

## **Mission of the New Media and Communication Department**

Our New Media and Communication programme aims to educate innovative individuals who aim to understand the communication forms of the digital age at a conceptual level, to use technological developments creatively and to develop critical media literacy skills.

Our programme is structured to enable students to learn contemporary communication theories, digital media dynamics and interactive technologies in a theoretical and applied context. Students can develop effective communication strategies on different digital platforms by gaining skills in areas such as content production, digital storytelling, new media journalism, social media management, digital publishing, interactive media design, online campaign development and audiovisual production.

The programme, which attracts attention with its interdisciplinary structure, brings together fields such as media studies, communication technologies, digital culture, visual communication, cultural studies and social transformation with a holistic approach. In this way, students are trained as professionals who can develop creative and critical solutions in both individual and collective production processes and adapt to global media environments.

The New Media and Communication programme enables students to develop their technical skills in media production by supporting them with modern studio, laboratory, audio and video production infrastructure. The programme also strengthens students' intellectual background with current and theoretical issues such as media ethics, digital citizenship, algorithmic culture, data literacy and surveillance society.

Our students gain sectoral experience by participating in local and international media projects and are introduced to professional communication environments at an early age through internships and applied projects. Our graduates can work in different positions in digital media agencies, content production platforms, social media strategy companies, newsrooms, cultural organisations and creative industries; they can also continue their academic careers with master's and doctoral programs.

The mission of ARUCAD Department of New Media and Communication is to educate creative and innovative individuals who are equipped with the theoretical knowledge, technical skills and ethical sensitivities required by the digital age and who have critical media literacy. Our department aims to teach students to understand and use new media technologies, to develop effective strategies in interactive communication environments, to evaluate digital culture from a critical perspective and to participate effectively in current production processes in this field.

Adopting an interdisciplinary approach, our programme blends media studies, communication theories, digital design, cultural analysis and technological transformation to train responsible media professionals at both individual and societal levels. We engage our students in a production-oriented learning experience through applied studio work, sectoral projects and local-international collaborations.