
STRATEGIC COMMUNICATION DEPARTMENT

Aim and Scope

In today's world, diversification and development of mass media instruments in parallel with developing technology have also transformed the concept of communication and increased its importance. Communication, which stands on a very crucial point for forming and informing public opinion, has been placed into a strategic position. This change caused a transformation in the context and form of the messages conveyed to the public via communication channels; it has also made it essential to perceive communication as a strategic concept and to manage it strategically. Many armies, which have significant positions in the modern world, have taken these structural changes in the communication environment into account and have preferred communication planning focusing on strategic communication instead of traditional approaches.

Defence strategies are deemed as successful as long as they are able to sustain their policies of operations in the communicative senses. No matter how a strategy is successful in theory and practice, communication strategies, which advocates the legitimacy in construction of perception and the international level, has become one of the fundamental factors determining the powers of the nations in today's world. At this point, strategic communication appears as an inclusive model.

The M.A. Program in Strategic Communication offers strategic awareness, ability to approach and interdisciplinary perspective towards all factors constituting work life and social life, especially science, technology, institutions and society to the students who wish to specialize in the field of strategic communication.

The students will improve themselves through the lectures on communication theories, international communication and political communication as supportive fields as well as the theoretical knowledge forming the basis of strategic communication. The program aims to make student gain necessary accumulation of knowledge and competence in order to follow and evaluate national and international developments and to act as practitioners via next-generation communication strategies, digital diplomacy, and social media strategies.

Career Opportunities

Since the curriculum has been designed with an interdisciplinary approach and based on specialization on new communication technologies, strategic communication methods, international relations, and security studies, it prepares the students for their future academic or professional careers via lectures to be selected.

Our graduates may continue their professional careers in the strategy development departments of various ministries, such as the Ministry of National Defence. They may work as specialists on communication, strategic communication, public diplomacy, lobbying, and foreign affairs in Communications Directorate or other national or international institutions. Our graduates may also continue their academic careers in relevant departments of the Turkish National Defence University or other universities.

M.A. in Strategic Communication

Semester	Lecture Title	Credit	ECTS	Type
Fall	Scientific Research Techniques&Publication Ethics	3	6	Compulsory
Fall	Fundamentals of Strategic Communication	3	6	Compulsory
Fall	Communication Theories and Models	3	6	Compulsory
Fall	Inter-Cultural and International Communication	3	6	Elective
Fall	Political Communication and Public Diplomacy	3	6	Elective
Fall	Communication Strategies and Skills	3	6	Elective
Fall	Corporate Communication and Reputation Management	3	6	Elective
Fall	Globalization and Virtual Society	3	6	Elective
Spring	Seminar	-	6	Compulsory
Spring	Strategic Communication and Discourse Analysis	3	6	Compulsory
Spring	Strategic Communication in Digital and Social Media	3	6	Elective
Spring	War, Visual Communication, and Propaganda	3	6	Elective
Spring	Digital Diplomacy	3	6	Elective
Spring	Crisis Communication and Management	3	6	Elective
Spring	Strategic Communication and Ethics	3	6	Elective