>Louis Althusser Preface By Etienne Balibar Introduction By Jacques Bidet Translated By G. M. Goshgarian, (2014), <i>On The Reproduction of Capitalism III Ideology And Ideological State Apparatuses</i>, Verso, London</p> <p>David Chaney, 1996, <i>Lifestyles (Key Ideas)</i> (Paperback), Routledge</p>
Communication Sociology	
Related Topics	COMM202 Sociology of Communication
Topics	<ul style="list-style-type: none"> • Explaining in which areas communication sociology operates • Demonstrate and discuss the relationships between communication and social life and gain a critical perspective on these issues • Questioning the relationship between communication tools and daily life, enabling it to be able to discuss <ol style="list-style-type: none"> a. Universalization networks, b. Cultural factory, c. The power of propaganda d. Globalization: Post-national economic networks e. Internet and network society f. Metaverse and its social reflections g. Virtual reality and social life h. Neil Postman and Technopoli i. ...
Primary Sources	<p>“Walter Benjamin: The Work of Art in the Age of Mechanical Reproduction.” https://www.youtube.com/watch?v=blq9sClyXgA.</p> <p>Baudrillard, Jean. 1994. “The Precession of Simulacra.” <i>Simulacra and Simulation</i>. Translated by Sheila Faria Glaser. Michigan: The University of Michigan Press, pp. 1-42.</p> <p>Benjamin, Walter. 2007. “The Work of Art in The Age of Mechanical Reproduction.” In <i>Illuminations</i>, edited by Hannah Arendt, 217-251. New York: Schocken Books.</p> <p>Burkhardt, Joanna M. "History of fake news." <i>Library Technology Reports</i> 53, no. 8 (2017): 5-9. https://journals.ala.org/index.php/ltr/article/viewFile/6497/8631.</p> <p>Ferraris, Maurizio. "New realism as positive realism." <i>Research in Hermeneutics, Phenomenology and Practical Philosophy</i> (2014): 172-213. http://metajournal.org/articles_pdf/172-213-ferraris-meta-special-2014.pdf.</p> <p>Freelon, D., & Wells, C. (2020). Disinformation as political communication. <i>Political communication</i>, 37(2), 145-156. https://www.tandfonline.com/doi/epdf/10.1080/10584609.2020.1723755?needAccess=true&role=button.</p>

	<p>Hall, Stuart. "Encoding and Decoding in the Television Discourse." Paper for the Council of Europe Colloquy on "Training in the Critical Reading of Televisual Language". Organized by the Council & the Centre for Mass Communication Research, University of Leicester, September 1973. http://epapers.bham.ac.uk/2962/1/Hall%2C_1973%2C_Encoding_and_Decoding_in_the_Television_Discourse.pdf.</p> <p>Hebdige, Dick. "Contemporizing 'subculture': 30 years to life." <i>European Journal of Cultural Studies</i> 15, no. 3 (2012): 399-424. https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=4de8821e0258c54509be5be7d429127e1d30131b.</p> <p>McDougall, Julian. <i>Media Studies: The Basics</i>. Routledge, 2012, pp. 109-143</p> <p>McIntyre, Lee. "What is Post-Truth?" <i>Post-truth</i>. MIT Press, 2018, pp. 1-16.</p> <p>Postman, Neil. <i>Amusing Ourselves to Death: Public Discourse in the Age of Show Business</i>. Twentieth Anniversary Edition., 2005. pp. 155-163.</p> <p>Postman, Neil. <i>Technopoly</i>. New York: Vintage Books, 1993, pp. 123-143</p> <p>Schwartz, A. Brad. "The Infamous 'War of the Worlds' Radio Broadcast Was a Magnificent Fluke." https://www.smithsonianmag.com/history/infamous-war-worlds-radio-broadcast-was-magnificent-fluke-180955180/.</p> <p>Spielberg, Steven. (director). <i>Ready Player One</i>. 2018. Warner Bros. Pictures.</p> <p>Turner, Graeme. <i>Film as Social Practice</i>. Third edition. London & New York: Routledge, 1999, pp. 111-150.</p> <p>van Dijk, Jan A.G.M. <i>The Network Society: Social Aspects of New Media</i>. Second edition. London, Thousand Oaks, New Delhi, 2006, pp. 19-41.</p> <p>Ways of Seeing, Episode 1: https://www.youtube.com/watch?v=0pDE4VX_9Kk.</p>
Cultural Studies	
Related Topics	COMM501 Cultural Studies
Topics	<p>To discuss the importance of cultural studies in the field.</p> <ol style="list-style-type: none"> The English tradition Meaning (encoding/decoding) Ideology Hegemony Psychoanalysis Audience researches Postmodernism and politics ...

Primary Sources	<p>Ang, Ien. (1990). "Culture and Communication: Towards an Ethnographic Critique of Media Consumption in the Transnational Media System." <i>European Journal of Communication</i>. 5(2). (June 1990), pp. 239–60. https://doi.org/10.1177/0267323190005002006.</p> <p>Ang, Ien. (1995). "The Nature of the Audience." In John Downing, Ali Mohammadi & Annabelle Sreberny (eds). <i>Questioning the Media: A Critical Introduction</i>. Thousand Oaks: Sage, pp. 207-220.</p> <p>Curran, James. "The New Revisionism in Mass Communication Research: A Reappraisal." <i>European Journal of Communication</i> 5, no. 2 (June 1990): 135–64. https://doi.org/10.1177/0267323190005002002.</p> <p>Felski, Rita. (2003). "Modernist Studies and Cultural Studies: Reflections on Method." <i>Modernism/Modernity</i>. 10(3), pp. 501-517. doi:10.1353/mod.2003.0059.</p> <p>Hall, S. (1982). "The Rediscovery of 'Ideology': Return of the Repressed in Media Studies." In T. Gurevitch, M. Bennet, J. Curran, & J. Woollacott (Eds.), <i>Culture, Society and the Media</i> (pp. 56-90). London: Methuen.</p> <p>Hall, Stuart. (1980). "Cultural Studies: Two Paradigms." <i>Media, Culture & Society</i>. 2(1), pp. 57-72. https://doi.org/10.1177/016344378000200106.</p> <p>Hartley, John. (2004). <i>Communication, Cultural and Media Studies: The Key Concepts</i>. Third Edition. London & New York: Routledge.</p> <p>Jameson, Fredrick. (1991). <i>Postmodernism, or the Cultural Logic of Late Capitalism</i>. Duke University Press, pp. 53-92.</p> <p>McRobbie, Angela (1986). "Postmodernism and Popular Culture." <i>Journal of Communication Inquiry</i>. 10(2), June, pp. 108–16. https://doi.org/10.1177/019685998601000209.</p> <p>Morley, David. (1992). "Populism, revisionism and the 'new 'audience research.'" <i>Poetics</i>. 21(4). pp. 339-344. https://doi.org/10.1016/0304-422X(92)90012-R</p> <p>Radway, Janice. (1988). "Reception study: Ethnography and the problems of dispersed audiences and nomadic subjects." <i>Cultural Studies</i>, 2(3), pp. 359-376. DOI: 10.1080/09502388800490231.</p> <p>Sardar, Ziauddin & Van Loon, Borin. (1999). <i>Introducing Cultural Studies</i>. Cambridge & New York: Icon Books UK & Totem Books USA.</p> <p>Turner, Graeme (2019). "Approaching the cultures of use: Netflix, Disruption and the Audience." <i>Critical Studies in Television</i> 14 (2), pp. 222-232. https://doi.org/10.1177/1749602019834554</p> <p>Turner, Graeme. (2003). <i>British Cultural Studies: An Introduction</i>. Third edition. London & New York: Routledge.</p>
Research Methods	
Related Topics	GRAD601 Advanced Research Methods and Scientific Ethics

Topics	<ul style="list-style-type: none"> • Understanding what scientific research is and what it is not • To raise awareness about the important aspect of the nature of knowledge and the value of the scientific method. • The concept is to discuss what each research project-research problem is- and what a researchable problem is. • To evaluate the literature, to create various resources related to research objectives • Identify and justify the key components of the research framework related to the research problem being done • Explaining how researchers will collect research data • How to specify sources, using the American Psychological Association (APA) • Learning a language to be used in an academic written study • To come up with a reliable research proposal • Recognizing and warning of common errors in the field of research methodology
Primary Sources	<p>American Psychological Association (2010). Publication manual of the American Psychological Association (6th ed.). Washington, DC: Author.</p> <p>Babbie, Earl. The Practice of Social Research with CourseMate 13th Edition. Cengage Learning.</p> <p>Candy, L. and Edmonds, E.A. (2011), Interacting: Art, Research and the Creative Practitioner, Faringdon, UK: Libri Publications Ltd.</p> <p>DiTiberio, J. K. & Jensen, G. H. (1995). Writing and personality: Finding your voice, your style, your way. Palo Alto, CA: Davies-Black Publishing.</p> <p>Kara, Helen, Gergen, Kenneth J., Gergen, Mary M. (2014). Creative Research Methods in the Social Sciences: A Practical Guide: Policy Press. ISBN: 978-1447316275</p> <p>Lucas, Ray (2016). Reseach Methods for Architecture. UK: Laurence King Publishing.</p> <p>Neuman, W.L. (2004). Basics of social research: Qualitative and quantitative approaches. Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.</p> <p>Sheppard, Valerie, Research Methods for the Social Sciences: An Introduction, BCCampus- e-book: https://pressbooks.bccampus.ca/jibcresearchmethods/</p> <p>Somekh, B& Lewin, C. (2004). Research Methods in the Social Sciences. SAGE Publications Inc. ISBN:978-0761944027</p> <p>Sullivan, G. (2010), Art Practice as Research: Inquiry in Visual Arts, 2nd Ed, Sage.</p>
Digitalization and Communication	
Related Topics	COMM502 Digitalization and Communication

Topics	<ul style="list-style-type: none"> • To be able to explain the basic theoretical concepts in digital sociology and digital cooperation • Digital policy • Cybertechnology and new media • Demonstrate a basic understanding of how the internet and social media are analysed sociologically and to independently grasp theoretical discussions in the field of digital sociology • Digitization and social change, • Digitalization and power inequalities • Digitalization and democracy, • Digitalization and surveillance, • Developing a basic understanding of the relationships between digitalization, work and job participation and defining them independently. • To be able to prepare, manage and conduct oral and written discussions about digital sociology • To have the ability to independently reflect on the problems of digitalization, technology, social relations and social change in the ways that research and theory give information. • Demonstrate independent core skills in conducting theoretically informed analyses of issues related to digitization, technology, social relationships, and social change • To take a critical investigative approach to questions in digital sociology, to discuss one's position in relation to such questions.
Primary Sources	<p>Daniels, J. Gregory, K. and Cottom, T. M. (2017). <i>Digital sociologies</i>. UK: Policy Press.</p> <p>Johnson, K. O. and Prior, N. (2013). <i>Digital Sociology: Critical Perspectives</i>. New York, USA: Palgrave Macmillan.</p> <p>Lupton, D. (2015). <i>Digital sociology</i>. Routledge.</p> <p>Marres, N. (2017). <i>Digital sociology: the reinvention of social research</i>. Malden, MA.</p> <p>Power, A. and Kirwan, G. (2014). <i>Cyberpsychology and new media: A thematic reader</i>. UK: Psychology Press.</p>

ORAL EXAM (Field Exam)

Purpose of the Exam

It is to evaluate the student's ability and potential to carry out research at the doctoral level and to encourage the student to begin research early.

Pre-Exam Expectations from the Student

- The student determines a topic in the field in which he/she will do his/her doctorate.
- The student makes a contribution in the selected topic as described below.

- The student prepares the research as a written text in "Thesis Proposal" format with a minimum of 6 and a maximum of 8 pages.
- For this written text, the thesis Originality Report must be prepared and signed by the thesis advisor. The similarity rate should be a maximum 20%. The Originality Report is obtained using Turnitin (<http://www.turnitin.com>) or Ithenticate (<http://www.ithenticate.com>) plagiarism software. For the originality report, it is sufficient to print out the first page on which the similarity rate is written.
- The student submits the text prepared at the latest 1 month before the exam together with the Originality Report and the exam application petition.

Expectations from the Student During the Exam

- Explain the work with a presentation of a maximum of 20 minutes.
- Answer questions about the presentation for 20 minutes.
- Answer questions about the general area they have chosen for 20 minutes regardless of the subject they are presenting (the question and answer part can be extended if the jury deems it necessary).

Expected Contribution

The student may choose to contribute in one or more of the following types:

- **Literature Review:** A literature summary is expected in every study; however, a student selecting this category is required to investigate the literature in greater depth, compare previous studies by identifying their advantages and disadvantages, and, in short, analyze and synthesize the literature on the chosen topic.
- **Implementation:** The student is expected to apply the methods presented in an article selected together with the supervisor, produce results, and, if applicable, conduct trials by modifying various parameters.
- **Original Method:** The student is expected to propose an original method on a selected topic and produce results by implementing this method.
- **Comparison:** The student is expected to compare multiple methods—selected jointly with the supervisor, either theoretically or experimentally, and discuss and evaluate the outcomes of this comparison.
- **Theoretical Contribution:** The student is expected to develop a new theoretical approach (such as a formula, theory, proof, etc.) and demonstrate its validity, applicability, and underlying logic.
- **Case Study:** The student is expected to apply a method or process from the literature to a realistic problem and evaluate the resulting outcomes.

Scoring

The student's success in the oral exam is evaluated according to the following scoring chart. According to this chart, the candidate who achieves 60 or more points from a jury member is deemed "successful" by that jury member. The candidate who is deemed successful by at least three jury members passes the Qualification Exam.

Proportional Distribution		Score (0-100)
40%	Written text	
20%	Presentation and presentation-related questions	

Proportional Distribution		Score (0-100)
40%	General questions on the selected field	
	Weighted Total:	

General Principles Regarding the Administration of the Exam

- For each student taking the examination, the PhD Proficiency Committee appoints five jury members who hold a doctoral degree and are experts in the relevant field, including the student's advisor. It is essential that the jury members read the student's submitted text before the examination and prepare the questions they will ask during the exam.
- The PhD Proficiency Committee appoints one of the jury members as the chair. The jury chair is responsible for conducting and overseeing the examination.
- The written text prepared by the student must be original. It must not consist of quotations compiled from other works.
- Jury members may conduct plagiarism checks on the written texts submitted by students using Turnitin (<http://www.turnitin.com>), of which our university is a member.
- A study previously prepared for a master's thesis may not be used directly for this examination. Even if the topic has not changed, the student is expected to have made an additional contribution beyond the master's work.
- An article for which the student is the primary author (whether accepted for publication or not) may be used for this examination. The article to be presented must not have been used previously by another student for this exam. If the article has been published elsewhere, no more than 12 months must have passed since its publication date.
- In the case of failure on the first attempt, a new topic will be determined, or if the presented work will be continued, the jury will inform the student about the expectations for the second attempt.
- If the student takes the examination a second time, they must submit an additional document explaining the changes made, together with the final version of their work, to the jury.