

## FACULTY OF COMMUNICATION SCIENCES

Anadolu University's Faculty of Communication Sciences was established in 1972. It was first named the Institute of Education with Closed Circuit Academic Television in that year and the very first students were admitted in the 1977-1978 Academic Year. At the beginning, the education was in the field of cinema and television, so the name of the school was first changed to the School of Cinema and Television and then, in 1979, to the School of Education and Instruction with Television. One year later, in 1980, it became the Faculty of Communication Sciences. In 1982, it was expanded to include departments Advertising and Public Relations, Journalism, Communication. In this new restructuring, it became a part of the Open Education Faculty. In 1991, a new identity took form as the Institute of Communication Sciences as a part of Anadolu University, and it gained a new status as the Faculty of Communication Sciences in 1992. In 2008-2008 academic year, the name of Advertising and Public Relations was changed to Public Relations and Advertising.

Dean :  
Vice Dean : Assoc. Prof. Dr. Bülend Aydın ERTEKİN  
Vice Dean : Asst. Prof. Dr. F. Seçil BANAR  
Secretary of Faculty : Mustafa UYLAŞ

### STAFF

**Professors:** Semiha AKINCI, Nejdet ATABEK, İncilay CANGÖZ, Banu DAĞTAŞ, Erdal DAĞTAŞ, Yalçın DEMİR, Uğur DEMİRAY, Erhan EROĞLU, Naci GÜÇHAN, Halil İbrahim GÜRCAN, Zahur MÜKERREM, Erol Nezh ORHON, Ömer ÖZER, Deniz TAŞCI, Filiz TIRYAKIOĞLU, Ferruh UZTUĞ, Sezen ÜNLÜ, Rasime Ayhan YILMAZ, Ahmet Haluk YÜKSEL, Erkan YÜKSEL

**Associate Professors:** Davut Alper ALTUNAY, Murat ATAİZİ, Haluk BİRSEN, Özgül BİRSEN, Hasan ÇALIŞKAN, Bülend Aydın ERTEKİN, Funda ERZURUM, Rüçhan GÖKDAĞ, Nevzat Bilge İSPIR, Deniz KILIÇ, Sibel ONURSOY, Yasemin ÖZGÜN, Mesude Canan ÖZTÜRK, Hakan SAVAŞ, Yavuz TUNA, Figen ÜNAL, İzlem VURAL, N. Aysun YÜKSEL

**Assistant professors:** F. Seçil BANAR, Sevil BAYÇU, Mehmet Sinan ERGÜVEN, Devrim Deniz EROL, Yaprak İŞÇİBAŞI, Aysel KAYAOĞLU, Mestan KÜÇÜK, Ufuk KÜÇÜKCAN, Sibel NORMAN, Fatma OKUMUŞ, Atılım ONAY, Tezcan ÖZKAN KUTLU, Alaaddin F. PAKSOY, Sırrı Serhat SERTER, Elif Gizem UĞURLU, Hakan UĞURLU, Canan ULUYAĞCI, Gürsel YAKTIL OĞUZ

**Lecturers:** Mine AYMAN, Erdem ÇETİNTAŞ, Ufuk ERİŞ, Gökçe GÖKSEL, S. Eren GÖKSEL, Mehmet Erdem GÖSTERİŞLİ, Roger John NORMAN, Tarkan OĞUZ, Levent ÖZKOÇAK, Bilge SANDIKÇIOĞLU

**Research Assistants:** Özgür ADAN, Hatice ADIYAMAN, Haluk AKARSU, Hakan AŞKAN, G. Motif ATAR, İlkur ATASOY, Sezgin ATEŞ, Kenan ATEŞGÖZ, Hakan AYAZ, Döndü BAL, Sanem BENGÜ UYGUNKAN, Adil BİCAL, Çağdaş CEYHAN, Engin COŞKUN, Özgür ÇALIŞKAN, Naim ÇINAR, Anıl Özcan DİNÇ, Kemal ELCİYAR, Gülçin İpek EMEKSİZ, Çağlar GENÇ, Emrah GÜLMEZ, Firdevs Diğdem GÜVEN, İsmail KAPLAN, Duygu KEÇELİ, Bilal KIR, Taner KIZILHAN, Bilgen KURT, Sibel KURT, Vedat MUTLU, Züleyha ÖZBAŞ, Gülten ÖZDEMİR, Gülçin SALMAN, Simge SÜLLÜ DURUL, Emine ŞARDAĞI, Betül ŞENER ÇEPNİ, Ayhan ŞENGÖZ, Nihan ŞENGÖZ, Duygu TOSUNAY, Sibel TURAN AKAN, Nasif Ali ÜNÜGÜR, Ferhat YASAV, İbrahim Halil YAŞAR, Mehmet Ramazan YIDIZGÖRÜR, Serdar YILDIZ, Onur YUMURTACI

**Others:** Meltem CEMİLOĞLU, Can Cemal CİNGİ, Ufuk TOZELİK

## DEPARTMENT OF CINEMA AND TELEVISION

Cinema and television industries were involved in a rapid change in the beginning of 21st century. Developments in digital technology and other improvements in digital technologies, media, telecommunications and information technologies are leading towards new future, and especially television, besides mass media is influenced by it very much. Department of Cinema and Television has been following all those developments and improvements since its very first day of establishment and aimed to cover all those in its programs; also aimed to prepare its students for that defined future. Besides that solid background on technology, the department is also very much focused on theoretical aspect. It also aims to provide newcomers to the field with fresh and deeply motivated minds. Within those 30 years of education, Cinema and Television, as the oldest department of Faculty of Communication Sciences, has contributed many graduates into fields of cinema, television and advertising, director, producer, cinematographer, script writer, photography artist, administrator and many academicians for both film-television, advertising and academic worlds.

### Information about the Department

Producing-directing, script writing and theoretical studies are the essential fields within the Department and in the first two years all students of school of communication sciences take those common courses which are Sociology, Psychology, History of Art, Aesthetics, Introduction to Communication Science, Communication Theories, Scientific Research and Reporting Techniques. They are the core courses which are considered as base and necessary besides those introductory courses of cinema and television which are technical foundations of cinema and television, script writing, foundations of photography and other related theoretical courses. After completing this process, students follow one of those three defined areas in correspondence with academic advisors. While adapting to that state of art technology which is allocated for their use, they are obligated to take advanced level courses such as visual aesthetics, film theories, history of film, film review and analysis, and documentary cinema as part of their theoretical courses. In last two years of studies, they produce and direct four graduation projects as part of their selected areas. Then, they complete their education. The education is consisted of one year English prep and fours years of undergraduate. Faculty members are consisted of 11 full time professors, 3 full time associate professors, 16 full time assistant professors and courses are thought by them besides some other professionals, speicalists and experts providing seminar courses and workshops. Students can benefit from their experience.

Practical courses are made in with fully equipped television studio, 16 professional field cameras, 1 35 mm BL film camera, 2 16 mm BL film cameras, 7 nonlinear editing suites, 1 film editing table, one professional photography studio, 2 black and white and one color photo labratory; at the same time, cinema and television students are the body of regional television station- TVA (Anadolu University's) which they experience the real professional life in it and prepare themselves for the future.

Head : Assoc. Prof. Dr. Davut Alper ALTUNAY

Deputy Head : Asst. Prof. Dr. Hakan UĞURLU

### PROGRAM

I. SEMESTER				II. SEMESTER			
ARY 111	Research Methods in Social Sciences	3+0	4,5	BİL 150	Fundamentals of Information Technology	4+0	5,0
FOT 201	Basic Photography	2+2	5,0	FOT 116	Basic Photography Applications	2+2	4,0
İLT 107	Introduction to Communication	3+0	3,5	İLT 108	Theories of Communication	3+0	4,5
PSİ 102	Psychology	3+0	3,5	PSİ 104	Social Psychology	3+0	3,0
SOS 153	Sociology	3+0	3,5	STV 102	Basic Video Production	1+2	2,5
STV 103	Introduction to Film and Television	2+2	6,0	STV 106	Basic Techniques of Film	2+1	2,5
TÜR 121	Writing	2+0	2,0	STV 108	Basic Techniques of Television	2+1	2,0
TÜR 125	Turkish Language I	2+0	2,0	TÜR 122	Speaking Skills	2+0	2,0
			30,0	TÜR 126	Turkish Language II	2+0	2,0
					<i>Elective Courses (1)</i>	-	2,5
							30,0

**III. SEMESTER**

KÜL 201	History of Culture	3+0	4,0
RHİ 209	Introduction to Advertising and Public Relations	2+0	3,0
SNT 253	History of Art	3+0	3,5
STV 207	Screenwriting	2+2	5,0
STV 213	Sound Techniques for Cinema and TV	2+0	2,0
STV 215	Video Techniques for Cinema and TV	2+0	2,0
STV 217	Camera and Lighting Techniques for Cinema and TV	2+0	2,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0
	<i>Departmental Elective Courses (1)</i>	-	3,5
	<i>Foreign Language Courses (1)</i>	-	3,0
			<u>30,0</u>

**V. SEMESTER**

SİY 102	Political Science	3+0	3,0
STV 301	History of Film I	3+0	5,0
STV 303	Film Theory I	3+0	5,0
STV 305	(Eng) Television Production	0+6	9,0
	<i>Departmental Elective Courses (2)</i>	-	8,0
			<u>30,0</u>

**VII. SEMESTER**

STV 401	(Eng) Production and Directing I	4+6	12,0
	<i>Departmental Elective Courses (4)</i>	-	18,0
			<u>30,0</u>

**DEPARTMENTAL ELECTIVE COURSES**

ANİ 201	Animation	3+0	4,0
ERA 199	(Eng) Cultural Diversity and Communication	2+0	3,0
FEL 303	Philosophical Criticism and Art	3+0	4,0
FOT 303	Photography Project	1+3	4,5
GRA 201	Media Graphic	3+0	4,0
İNG 225	(Eng) Academic English I	3+0	3,0
İNG 226	(Eng) Academic English II	3+0	3,0
İNG 325	(Eng) Academic English III	3+0	3,0
İNG 326	(Eng) Academic English IV	3+0	3,0
İNG 425	(Eng) Academic English V	3+0	3,0
İNG 426	(Eng) Academic English VI	3+0	3,0
KÜL 151	Cultural Anthropology	3+0	2,5
KÜL 301	(Eng) Cultural Analysis in Television Programs	3+0	4,0
MET 303	Text Analysis	3+0	4,5
MET 304	Text Writing	2+2	4,5
MİT 201	Mythology I	3+0	3,5
MİT 202	Mythology II	3+0	3,5
MÜZ 206	(Eng) Music for Film and TV	3+0	3,5
STV 201	(Eng) Film Production Theory	3+0	3,5
STV 204	Photographic View	3+0	5,0

**IV. SEMESTER**

BYN 202	Introduction to Printing and Journalism	2+0	2,5
EST 303	Aesthetics	3+0	4,5
FEL 102	Introduction to Philosophy	2+0	2,5
STV 206	Visual Composition	2+2	5,5
STV 208	TV Production Design	3+0	5,5
TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
	<i>Departmental Elective Courses (1)</i>	-	4,5
	<i>Foreign Language Courses (1)</i>	-	3,0
			<u>30,0</u>

**VI. SEMESTER**

İKT 215	Economics	2+0	2,5
STV 302	Visual Aesthetics	3+0	5,0
STV 304	Film Criticism and Analyses I	3+0	4,5
STV 350	Documentary	3+0	6,0
	<i>Departmental Elective Courses (3)</i>	-	12,0
			<u>30,0</u>

**VIII. SEMESTER**

STV 402	(Eng) Production and Directing II	4+6	12,0
	<i>Departmental Elective Courses (4)</i>	-	18,0
			<u>30,0</u>

STV 211	Videography	2+2	4,5
STV 212	Sound Recording in Cinema and TV	2+2	4,0
STV 245	(Eng) Theories and Principles of Editing	3+0	4,0
STV 246	Screenwriting Practice I	2+2	4,5
STV 247	Applications in Editing	3+0	4,0
STV 306	(Eng) Introduction to Film	3+0	3,5
STV 307	Style in Cinema	3+0	4,5
STV 309	Seminar I	3+0	3,5
STV 310	Seminar II	3+0	3,5
STV 313	Interactive Media and Society	3+0	4,5
STV 343	Directing Mise-en-scene	3+0	5,0
STV 344	History of Turkish Film	3+0	3,5
STV 345	Video Camera Lighting	2+2	4,5
STV 346	Film Camera and Lighting	2+2	4,5
STV 347	Types of Television Programs	3+0	4,5
STV 348	Film Genres	3+0	4,5
STV 353	(Eng) Television Project	0+6	6,0
STV 355	Film Criticism and Analysis II	3+0	4,5
STV 356	History of Film II	3+0	4,5
STV 357	Subliminal Communication	3+0	3,5

STV 359 (Eng)	New Communication Technologies	3+0	3,5	THU 203	Community Services	0+2	3,0
STV 360	Film Theories II	3+0	4,5	TİY 303	Dramaturgy	3+0	3,5
STV 362	Audio Dimension in Film and Television	3+0	3,5	<b>ELECTIVE COURSES</b>			
STV 363	Visual Structure of Film	3+0	4,0	BEÖ 155	Physical Education	2+0	2,0
STV 364	Sociology of Film	3+0	5,0	GRA 156	Graphics	2+0	3,5
STV 365	Video Art	3+0	5,0	KÜL 199	Cultural Activities	0+2	2,0
STV 366	Inspection Methods in Television Broadcasting	3+0	4,0	MÜZ 158	Music	2+0	3,0
STV 367	Aesthetics of Documentary Filmmaking	3+0	4,0	RSM 152	Painting	2+0	4,0
STV 368	Interactive Program Design	3+0	3,5	RSM 154	Caricature	2+0	2,5
STV 404 (Eng)	Intercultural Communication	3+0	4,0	SAN 155	Hall Dances	0+2	2,0
STV 411 (Eng)	Seminar III	3+0	3,5	TİY 152	Theatre	2+0	2,5
STV 412	Seminar IV	3+0	3,5	TÜR 120	Turkish Sign Language	3+0	3,0
STV 452	Contemporary Literature and Cinema	3+0	4,0	<b>FOREIGN LANGUAGE COURSES</b>			
STV 453	Contemporary Turkish Cinema	3+0	4,0	İNG 177 (Eng)	English I	3+0	3,0
STV 457	Film Adaptations	3+0	4,0	İNG 178 (Eng)	English II	3+0	3,0
				İNG 179 (Eng)	Advanced English I	3+0	3,0
				İNG 180 (Eng)	Advanced English II	3+0	3,0

## DEPARTMENT OF COMMUNICATION DESIGN AND MANAGEMENT

In today's world, communication is considered a basic human need. It is as important as breathing because there is no single moment that we do not try to communicate. Individuals, groups, organizations, masses, and societies must communicate effectively with each other in order to continue their existence. However, it is not easy to understand others and respond accordingly. This makes communication a complicated process or phenomenon. The Department of Communication recognizes such complexity and studies communication from an interdisciplinary perspective. With this understanding in mind, the curriculum of the department includes both theoretical and practical courses.

### Information about the Department

The department was established in 1982 as the Department of Educational Communications and Planning. The department served under this name for two decades within the Faculty of Communication Sciences. The name was changed to Department of Communication in 2001 by the Higher Education Council, with accompanying curriculum revisions. The department is located within the Faculty of Communication Sciences on the Yunus Emre Campus, which is the main campus of Anadolu University. Currently 5 professors, 1 associate professor, 7 assistant professors, 2 instructors, and 5 research assistants are working in the department. There are also external faculty members teaching some of the undergraduate courses. The decisions related with the department are made by the department board which is composed of all faculty members in the department. The department is governed by one chair and one deputy chair. In addition, several faculty members serve as coordinators for various programs and activities.

The guiding educational philosophy of the department has been to train students as qualified professionals of the global knowledge society. Consistent with this philosophy, students are provided with strong theoretical and practical training. The faculty members serve as facilitators of the learning process, and students take major responsibility for their own learning. Professional guidance of faculty members and active involvement of students are two basic components of education in the department. A good combination of instructor-led and learner-centered approaches are employed to accomplish educational goals. Learning experiences are supported with state-of-the-art technological infrastructure. The department has close relationships with the business environment, and this collaboration is reflected on training of students.

## PROGRAM

I. SEMESTER				II. SEMESTER			
ARY 111	Research Methods in Social Sciences	3+0	4,5	GRA 401	Electronic Graphics	3+0	4,5
BİL 150	Fundamentals of Information Technology	4+0	5,0	İLT 108	Theories of Communication	3+0	4,5
İLT 107	Introduction to Communication	3+0	3,5	PSİ 104	Social Psychology	3+0	3,0
				TÜR 122	Speaking Skills	2+0	2,0

PSİ 102	Psychology	3+0	3,5	TÜR 126	Turkish Language II	2+0	2,0
SOS 153	Sociology	3+0	3,5		<i>Departmental Elective Courses (2)</i>	-	9,0
TÜR 121	Writing	2+0	2,0		<i>Elective Courses (1)</i>	-	2,0
TÜR 125	Turkish Language I	2+0	2,0		<i>Foreign Language Courses (1)</i>	-	3,0
	<i>Departmental Elective Courses (1)</i>	-	3,0				
	<i>Foreign Language Courses (1)</i>	-	3,0				30,0
			30,0				

### III. SEMESTER

FOT 201	Basic Photography	2+2	5,0
İLT 201	Interpersonal Communication	3+0	4,5
İST 201	Statistics	3+0	3,0
SNT 253	History of Art	3+0	3,5
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0
	<i>Departmental Elective Courses (3)</i>	-	12,0
			30,0

### IV. SEMESTER

FEL 102	Introduction to Philosophy	2+0	2,5
İLT 204	History of Communication	3+0	5,0
İLT 205	Mass Communication	3+0	5,0
İLT 314	Communication Design	2+2	4,5
İSN 201	Organizational Communication	3+0	4,0
TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
	<i>Departmental Elective Courses (2)</i>	-	7,0
			30,0

### V. SEMESTER

İKT 215	Economics	2+0	2,5
İLT 301	Management Science	3+0	6,0
İLT 305	Communication Ethics	3+0	5,0
İLT 310	Visual Literacy	2+2	4,0
SIY 102	Political Science	3+0	3,0
	<i>Departmental Elective Courses (2)</i>	-	9,5
			30,0

### VI. SEMESTER

FEL 251	Communication Philosophy	3+0	4,5
İLT 304	General Communication Research	3+0	4,5
İLT 356	Non-Verbal Communication	3+0	3,5
İLT 415	Public Speaking	3+0	4,5
	<i>Departmental Elective Courses (3)</i>	-	13,0
			30,0

### VII. SEMESTER

İLT 353	Cultural Communication	3+0	4,5
İLT 403	Project Development	3+2	8,0
RHİ 302	Communication Management	3+0	4,5
	<i>Departmental Elective Courses (3)</i>	-	13,0
			30,0

### VIII. SEMESTER

İLT 404	Project Management	3+2	8,0
İLT 412	Multimedia Communication	3+0	4,5
İLT 467	Creativity and Problem Solving	3+0	4,5
İLT 469	International Communication	3+0	4,5
	<i>Departmental Elective Courses (2)</i>	-	8,5
			30,0

### DEPARTMENTAL ELECTIVE COURSES

BİL 387	Computer Applications	1+2	3,0
EST 303	Aesthetics	3+0	4,5
GRA 237	Creative Graphic Design Applications	3+0	4,5
HUK 252	Labor Law	2+0	2,5
İLT 217	Instructional Content Design	3+0	4,5
İLT 251	Quality Techniques	2+2	4,5
İLT 303	Communication and Persuasion	3+0	4,5
İLT 318	Professional Coaching	3+0	4,5
İLT 322	Communication in Strategical Management	3+0	4,5
İLT 324	Motivation in Workplace and Life	3+0	4,5
İLT 354	Children and Communication	3+0	4,5
İLT 355	Semantics and Visual Analysis	3+0	4,5

İLT 358	Theories of Personality	3+0	5,0
İLT 360	Creative Drama	1+4	4,5
İLT 362	Social Gender Differences in Communication	3+0	4,5
İLT 364	Communication Technologies and Social Change	3+0	4,5
İLT 368	Institutional Communication	3+0	4,5
İLT 369	Popular Culture and Communication	3+0	4,5
İLT 370	New Approaches in Management	3+0	6,5
İLT 371	Educational Communication	3+0	4,5
İLT 373	Instructional Design	2+2	4,5
İLT 374	Family Communication	3+0	4,5
İLT 375	Techniques for Scriptwriting	2+2	4,5
İLT 417	Web Mediated Communication	3+0	4,5

İLT 459	Media and Culture	3+0	4,5	THU 203	Community Services	0+2	3,0
İLT 461	Team Communication	2+2	4,5	<b>ELECTIVE COURSES</b>			
İLT 463	Communication and Alienation	3+0	4,5	BEÖ 155	Physical Education	2+0	2,0
İLT 471	Management of Information Systems	2+2	4,5	GRA 156	Graphics	2+0	3,5
İNG 225 (Eng)	Academic English I	3+0	3,0	KÜL 199	Cultural Activities	0+2	2,0
İNG 226 (Eng)	Academic English II	3+0	3,0	MÜZ 158	Music	2+0	3,0
İNG 325 (Eng)	Academic English III	3+0	3,0	RSM 152	Painting	2+0	4,0
İNG 326 (Eng)	Academic English IV	3+0	3,0	RSM 154	Caricature	2+0	2,5
İNG 425 (Eng)	Academic English V	3+0	3,0	SAN 155	Hall Dances	0+2	2,0
İNG 426 (Eng)	Academic English VI	3+0	3,0	TİY 152	Theatre	2+0	2,5
İŞL 301	Human Resources Management	3+0	4,0	TÜR 120	Turkish Sign Language	3+0	3,0
İŞL 343	Entrepreneurship Management	3+1	5,0	<b>FOREIGN LANGUAGE COURSES</b>			
İŞL 356	Innovation Management	2+0	3,0	İNG 177 (Eng)	English I	3+0	3,0
İŞL 412	Strategic Management	2+0	3,0	İNG 178 (Eng)	English II	3+0	3,0
KÜL 151	Cultural Anthropology	3+0	2,5	İNG 179 (Eng)	Advanced English I	3+0	3,0
MET 451	Textual Design	2+2	4,5	İNG 180 (Eng)	Advanced English II	3+0	3,0
PSİ 212	Psychology of Communication	3+0	4,5				
PSİ 402	Adult Psychology	3+0	4,5				
RHİ 351	Social Campaigns	3+0	4,5				

## DEPARTMENT OF JOURNALISM

Anadolu University Faculty of Communication Sciences was established in 1972. It was first named the Institute of Education with Closed Circuit Academic Television in that year and the very first students were admitted in the 1977-1978 Academic Year. At the beginning, the education was in the field of cinema and television, so the name of the school was first changed to the School of Cinema and Television and then, in 1979, to the School of Education and Instruction with Television. One year later, in 1980, it became the Faculty of Communication Sciences. In 1982, it was expanded to include departments Advertising and Public Relations, Journalism, Communication. In this new restructuring, it became a part of the Open Education Faculty. In 1991, a new identity took form as the Institute of Communication Sciences as a part of Anadolu University, and it gained a new status as the Faculty of Communication Sciences in 1992.

### Information About the Department

Department of Journalism was founded in 1983. Among its major areas of focus, other than communication and culture, are photography, CAD (Computer Assisted Design), journalism, radio and television reporting. The department offers both theoretical and applied courses on how to collect, write, design, and print news items and how to encode and interpret the news content. In their senior year, students take radio programming and broadcasting courses, which subsequently leads to a project of an applied study so they can have the opportunity to exploit their theoretical knowledge. In addition, it also focuses on the economic, political and social aspects of the media as a social institution. The guiding educational philosophy of the department has been to train students as qualified professionals of the global knowledge society. The faculty members serve as facilitators of the learning process, and students take major responsibility for their own learning. The department has close relationships with the business environment, and this collaboration is reflected on training of students. When they graduate, the students of the department become eligible to be reporters, page designers or news programmers in different areas of the mass media such as local/national newspapers, newsagents, public/private radio stations and Internet applications.

The department is located within the Faculty of Communication Sciences on the Yunus Emre Campus, which is the main campus of Anadolu University.

Currently 2 professors, 4 associate professor, 11 assistant professors, 2 instructors, and 7 research assistants are working in the department. There are also external faculty members teaching some of the undergraduate courses.

The decisions related with the department are made by the department board which is composed of all faculty members in the department. The department is governed by one chair and one deputy chair. In addition, several faculty members serve as coordinators for various programs and activities.

Head : Prof. Dr. Erkan YÜKSEL

Deputy Head : Asst. Prof. Dr. Devrim Deniz EROL

Deputy Head : Asst. Prof. Dr. Alaaddin F. PAKSOY

## PROGRAM

### I. SEMESTER

BİL 150	Fundamentals of Information Technology	4+0	5,0
BYN 101	Basic Journalism	3+0	4,5
FOT 201	Basic Photography	2+2	5,0
İLT 107	Introduction to Communication	3+0	3,5
SİY 101	History of World Politics	2+0	2,5
SOS 153	Sociology	3+0	3,5
TÜR 121	Writing	2+0	2,0
TÜR 125	Turkish Language I	2+0	2,0
	<i>Elective Courses (1)</i>	-	2,0
			30,0

### II. SEMESTER

BYN 102	Applied Photoshop	2+2	4,5
BYN 104	Techniques of News Gathering and Writing	3+0	4,5
BYN 106	History of World Media	2+0	3,0
FOT 118	Applied Photography	2+0	3,0
İLT 108	Theories of Communication	3+0	4,5
PSİ 102	Psychology	3+0	3,5
TÜR 122	Speaking Skills	2+0	2,0
TÜR 126	Turkish Language II	2+0	2,0
	<i>Departmental Elective Courses (1)</i>	-	3,0
			30,0

### III. SEMESTER

BYN 204	News Types	3+0	4,5
BYN 209	Page Design Programs	2+2	4,5
EDB 221	Turkish and World Literature	2+0	3,0
İLT 213	Effective Communication Techniques	2+0	3,0
SİY 205	Turkish Political History	2+0	3,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0
	<i>Departmental Elective Courses (2)</i>	-	7,0
	<i>Foreign Language Courses (1)</i>	-	3,0
			30,0

### IV. SEMESTER

BYN 203	Page Design	2+2	4,5
BYN 208	Critical Media Theories	2+0	3,0
BYN 214	History of Turkish Press	2+0	3,0
FOT 204	Applied of Photojournalism	2+0	3,0
İLT 210	Communication Technologies	2+0	3,0
TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
	<i>Departmental Elective Courses (2)</i>	-	8,5
	<i>Foreign Language Courses (1)</i>	-	3,0
			30,0

### V. SEMESTER

BYN 207	Speech and Interview Techniques in Radio and TV News	2+2	4,0
BYN 309	Media Law	2+0	3,0
BYN 319	Journalism Applications I	2+4	6,0
İŞL 359	Public Administration	2+0	2,5
SİY 102	Political Science	3+0	3,0
	<i>Departmental Elective Courses (3)</i>	-	11,5
			30,0

### VI. SEMESTER

BYN 206	TV Journalism	2+2	4,0
BYN 320	Journalism Applications II	2+4	6,0
BYN 322	Media Ethics	2+0	3,0
BYN 324	Theories of Political Communication	2+0	3,0
HUK 370	Human Rights and the Constitution	2+0	3,0
	<i>Departmental Elective Courses (3)</i>	-	11,0
			30,0

### VII. SEMESTER

BYN 409	Contemporary Media Criticisms I	3+0	3,0
BYN 413	Culture Identity	2+0	3,0
BYN 415	Career in Media	2+0	3,0
BYN 460	Television News Programming	3+0	4,5
GRA 308 (Eng)	Web Design	2+2	5,5
	<i>Departmental Elective Courses (3)</i>	-	11,0
			30,0

### VIII. SEMESTER

BYN 404	Applied Magazine Publication	2+4	6,0
BYN 406 (Eng)	Introduction to International Relations	2+0	3,0
BYN 408	Web Publishing	2+4	6,0
BYN 410	Contemporary Media Criticisms II	3+0	3,0
	<i>Departmental Elective Courses (4)</i>	-	12,0
			30,0

### DEPARTMENTAL ELECTIVE COURSES

BYN 215	Online Journalism	2+0	3,0
BYN 216	Local Journalism	2+0	3,0
BYN 217	Child Rights on Media	2+0	3,0
BYN 218	Investigative Journalism	2+0	3,0
BYN 219	Public Opinion and Propaganda	2+0	3,0

BYN 220	Tabloid Journalism	2+0	3,0	FEL 426	Philosophical Approaches in Communication	2+0	3,0
BYN 221	Critical Media Literacy	2+0	3,0	FOT 104 (Eng)	Documentary Photography	2+2	4,5
BYN 222	Sports Journalism	2+0	3,0	FOT 108	Reading Photography	3+0	3,0
BYN 223 (Eng)	Travel Writing	2+0	3,0	FOT 307	Theories of Photography	2+0	3,0
BYN 224	Political Journalism	2+0	3,0	HUK 124	Basic Concepts of Law	2+0	2,5
BYN 225	Health, Science and Technology Journalism	2+0	3,0	HUK 478	Intellectual Property Rights	2+0	3,0
BYN 238	European Union Journalism	2+0	3,0	İKT 215 (Eng)	Economics	2+0	2,5
BYN 239	Shorthand Writing (Stenography)	2+0	3,0	İLT 215	Models in Communication	2+0	3,0
BYN 252	Radio Programming	3+0	4,5	İNG 225 (Eng)	Academic English I	3+0	3,0
BYN 271	Television News Cameraman	3+0	4,5	İNG 226 (Eng)	Academic English II	3+0	3,0
BYN 313	Literary Journalism Forms	2+0	3,0	İNG 325 (Eng)	Academic English III	3+0	3,0
BYN 321	Visual Media Literacy	2+0	3,0	İNG 326 (Eng)	Academic English IV	3+0	3,0
BYN 323 (Eng)	News Writing in English	2+0	3,0	İNG 425 (Eng)	Academic English V	3+0	3,0
BYN 325 (Eng)	Crisis and Conflict Reporting	2+0	3,0	İNG 426 (Eng)	Academic English VI	3+0	3,0
BYN 327 (Eng)	Peace Journalism	2+0	3,0	İŞL 412	Strategic Management	2+0	3,0
BYN 328	Social Media Theory and Applications	2+0	3,0	KÜL 151	Cultural Anthropology	3+0	2,5
BYN 329	Journalism in the Movies	2+0	3,0	PSİ 104 (Eng)	Social Psychology	3+0	3,0
BYN 330	Management and Organization Structure in Media Institutions	2+0	3,0	PZL 408	Marketing Technics in Press	2+0	3,0
BYN 332	Rhetoric	2+0	3,0	RHİ 209	Introduction to Advertising and Public Relations	2+0	3,0
BYN 346	TV News-Project and Application	1+4	4,5	SEK 121	Keyboard Techniques	1+2	3,0
BYN 355	News Editing	2+2	4,5	SNT 253	History of Art	3+0	3,5
BYN 364 (Eng)	Advanced Web Design	2+2	4,5	TAR 316 (Eng)	Contemporary World History	2+0	3,0
BYN 365	Radio News Projects	2+2	4,5	THU 203	Community Services	0+2	3,0
BYN 419 (Eng)	Photo Reportage	1+1	3,0	<b>ELECTIVE COURSES</b>			
BYN 421	Social Media Journalism	2+0	3,0	BEÖ 155	Physical Education	2+0	2,0
BYN 422	Campus Journalism	2+0	3,0	GRA 156	Graphics	2+0	3,5
BYN 423	Media Economics and Management	2+0	3,0	KÜL 199	Cultural Activities	0+2	2,0
BYN 424 (Eng)	International Journalism	2+0	3,0	MÜZ 158	Music	2+0	3,0
BYN 425	Seminar I	2+0	3,0	RSM 152	Painting	2+0	4,0
BYN 426	Seminar II	2+0	3,0	RSM 154	Caricature	2+0	2,5
BYN 427	Agency Journalism	2+0	3,0	SAN 155	Hall Dances	0+2	2,0
BYN 429	Economy and Financial Journalism	2+0	3,0	TİY 152	Theatre	2+0	2,5
BYN 431	Publication Design Project	2+0	3,0	TÜR 120	Turkish Sign Language	3+0	3,0
BYN 443 (Eng)	Project in Photography	2+2	4,5	<b>FOREIGN LANGUAGE COURSES</b>			
BYN 462	Applied Rhetoric	2+2	4,5	İNG 177 (Eng)	English I	3+0	3,0
FEL 102 (Eng)	Introduction to Philosophy	2+0	2,5	İNG 178 (Eng)	English II	3+0	3,0
				İNG 179 (Eng)	Advanced English I	3+0	3,0
				İNG 180 (Eng)	Advanced English II	3+0	3,0



## DEPARTMENT OF PUBLIC RELATIONS AND ADVERTISING

Public Relations and Advertising is a communication discipline. This discipline contains communications about products, services and brands. While in advertising, mass communication vehicles are used with a clear source and paid price, the public relations are also using additional tools such as face to face communication, publicity and events to create a change in the perception. In this field, the players are the producer companies which need advertising and public relations, the agencies which produce the messages and activities towards advertising and public relations, media where those messages and activities are placed and consumer who are the receivers of those messages and activities. In the Department, theoretical and practical courses aimed at research, planning, practice and evaluation to reveal the message or event for any product, service or brand.

The Department of Public Relations and Advertising, established in 1982 as Communication Arts, is one of the most respected Public Relations and Advertising departments in Turkey. In 2001, the name of Communication Arts was changed to Advertising and Public Relations, and then, in 2008, to Public Relations and Advertising. The Department of Public Relations and Advertising is accredited and certified by the International Advertising Association (IAA). The department is located at Yunusemre Campus and 4 associate professors, 5 assistant professors, 5 research assistants and 6 lecturer are currently working in the department. In the department there are also some guest lecturers giving specific courses from advertising and PR sector. The Department is governed by one chairman. According to the academic studies of faculty members, they are divided into two groups as advertising and public relations.

Head : Prof. Dr. Semiha AKINCI  
Deputy Head : Assoc. Prof. Dr. Necip Serdar SEVER

### PROGRAM

I. SEMESTER				II. SEMESTER			
ARY 111	Research Methods in Social Sciences	3+0	4,5	BİL 150	Fundamentals of Information Technology	4+0	5,0
İLT 107	Introduction to Communication	3+0	3,5	FOT 201	Basic Photography	2+2	5,0
İŞL 153	Business Management	3+0	6,0	İLT 108	Theories of Communication	3+0	4,5
PSİ 102	Psychology	3+0	3,5	PZL 104	Introduction to Marketing Management	3+0	6,5
RHİ 207	Visual Communication	2+2	5,0	TÜR 122	Speaking Skills	2+0	2,0
SOS 153	Sociology	3+0	3,5	TÜR 126	Turkish Language II	2+0	2,0
TÜR 121	Writing	2+0	2,0		<i>Departmental Elective Courses (1)</i>	-	3,0
TÜR 125	Turkish Language I	2+0	2,0		<i>Elective Courses (1)</i>	-	2,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
İKT 215	Economics	2+0	2,5	BYN 202	Introduction to Printing and Journalism	2+0	2,5
PSİ 104	Social Psychology	3+0	3,0	FEL 102	Introduction to Philosophy	2+0	2,5
RHİ 203	Introduction to Advertising	3+0	6,5	RHİ 202	Theory and Practice in Public Relations	2+2	6,0
RHİ 206	Introduction to Public Relations	3+0	6,5	RHİ 204	Consumer Behavior	3+0	6,0
RHİ 306	Communication Research	3+0	6,5	SNT 253	History of Art	3+0	3,5
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0	STV 210	Film and TV Information	2+0	4,5
	<i>Foreign Language Courses (1)</i>	-	3,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
			30,0		<i>Foreign Language Courses (1)</i>	-	3,0
							30,0

**V. SEMESTER**

RHİ 301	Persuasive Communication	3+0	4,0
RHİ 303	Creativity in Advertising I	2+2	6,0
RHİ 305	Media Planning	3+0	3,5
SiY 102	Political Science	3+0	3,0
	<i>Departmental Elective Courses (3)</i>	-	13,5
			<u>30,0</u>

**VII. SEMESTER**

RHİ 401	Designing Advertising Campaigns	1+6	8,0
RHİ 440	Analysis of Public Relations Campaigns	3+0	4,5
	<i>Departmental Elective Courses (4)</i>	-	17,5
			<u>30,0</u>

**DEPARTMENTAL ELECTIVE COURSES**

ARY 301	Qualitative Methods in Communication Research	3+0	4,5
BİL 361	Comp. Based Creative Studies I	3+0	6,0
BİL 464	Comp. Based Creative Studies II	3+0	6,0
EST 303	Aesthetics	3+0	4,5
FOT 203	Advertising Photography	3+0	6,0
GRA 206	Introduction to Computer Aided Graphic Design	3+0	6,5
İLT 355	Semantics and Visual Analysis	3+0	4,5
İLT 407	Applications of Communication Research	3+0	4,5
İNG 225	(Eng) Academic English I	3+0	3,0
İNG 226	(Eng) Academic English II	3+0	3,0
İNG 325	(Eng) Academic English III	3+0	3,0
İNG 326	(Eng) Academic English IV	3+0	3,0
İNG 425	(Eng) Academic English V	3+0	3,0
İNG 426	(Eng) Academic English VI	3+0	3,0
İSP 151	(Spa) Spanish I	4+0	4,0
İSP 152	(Spa) Spanish II	4+0	4,0
İST 201	(Eng) Statistics	3+0	3,0
İŞL 412	Strategic Management	2+0	3,0
KÜL 151	Cultural Anthropology	3+0	2,5
RHİ 205	Marketing Communication	3+0	4,5
RHİ 241	History of Advertising	3+0	4,5
RHİ 302	(Eng) Communication Management	3+0	4,5
RHİ 307	Advertising Analysis	3+0	4,5
RHİ 308	Social and Political Communication Campaigns	3+0	4,0
RHİ 310	Brand Communication Management	3+0	4,5
RHİ 345	TV Advertising	3+0	5,0
RHİ 346	Public Relations Copy Writing	2+2	6,0
RHİ 351	Social Campaigns	3+0	4,5
RHİ 352	Advertising Design II	2+2	4,5
RHİ 353	Public Relations and the Internet	3+0	4,5
RHİ 354	Corporate Communication Management	3+0	4,5

**VI. SEMESTER**

RHİ 304	Creativity in Advertising II	3+0	6,0
RHİ 311	Advertisement Writing I	2+2	6,0
RHİ 334	Advertising Campaign Analyses	3+0	4,5
	<i>Departmental Elective Courses (3)</i>	-	13,5
			<u>30,0</u>

**VIII. SEMESTER**

RHİ 402	Designing Public Relations Campaigns	1+6	8,0
	<i>Departmental Elective Courses (5)</i>	-	22,0
			<u>30,0</u>

RHİ 355	Presentation Techniques in Campaigns	3+0	4,5
RHİ 356	(Eng) Seminar (Applications of Media Planning)	2+2	5,0
RHİ 361	Public Relations Management	3+0	4,5
RHİ 365	(Eng) Media and Politics	3+0	4,5
RHİ 404	Web Design in Advertising	2+2	6,0
RHİ 411	Advertisement Writing II	2+2	6,0
RHİ 447	Analysis of Political Communication Campaigns	3+0	4,5
RHİ 451	Strategic Planning	3+0	4,0
RHİ 452	Sport Marketing Communication	3+0	4,5
RHİ 453	Communication Ethics	3+0	4,5
RHİ 454	(Eng) Business Communication	3+0	4,5
RHİ 455	System Approach in Communication	3+0	4,5
RHİ 456	International Advertising and Public Relations	3+0	4,5
RHİ 458	International Projects	2+4	6,0
RHİ 460	(Eng) Advertising Project	2+2	6,0
THU 203	Community Services	0+2	3,0

**ELECTIVE COURSES**

BEÖ 155	Physical Education	2+0	2,0
GRA 156	Graphics	2+0	3,5
KÜL 199	Cultural Activities	0+2	2,0
MÜZ 158	Music	2+0	3,0
RSM 152	Painting	2+0	4,0
RSM 154	Caricature	2+0	2,5
SAN 155	Hall Dances	0+2	2,0
TİY 152	Theatre	2+0	2,5
TÜR 120	Turkish Sign Language	3+0	3,0

**FOREIGN LANGUAGE COURSES**

İNG 177	(Eng) English I	3+0	3,0
İNG 178	(Eng) English II	3+0	3,0
İNG 179	(Eng) Advanced English I	3+0	3,0
İNG 180	(Eng) Advanced English II	3+0	3,0

## COURSE CONTENTS

### **ANI 201 Animation 3+0 4,0**

Basics of 3D Animation: 2 dimensional drawing techniques, From 2nd dimension to 3rd dimension; 3D Modeling: Modeling techniques (Extrude-Loft), Advanced modeling methods (Nurbs); Color and Texture in 3D Animation: Color, Texture in 2D and 3D, Reflection and refraction; Light in 3D Animation: Light and shadow in 3D animation, Photo reality; Camera in 3D Animation: Camera types, Camera movements; Painting (Render) and Image Storing: Painting methods, Image storing methods.

### **ARY 111 Research Methods in Social Sciences 3+0 4,5**

Social Science and Research: Social sciences, Scientific Research; Planning of Social Research; Subject and goal, Research questions, Research methods, Population and sample; Research Models in Social Sciences: Historical model, Descriptive model, Casual-Comparative model, Experimental model; Measurement: Levels of measurement, Characteristics of measurement implements, Types of measurement implements; Techniques of Data Analysis; Preparing Research Reports in Social Sciences.

### **ARY 301 Qualitative Methods in Communication Research 3+0 4,5**

Comparison of Qualitative and Quantitative Research Methods; General Characteristics of Qualitative Research; Data Collections Methods; Ethics in Qualitative Research; Focus Group; Depth Interview; Observation: Samples in Communication Research; Action Research: Samples in Communication Research; Data Analysis in Qualitative Research; Concepts of Reliability and Validity in Qualitative Research; Preparing Report in Qualitative Research.

### **BEÖ 155 Physical Education 2+0 2,0**

Definition of Physical Education and Sports; Aims, Disadvantages of Inactive Life; Various Activities for Physical Education; Recreation; Human Physiology; First Aid; Sports Branches: Definition, Rules and Application; Keep Fit Programs.

### **BİL 150 Fundamentals of Information Technology 4+0 5,0**

Introduction to Computer: History of Computer; Operating Systems: Introduction to operating systems; Office Software-Word Processors and Document Systems: General Characteristics of the Office Software; Office-Software-Spreadsheets Programs: Spreadsheets Programs; Office Software-Presentation Programs: Presentation Programs; E Mail-Personal Communication Management: General Characteristics of the E Mailing System; Effective use of the Internet and Internet Security; Network Technologies. Computer Hardware and Error Detection: Types of Computers; Social Networks and Social Media: Social Media and Introduction to Social Media; Special Application Software: Multimedia; Law and Ethics of

Informatics: Intellectual Property and Informatics Law; E-Learning: Developments in E-Learning; E-Government Applications; Computer and Network Security; Latest Strategic Technologies of Informatics: Factors Affecting Technological Developments.

### **BİL 361 Computer Based Creative Studies I 3+0 6,0**

Introduction to Adobe PhotoShop: Tools, cursors, palettes, shortcuts; Bitmap principles: Size and resolution, Creating new pictures, color models, file formats; Editing pictures: Painting tools, editing tools, basic techniques, Brush shapes; selecting and masking: Principles and tools of selection, drawing "paths" and file exchange with other softwares, Masking; special effects: Type tools, type effects, filtering techniques, picture effects; defining colors: Color models, color palette, coloring selections; scanning and printing: using scanners, selecting printers and printing process.

### **BİL 387 Computer Applications 1+2 3,0**

Definitions: Hardware, software; Historical overview of computer applications; Word processing programs: Microsoft Word; Spreadsheets and database: Microsoft Excel; Presentation Software: PowerPoint; Web pages: Dream weaver; Desktop publishing: Microsoft Publisher; Electronic mail and communication through computer networks: Netscape and Internet Explorer; Chat programs: MSN Messenger and ICQ; Computer-mediated communication in the future and possibilities for new applications.

### **BİL 464 Computer Based Creative Studies II 3+0 6,0**

Introduction to Macromedia Freehand: Panels and tools, menus, working with pages, Fonts, layers, shortcuts, drawing "paths", objects, Masking; Importing PhotoShop files; Drawing: Principles of drawing; Drawing tools: Color, line and fill; creating colors; color lists and palette; color models; type basics, type tools, type effects, special effects, vectored effects; Printing: Preparing for printing and printing process.

### **BYN 101 Basic Journalism 3+0 4,5**

Basic concepts of journalism: Journal and journalism, News and news types, Reporting and features of reporting; Types of Journalism: International journalism, Magazine journalism, Sports journalism and Financial journalism; Professional Identity of Journalism: Ethics of journalism; Steps in Preparing a Newspaper: Methods and techniques; Modern Journalism and Journalistic Approaches; Systematic Approaches to Journalism: Reporters, Experts, Researchers; Samples of Good Journalism.

### **BYN 102 Applied Photoshop 2+2 4,5**

The Basic Elements and Features of Photoshop Graphics Editing Program; Creating Printed Documents: Information of resolution, Color properties, Creating photo-graphic

meta, Contrast, Light features; Tools and Tools Features: Program menus, Filters, Layers. Retouching of Photographs: Repair tools, Applications, Logo, Banners, Button, Animations.

**BYN 104 Techniques of News Gathering and Writing** 3+0 4,5

Journalism and News; Process of News Gathering, Information studies, Relations with the news sources; News Writing Rules and Features, Improvement of practices; Functions of News and Social Responsibility; Technical Evaluation of Published News; Practices of News Gathering and Writing; Practices of Press Conferences: Asking the right question, Perception and writing; Relation of News and Journalist; News Types, Sources, Importance order; Approach Methods at News Gathering; Basic Components and Questions of News; Narration Techniques; Finishing Words for News Sentences; News Language: Narration, Header, Spot, Caption narration.

**BYN 106 History of World Media** 2+0 3,0

Communication in the Ancient World; Pre-Columbian Global Contacts and Exchanges; A Brief History of Communication Technology; The European Press in the Mid 19th Century; The Communications Revolution in the Late 19th and Early 20th Centuries; The Coming of Cinema; The Emergence of Mass Journalism; The Golden Age of Radio; The Impact of Television; The Influence of Film on Politics and Society in the 20th Century; The Digital Age and Alternative Futures.

**BYN 202 Introduction to Printing and Journalism** 2+0 2,5

Introduction to Journalism; Basic Concepts of Journalism, Importance: Duty, Function and Social Rules; General Journalism Culture; Institutional Formation of Profession: Historical, Social and Ethic Dimensions; Different Journalism Applications; Mass Media : Different applications and functions of Newspaper, Radio and Television; News Types and Sources: Economy, Culture, Politics, Sports, Health, Science; Principles of Print Profession and Ethics: Research Journalism, News Agencies, Editorship, Photography in Journalism, Graphics, Usage and Functions of Caricature; Preparation Stages of Newspaper and Printing Techniques.

**BYN 203 Page Design** 2+2 4,5

Basic Principles of Page Design: Balance, Contrast, Integrity, Simplicity, Structure, Focus; Typography: Letters, Fonts, Legibility; Photography: Using photographs in page design, How to take good photographs?, Captions; Headlines: Types of news headlines, Headlines for the top stories, Titles and subtitles, Secondary titles, Embedded titles, Choosing a title; Color: Psychological effects of color, Using color in page design, Using color in printed materials; Samples of Printed Materials: Booklets, Newspapers, Magazines, Brochures.

**BYN 204 News Types** 3+0 4,5

News and News Writing Techniques; Techniques of Introduction to News; News Types; Reporter and the Qualifications of the Reporter; Characteristics of Abundant News; News Applications: Newspaper News, Magazine News, Radio and Television News, Internet News, Local News, Police- Court News, Society- Life News, Magazine, Culture-Art, Politics and Parliament, Economy, Foreign News, Sports, Health, Science, Religion, Environment News and Applications.

**BYN 206 TV Journalism** 2+2 4,0

What's TV news?; Developments in TV Journalism: What's a news item?, What's TV news?; How to Write News Items for TV?; Importance of Using Image and Sound in TV News; A Comparison of Selected Samples of TV News and TV news programs; Project: collecting news and producing news bulletins for TV.

**BYN 207 Speech and Interview Techniques in Radio and TV News** 2+2 4,0

Announcer, Showgirl, Showman, Anchorman Concepts And Definitions; Voice And Breath Control; Phonetics And Diction Studies; Text Evaluation (Stress, Tone, Break, Melody, Audio Voice, Etc.); Event, Fact, Situation, Process, News Interaction; News Writing Studies; Practicing Reading of the News; Feature Concept And Basic Properties; Simulated Interview Practices with Different Personalities.

**BYN 208 Critical Media Theories** 2+0 3,0

Definition and Classification of Critical Theories Related to Media; Frankfurt School: Historical background, Fields of criticism and conceptualization of culture industry; Political Economy Approach: American political economy approach, European political economy approach; Constructivist Approach; Cultural Studies; Post-Constructivist Approach; Post-Modern Approach; Media Environment in Turkey and the Evaluation of the Contents Within the Framework of Critical Approaches; Practical In-class Applications.

**BYN 209 Page Design Programs** 2+2 4,5

Key Features of QuarkXPress and Adobe InDesign Graphic Design Software; QuarkXPress Graphic Design Software: Creating a new document, Tools, Applications: Page Design: Business cards, Brochures, Magazine pages and newspaper pages Indesign graphic design software: Creating a new document, Tools; Applications: Page design: Business cards, Brochures, Magazine pages and newspaper pages.

**BYN 214 History of Turkish Press** 2+0 3,0

The Emergence of Press in the World; The European Press; The Emergence of Press in the Ottoman Empire and the Press in the Democratic Struggle; War of Turkish Independence and the Press; Press in the Republican Era; The Role of Media in the Construction of the Nation State and the Realization of the Reforms; Properties of the Single Party Era and the Political Power and Media Relations; Press and Political Parties in Multi-party Relationship;

Press and Political Polarization Within the Military Coup of May 27; The Attacks on the Press; Relationship Between Political Power and the Press After 1960; Relationship with the Media Capital Groups; Censorship and Closed Newspapers.

**BYN 215 Online Journalism 2+0 3,0**

Internet and Journalism: Use of internet as the news media, Internet and access channels to information: Search engines, Forums, Blogs, News sites; Online Journalism: First online journalism samples, First news sites, Today's online journalism applications; Differences between Traditional and Online Newspapers: News writing, Display, Values; Reading habits of online news and audience behaviour: Content clicking, Headline reading, Clicking the other pages; The Changing Role and Improving Importance of News Readers.

**BYN 216 Local Journalism 2+0 3,0**

Definition of Local Press; Distinctive Features of the National and Local Press; What is Covered by the Local Press?; The Function of the Local Press; The Importance of the Local Press; The Aim of the Local Press; The Historical Development of the Local Press: The development of the local press in the world, The development of the local press in Turkey; Local Newspapers: Problems of local newspapers; Responsibilities of Local Newspapers; The Circles Influenced by Local Newspapers; Differences Between the Local Press and Other Press Companies; The Importance of the Local Press in the World; News Gathering and Writing From Local Areas.

**BYN 217 Child Rights on Media 2+0 3,0**

Human Rights and Natural Rights; Convention on the Rights of the Child; Protecting Human Rights; Child Rights of Criminal Codes of Turkey; Media Representation of Children; Codes of Conduct and Editorial Guidelines; Barriers of Child Rights; Child Protection Policies; Children in Conflict With the Law; Children in Armed Conflict; Interviewing Children; Giving Children a Voice; Making Stories With/about Child.

**BYN 218 Investigative Journalism 2+0 3,0**

Defining the News Concept; Investigative Journalism and Its History as a Special Area of Journalism; Research Methods and Technics of Investigative Journalism; Investigative Journalism in Terms of Social Responsibility and Journalism Missions; Investigative Journalism Cases From World Press; Investigative Journalism Cases From Turkish Press; Students Works and Applications.

**BYN 219 Public Opinion and Propaganda 2+0 3,0**

Public Opinion: Public, Opinion, Public Opinion; Public Opinion in History: The period of ancient Greek and Rome, The Period of enlightenment, The 19th Century; Political Systems and Public Opinion: Different political systems and public opinion, Civil society, Organizations of civil society; Public Opinion Research and Media: Historical development of public opinion research, Measuring public opinion, Reliability of the public opinion research, Media

and the public opinion research; Mass Communication and Public Opinion; Propaganda Techniques, Social control.

**BYN 220 Tabloid Journalism 2+0 3,0**

Historical Background of Tabloid Journalism; Production Process in Tabloid Journalism: Professional fieldwork practices, News resources, Target audience; Monopolization Tendencies in Tabloid News: Circulation rates, Advertisements and advertorial news; Contents of Tabloid News; Tabloidization Tendencies; Basic Criteria to Follow While Writing Tabloid News and Ethical Rules; Evaluations From the World and Turkey Based on the Samples From Today's Tabloid Journalism; Practical Applications by Students Related to Tabloid Journalism.

**BYN 221 Critical Media Literacy 2+0 3,0**

Historical Developments of Mass Communication and Mass Media; Mass Media and Its Functions; Social Effects of Mass Media; Definition of Media and Mass Communication; The Evolution of Mass Communication Process; Defining of Media Literacy Concept and Its Development; Why Should Media Literacy?; Media Literacy in Critical Approach; Media Literacy in Liberal Approach; Reception of Media Messages; Manipulations in Media Messages; Elements of Media Literacy; Discussions and Researches About Media Literacy.

**BYN 222 Sports Journalism 2+0 3,0**

Basic Concepts in Sports Journalism; News Writing in Sports Journalism; Commentating and Interviewing in Sports Journalism; Editing in Sport Journalism; Ethics in Sport Journalism; Issues in Sport Journalism in Turkey; Sports Media and Society in Turkey; Supporter Culture in Turkish Sports Media; Social Media and Sports Journalism; Sport Journalism Practical Project.

**BYN 223 Travel Writing 2+0 3,0**

Basic Concepts: Reading travel articles, Read writing about travel and place from Columbus's "Diario" through the present, Reading maps, Objects, Archives, And facts of various kinds; Writing a Non-fiction Essay; Travel: Types of travel, Cultural travel, Community based travel, Travel for pleasure; Travel Writing: Why do we travel?, Why do we write about travel?; What are the core genres and styles of travel writing?; The components of a skillfully crafted travel article; The Habits of Successful Travel Writers.

**BYN 224 Political Journalism 2+0 3,0**

Political Journalist: Job description, Working area, Professional competences; Political Regimes and Political Journalism: The importance of political journalism in democratic regimes, Mediatization of politics; The Dimensions Of Political Journalism: Political journalism on international, national and local levels; Application Areas Of Political Journalism: Parliament journalism, Political party journalism, Journalism during the election campaign; Relations Between The Political Journalist And The Government: Ethic codes, Principal of journalism; Political News Gatherin And Writing Practices.

**BYN 225 Health, Science and Technology Journalism** 2+0 3,0

Fundamentals of Health, Science and technology journalism; Development, Subject and scope of health, Science and technology journalism in the world and in Turkey; News Gathering and Writing Techniques in Health, Science and technology journalism; Health, Science and technology news on newspapers, Journals, Radio and television; Control, Validation and ethics in health, Science and technology journalism; News writing Applications in Health, Science and technology journalism; Health, Science and Technology Page and Corner Applications for Newspapers and Journals.

**BYN 238 European Union Journalism** 2+0 3,0

Europe as an Idea: Borders of Europe, Birth of the European identity, Delanty's Europe; European Union History: Europe after WWII, EEC, EC, EU, Enlargement process; European Public Sphere: Habermas; EU Institutions as News Sources: European Council, European Parliament, European Commission; Media Systems in EU Member States; Turkey-EU Relations: Historical, geographical, economic, political and cultural dimensions; Turkey's EU Bid in the European Media: Discussions in the British, German and French media; The EU in the Turkish media; Future of EU: The concept of Multi-Speed Europe, United States of Europe.

**BYN 239 Shorthand Writing (Stenography)** 2+0 3,0

What is Stenography; History of Stenography: History of stenography in Turkey; Pitman Stenography and Alphabets; Teeline Stenography and Alphabets; Stenography in Alphabets: Rules, Abbreviations; Shorthand Characters; Words' Plural Forms; Forms of Past Tense; Suffixes and Prefixes of Verbs; Negative Forms; Transitions; Adding Emphasis; Forms of Abbreviations; Sample Word Forms; Forms of Shorthand Sentences; Stenography Exercises: 3-minute, 5-minute and 10-minute exercises.

**BYN 252 Radio Programming** 3+0 4,5

Preparing Radio Programs: Characteristics of radio programs, Staff of radio programs; Radio Programs: News, Current events, Magazine programs, Short introduction programs, Documentaries, Dramas, Panel discussions, Music programs; How to Use the Studio in Radio Programs?; Components of a Radio Program: Effects, Choosing the music, Writing the text, Choosing the guests, the Relationship between time, topic and text, Making programs, Directing programs.

**BYN 271 Television News Cameraman** 3+0 4,5

The Evolution of Communication Tools; Television News: Characteristics of television news, Types of television news, Crews working for television news programs, Cameramen, Job profile; Types of Cameras; Working Principles of a Camera, Posing, White Balance, Choosing the right filter, Objectives, Focus length, Depth of field, Visual organization; Camcorder Unit; Videotape Recorder, Sound, Time code; Light; Light Resources, Color, Color

heat, Natural light, Artificial light, Additional Enlightening Tools, Enlightening in the field, Enlightening in the studio.

**BYN 309 Media Law** 2+0 3,0

Basic Concepts of Media Law; Historical Development of Written and Audio-visual Media Law; Related to Media Law and Especially with Freedom of Expression; Protection of Personality and Personality Rights; Privacy Protection of News Source; Protecting the Confidentiality of Private Life and Limits of Criticism; Press and Publication Activities; Typography; Legal and Criminal Liability; Regulations on Radio and Television Broadcasting; Legal Regulations and Limitations About Radio and Tv Broadcasting; Legal Regulations and Limitations About Advertisements; Brand; Right to Information; Copyrights; Protection of Personal Data and Official Secret; Censorship and Self-regulatory; Competition Law in the Media; Radio and Television Supreme Council; Code of Ethics in Media.

**BYN 313 Literary Journalism Forms** 2+0 3,0

The Emergence of Newspaper: The story of a period; Penny Press and Literary Forms in USA; Yellow Journalism and Literary Forms in USA; New Journalism; Literary Journalism in Turkey; Reportage as a Literary Form of Writing; Interview-Reportage Distinction; News-Reportage Distinction, Characteristics of reportage; Yaşar Kemal and Reportage; Fikret Otyam and Reportage; Literary Forms in Popular Newspapers; Reportage in Novel: "Abdülhamit Düşerken", "Kurt Kanunu"; Fakir Bayburt and Reportage.

**BYN 319 Journalism Applications I** 2+4 6,0

News Gathering: Agenda meeting, Evaluating subjects of news, Techniques of gathering information and accessing to news sources, Making news; News Writing Applications: Knowledge of languages and following the spelling rules, News body, Headline, Leads, Photos, Interview and reporting, Investigative journalism; Taking Photos: Correct framing; News Editing: News election, Deciding and making page design; Printing Process, Publishing the newspaper.

**BYN 320 Journalism Applications II** 2+4 6,0

News Collecting and News Writing: Gathering and writing magazine news, Making portraits and feature reports, Doing research, Gathering and writing culture and art news; Taking Photographs: Taking photographs appropriate for the news item, Printing; Gathering and Editing the News; Page Design: Placing written and visual materials, Preparing newspaper for print, Stages of printing, The makings and presentation of the newspaper.

**BYN 321 Visual Media Literacy** 2+0 3,0

The Concept of Visual Literacy; Relationship between Visual Literacy and Visual Communication; Basic Visual Elements: Point, Line, Color, Texture, Direction, Shape, Motion, Saturation, Shade, Hue; Theories of Perception: Balance, Contrast and axis, Priority of left, Positivity, Negativity; Anatomy of a Visual Message: Symbolization, Representation and abstraction; Message and Function: The unconscious communication; Visual Techniques.

**BYN 322 Media Ethics 2+0 3,0**

Definition of Concept of Ethics and Its Historical Development Process; A Comparative Morality Systems; The General Frame of the Media Ethics; Economic, Political and Socio-cultural Conditions Which Determine the Ethical Functioning of the Press; New Understandings of the Freedom of the Media and Their Contributions to the Media Ethics; The Role of Civil Initiative in Empowering the press Ethics; Self-control Mechanism in the Press: Codes of ethics, Press councils and the ombudsman system; Self-control Mechanisms of the Press in Turkey; Practice of Self-control in the World.

**BYN 323 News Writing in English 2+0 3,0**

Characteristics of English Newspaper; English-language Newspapers in the U.S. and the U.K.; Headlines, Spots and subtitles; The Photographic Caption; Grammatical and Ungrammatical Language Use in Journalism; Opportunities and Limitations in Journalistic Research; Sequence and Balance in Composing a Newspaper Article; Tabloids and Pursuit of the Sensational; Comment and Opinion; Newswriting in the Internet Age; The Issue of Celebrity; Blogs and Blogging.

**BYN 324 Theories of Political Communication 2+0 3,0**

The Concept of Political Communication; Theories of Democracy; Political Participation in Democratic System; Political Actors in Democratic System; Civil Society and Media; Political Communication Campaigns; The Concept of Leadership in Political Communication; Consultancy in Political Communication; Globalisation and Political Communication; History of Political Communication in Turkey; The Important Political Campaigns of Turkey.

**BYN 325 Crisis and Conflict Reporting 2+0 3,0**

Concepts of Crisis and Conflict Reporting; Writing Crisis and Conflict; Preparing for Crisis, Conflict and War and Writing Them; Identity and Viewpoint of Journalists; Logistics of Crisis, Conflict and War; Human Rights and International Conflict Law; Conditions of Reporting; Interviews and portraying characters; Storytelling; Human Side of Characters in Crisis, Conflict and War; Objectivity; Concept of 'enemy?; Concept of 'peace?; Conflict and sides; Reporting Crisis, Conflict and War in the Internet Age.

**BYN 327 Peace Journalism 2+0 3,0**

Concepts of War and Peace; Portraying War and Peace; War and Peace in Mass Media; Texts and Visuals of War and Peace; Cultural Conflict and Peace; Building Discourse for Peace Culture; Emotions in Times of War and Peace; Conflict and Peace Content with New Media; Ethical Considerations.

**BYN 328 Social Media Theory and Applications 2+0 3,0**

Basic Concepts: New media, New communication environment, Social networks; New Communication Technologies; Difference of New Technologies from Traditional Media: Digitalization, Interactivity, Multi-media, Hypertext, Social networks and internet; New Media

Theories: Network society, Global village, Supervision society, Electronic democracy, Virtual agora, Virtual communities, Desktop colonialism; ICT and Technology Reform Paradigm; Social Media and Journalism Applications: Blog, Vlog, Podcast, Wiki, Sosyal networks.

**BYN 329 Journalism in the Movies 2+0 3,0**

Journalism ; Who is journalist?, What are principles and codes of professional ethics in journalism?, Mission of a journalist, News production process, Burden to public, News gathering practices, Preparing the news, News sources, Journalism myths, Stereotypes; Film Analyzing: Visual expression of film, Power of film, Writing a real case for the screen, journalists' life in movies, Comparing the film with the actual event.

**BYN 330 Management and Organization Structure in Media Institutions 2+0 3,0**

Characteristics of Media Institutions: Organization of media institutions, Effects of the environment on organizations in media institutions, Main activities in the organizational structure of media institutions, Segmentation of activities in media institutions, Division of labor in media institutions, Major tasks, authorities and responsibilities in the organizational structure of media institutions, Duties, Authority and responsibilities related to other activities, Organizational structures in major media institutions, Evaluation of various forms of governance in media institutions.

**BYN 332 Rhetoric 2+0 3,0**

Why Persuasion is Needed?; Argumentation: Mediated argumentation, Non-mediated argumentation; Rhetorical Constructivism; Rhetoric Deconstructivism; Indirect Criticism; Direct Response; Developing Strategy Based on Media Utilized: Rhetoric in traditional media, Rhetorical argumentation in press, Social media rhetoric; What an Individual Wants?: Distinction between Lie and Truth; Visual Rhetoric; Art of Speech; Public Speaking; Speaking on Television or on Radio; Speech Types: Persuasive speaking, Speaking for choice, Speaking for psychological pressure, Affirmative and thanking speeches.

**BYN 346 TV News-Project and Application 1+4 4,5**

News Making in Television; Television News and its Distinctive Features; Image and Text in TV News; TV News Broadcasting; TV News Crew; Cameramen and Journalists; News Making Based on Types of TV News; Preparing a Project Requiring a Production of TV News Items.

**BYN 355 News Editing 2+2 4,5**

Types of News Programs: News bulletins, News programs; Designing Television News Programs: Studio programs, Out-of-studio programs, Mixed programs; News documentaries: Documentary programs, News programs; Choosing issues and guests for news programs; Broadcasting periods of programs; Timing of programs; Broadcasting types of television news programs: Live, VTR; Preparations before the shot and broadcasting;

Research and Organization; Preparations in the studio: Decor, Lighting, Number of Cameras and Camera Angles; Editing; Applied News Program Design and Editing.

**BYN 364 Advanced Web Design** 2+2 4,5

Basics of Web Design; Elements of Web Design; Knowledge And Data Concept; Classification and Storing Information; Construction of the Database; Database Programs; Designing Database, Defining Types of Web Sites; Using Database With ASP; Using Database With PHP; Flash Applications In News Sites; XML Applications In News Sites; Constructions of News Sites; News Site Preparation Project.

**BYN 365 Radio News Projects** 2+2 4,5

Definitions of Radio News; Differences Between Radio And Television And Newspaper News; Evaluation of Radio News Bulletins And News Programs; Developing News Bulletin And News Programs; Practicing Preparation and Presentation of Radio News.

**BYN 404 Applied Magazine Publication** 2+4 6,0

Magazine as a Medium: Magazine news, Preparing magazine agenda, News writing and gathering in magazine, News editing in magazine; Magazine Reporting; Shooting Photography for Magazines; Various Phases of Magazine Production: Page planning; Visual and Creative Design for Magazine: Visual components, Writing components; Rules of Magazine Publication; General Publishing Policy; Editorial Staff for the Magazine: Responsibilities of reporter, Copy editor, Chief editor, Photographer and designer; Ads and News Stories.

**BYN 406 Introduction to International Relations** 2+0 3,0

The Development of International Relations; The Basic Concepts of International Relations; The Main Actors of International Relations; International Organizations; The Objective and Means of Foreign Policy; Diplomacy; Propaganda; National Force; The Problem of Analysis in International Relations, Theories of international relations; System Approaches in International Relations and the Structure of Modern International System; International Conflicts and the Cold War; Democracy and Human Rights After the Cold War.

**BYN 408 Web Publishing** 2+4 6,0

Internet: World wide web, Hyper text transfer protocol, File transfer Protocol; Interactivity: Internet and interactivity, Interactive applications; Types of Internet Publications: Video based sites, Voice based sites, Web sites; News Sites: Traditional publication sites, Independent sites; Journalism on the Social Media: Blog journalism, Facebook applications, Twitter applications; Applied Internet Publishing: News gathering to internet, News editing for internet; Publishing News on Internet: Using video-animation, Using picture.

**BYN 409 Contemporary Media Criticisms I** 3+0 3,0

Development of Media in Turkey; Objectivity in Journalism; Background, Components, Criticism; Media Ethics: Pragmatic approach; Functional Approach; Machiavellian Approach; News Framing; Presentation of Political News; Alternative Journalism: Civic journalism, Peace journalism, Rights journalism, Civil society media; Critical News Studies; Construction of Ideology in News; Manipulation in News; The Use of Metaphor in News; Representation in News: Women, Children, The poor, Minorities; News and Reception: How news are read by the readers.

**BYN 410 Contemporary Media Criticisms II** 3+0 3,0

Globalization and Neo-liberalism Policies: Political, economic and cultural dimensions of media; Consumption Culture and Life Styles: Middle class and media in fordism and post-fordism; Tabloidization of Turkish Media and Television Serials: Representation of poverty and richness; Football Industry and Television Football in Turkey; Public Sphere, Representation and Media: Case study analyses from Turkish media; Nationalism and Media; Civil Disobedience Movements and Media; New Media, Social Movements and Youth; Student Studies on Contemporary Media Texts.

**BYN 413 Culture Identity** 2+0 3,0

What is Identity?; Types of Identity: Individualistic identity, Social identity, Cultural identity; Modernity and Identity; Dimensions of Cultural Identity; New Cultural Identities; Cultural Identities in Turkey; Cultural Identities and Urban Life; Diasporas and the Problem of Cultural Identity; Cultural Identities and the Middle East; ?Who Am I? Studies in the Classroom; The Student Representations on Cultural Identity in the Classroom.

**BYN 415 Career in Media** 2+0 3,0

General Concepts on Working Life in Media; Developments in Media Sector and Its Effects on Working Life; Historical Background of Legal Regulations on Working Life in Media; Exceptions and Scope of Application of Press-labour Act No.5953; Conclusion of Labour Relation; Arrangement of Labor Relation in Terms of Wage; Arrangement of Labor Relation in Terms of Time; Terminate of Labor Relation; Legal Results of Terminate of Labor Relation; Professional Organization and Unionism in Media; Collective Bargaining Agreement, Strike-lockout practices in media; Social Security of Media Employees.

**BYN 419 Photo Reportage** 1+1 3,0

Definition of Photo Reportage: Photojournalism, History of photo reportage, Illustrated news magazines in Germany in 1920s; Photo Reportage as a Means of Photojournalism: Relationship between news photo and text; Qualities of Photo Reportage and Its Production Process: Idea, Theme, Time management, Cooperation, Importance of details, Ethics of photo reportage; Great Photo Reportages: Andre Kertesz, Martin Munkacsy, Brassai, Tim Gidal, Eugene Smith; Contemporary Samples: VU Photo Agency, Noor



Photo Agency, VII Photo Agency, Nar Photos; Practice; Evaluating the Produced Works.

**BYN 421 Social Media Journalism 2+0 3,0**

New Media; Social Media; Social Change and Development of Social Media and Communication in Social Media as a Mass Medium; Differences Between Social and Traditional Media; News and Newsworthiness in Social Media; Criteria for Newsworthiness in Social Media Journalism; Social Media Tools; Comparing News Values in Social Media and Traditional Media Journalism; Students Practices.

**BYN 422 Campus Journalism 2+0 3,0**

Journalism Applications in Anadolu Haber, Campus Newspaper of Anadolu University; News reporting practice for agenda topics; Reporting a Meeting: Reporting about conferences, seminars, panel discussions, symposiums, congresses; Event Reporting: Exhibitions, shows, movies, openings; Reporting Statements; Interviews: Prepared and unprepared interviews; Routine Stuff: Science and technology page, Students' opinions page; Campus Newspaper Management: Agenda meeting, News selection, Draft pages, Newswriting, Editing, Organization of agency news, Page design, Preparations for printing, Printing process.

**BYN 423 Media Economics and Management 2+0 3,0**

Basic Concepts of Economics; Basic Economic Problems; Sections of Economics; Developments in Media Sector; Importance of the Media Industry; Media and Market; Monopolization in Media; Importance of Media Companies; Features of Media Companies; Types of Media Companies; Organizational Structure of Media Companies; Organizational Structure of Print Media; Organizational Structure of Radio and Television Organizations; Main Activities in Organizational Structure of Media Companies.

**BYN 424 International Journalism 2+0 3,0**

Definition; Historical Development; The Cold War: Propaganda; Comparative Public Broadcasting; New Communication and Information Order: Geopolitics of news media; Globalization and Neo-liberal Re-organization of International News Media; Global Information Economy; Democracy; Global Identity Policies and Changing Discourses of International Journalism; Integration of New Communication Technologies and New Position of International News Media; New Social Movements and Global News Networks; Effects of Transnational News Media; Post-cold War and New World Order: Global wars; Future of International Journalism.

**BYN 425 Seminar I 2+0 3,0**

Media as a Social Mass Medium and Environment; Problems of the Turkish Media; News Media Today; Featured Workshops by News Professionals on News Media Approaches: Changing journalism in the world and Turkey; Online Journalism; Social Media and Journalism; Citizen Journalism; Effects of Monopolization Trends on News Journalism; Problems of Media Professionals.

**BYN 426 Seminar II 2+0 3,0**

Media as a Social Mass Medium and Environment; Problems of the Turkish Media; News Media Today; Featured Workshops by News Professionals on News Media Approaches: Changing journalism in the world and Turkey; Online Journalism; Social Media and Journalism; Citizen Journalism; Effects of Monopolization Trends on News Journalism; Problems of Media Professionals.

**BYN 427 Agency Journalism 2+0 3,0**

News Agency: Functions and functioning of news agencies; News Agency in Turkey: History of news agencies in Turkey, Media ownership and news agencies; International News Agencies: Their effects of international news flow, One-way news flow and UNESCO; News Gathering in News Agencies; News Writing in News Agencies; Services of News Agencies: Video news services, Photo news services; Agency Journalism Practices: Video news practices, Photo news practices, News gathering practices, News writing practices.

**BYN 429 Economy and Financial Journalism 2+0 3,0**

Fundamentals of Finance; Journalism of Finance and Press; Financial News: Topics, Sources, Indicators and their meanings; History of Financial Journalism in the World and Turkey; Types of Financial News: Finance, Business circles, Consumer news; Financial News in Print Media, Radio, Television, Internet, and Social Media; Legal and Ethical Dimensions in Financial Journalism.

**BYN 431 Publication Design Project 2+0 3,0**

Design Principles: The concept of image, Communicating with design elements; Visual Communication: Image and text relationship, Ethics in visual communication; Typography: Typographic communication, Importance of typography, Classification of typographic characters; Structure and Anatomy of Letters: Font family, Font size, Space, Legibility, Readability, Special effects; Preparing Publication Design Samples: Flyer, Logo, Magazine cover, Newsletter, Brochure, Poster.

**BYN 443 Project in Photography 2+2 4,5**

Basic Techniques of Photography; Dia shows; Samples of photography from the world and Turkey; Introducing the Equipment: Black and white film and photographic papers; the Multigrade Enlarger and Using the Multigrade Enlarger; Film Development; Printing: tonality and contrast control in printing; Photogram and Other Creative Darkroom Techniques; Project Applications; Image Arrangement; Photograph Criticism; Exhibition Prints; the Final Project. Prerequisite: FOT 201.

**BYN 460 Television News Programming 3+0 4,5**

Applied Television News Programming: Writing techniques, Preparing a bulletin, Summaries; Broadcasting Techniques: Live Broadcast, Live Connection Techniques, Live Connection with Image, Live Telephone Connection, Television News in Turkey; Television News in the Institute of Turkish Radio and Television (TRT) and Private

Television Channels, Techniques of Preparing Television News Programs.

**BYN 462 Applied Rhetoric** 2+2 4,5

Relationship between Announcers and the Audience; Methods for dialog, Possible reactions of the Audience; Understanding the audience profile during the dialog; Asking Questions; Body Language, Use of Hands, Gestures and Mimics; About the Studio: Announcers, Cameramen and Directors and Their Relationship, Using a camera and a microphone; Command of Speech: How to command panels and discussions, Appearance of the announcer: Attire, Attitudes and behaviors.

**EDB 221 Turkish and World Literature** 2+0 3,0

Novel in Western Literature: Analysis for classic novels; Gustave Flaubert/Madame Bovary, Dostoyevsky/Suç ve Ceza, Gabriel G. Marquez/Yüz Yıllık Yalnızlık, J.D. Salinger/Gönülçelen (Çavdar Tarlası); Analysis for Modern Novels: Umberto Eco/Prag Mezarlığı; Novel in Turkish Literature: Analysis for classic novels; Mithat Cemal Kuntay/Üç İstanbul, Yakup Kadri Karaosmanoğlu/Kiralık Konak, Peyami Safa/Fatih Harbiye, Tarık Buğra/Küçük Ağa, Ahmet Hamdi Tanpınar/Huzur; Analysis for Modern Novels: Oğuz Atay/Tutunamayanlar; Analysis for Postmodern Novels: Orhan Pamuk/Kara Kitap, Elif Şafak/Mahrem.

**ERA 199 Cultural Diversity and Communication** 2+0 3,0

Introduction, Anthropological View; Definition of Culture, Diversity; Globalization, Identity & Affinity; Language and Culture; Religion and Culture; Class in countries; Gender and Society; Prejudices and Stereotypes; European Culture; Media and Culture; Media and Representations; Cultural stereotypes in Media

**EST 303 Aesthetics** 3+0 4,5

Aesthetics as a concept. Beauty in nature and in Art. Daily use of Aesthetic concept beauty in Art, Concept of beauty in Art, change of beauty concept in time. The concept of ugliness in Art. Aesthetics as an element of Artwork. Aesthetic criteria, Ancient philosophy and Aesthetics, Renaissance and elements of Aesthetics, Contemporary times; Aesthetics and functions.

**FEL 102 Introduction to Philosophy** 2+0 2,5

Fundamentals of Philosophy; Scope of Philosophy; History of Philosophy; Theory of Science; Theory of Knowledge; Logic; Ontology; Philosophy of Nature; Philosophy of History; Philosophy of Art; Philosophy of Language; Philosophical Anthropology; Ethics; Philosophy of Religion; Metaphysics; Schools of Philosophy; Development of Philosophical Perspective.

**FEL 102 Introduction to Philosophy** 2+0 2,5

Fundamentals of Philosophy; Scope of Philosophy; History of Philosophy; Theory of Science; Theory of Knowledge; Logic; Ontology; Philosophy of Nature; Philosophy of History; Philosophy of Art; Philosophy of Language;

Philosophical Anthropology; Ethics; Philosophy of Religion; Metaphysics; Schools of Philosophy; Development of Philosophical Perspective.

**FEL 251 Communication Philosophy** 3+0 4,5

Marx and Marxist Media Theory; Althusser and Ideological Apparatuses of the State; Critical Theory and Cultural Studies; Gramsci: Popular culture and hegemony; Frankfurt School: Its history, impact, and importance; Horkheimer and Adorno: Culture Industry and Negative Dialectics; Benjamin and the Concept of Fantasmagory; Marcuse: One dimensional man; Lukacs and Weber: Reification; Habermas: Public Sphere and Communicative Action Theory; Huizinga: Loss of humanity in Modern Times; Internet and the Concept of Virtual Reality; McLuhan: Globalization, media, and others.

**FEL 303 Philosophical Criticism and Art** 3+0 4,0

Approaching art from the point of view of philosophy; Relation between philosophy and art, common points and differences; Difference between the knowledge acquired from art and the knowledge acquired from philosophy; Work of art, artist and audience, functions of work of art and qualities of work of art; Criticism; Using the philosophy on the criticism of art works and method of philosophical criticism; Discussing the philosophical problems of the chosen works of literature and cinema and the philosophical basics of art works; Bilge Karasu, Oğuz Atay, Sait Faik, Ferit Edgü, Ömer Kavur, Hermann Hesse, Kazancakis, Dostoyevski, Bergman, Antonioni, Tarkovski, Pavese, Rilke, Kafka, Camus, Nietzsche, Sartre.

**FEL 426 Philosophical Approaches in Communication** 2+0 3,0

Introduction to Philosophy: General concepts, Philosophy in the beginning; History of Philosophy: Transition from ancient philosophy to modern philosophy; Modern Philosophy: Descartes and Spinoza, Philosophy of enlightenment, Empiricism, German idealism, Materialism and Marxism; Philosophy in the 20th Century: Science and positivism, Modern philosophy and 20th century philosophy in comparison; Media and Communications: Philosophical meaning of communication, Media, Communication and modernity, Critical approaches to media and communication society, New communication technologies, Representation of virtual reality and the philosophical dimensions of communication.

**FOT 104 Documentary Photography** 2+2 4,5

Defining Documentary Photography; Documentary Photography and Other Types of Photography; Social Documentary Photography: Photography and reality, Manipulation; Samples of Documentary Photography in the World: Jakob Riis, Lewis Hine, Paul Strand, Eugene Smith, FSA, Photo league; Documentary Photography in Turkey: Fikret Otyam, Ara Güler; Documentary Photography Today: Studies of Foundations of Photography and Their Contributions to Documentary Photography; the Internet and Documentary Photography; Photo Reporting; Masters and Their studies; Project. Prerequisite: FOT 201.

**FOT 108 Reading Photography 3+0 3,0**

What is Photography?; Some Thoughts and Discussions on Photography; Photography as a Tool of Expression; Denotations and Connotations: Unity of the Picture and the Text, Captions, Subtitles, Headlines; Creating Denotation: Technical manipulations, Retouch, Montage and other trick effects, Posing, Objects in a picture and their effects on its semantics; Photogene, Effects of Aesthetic Content of Photograph to Their Meaning; Other Methods of Reading Photography: Realistic, Sociological and Psychological methods; Analyzing Press and Advertising Photography.

**FOT 116 Basic Photography Applications 2+2 4,0**

An overview of photography equipment; New technologies, Accessories: Using flash light, indoor lighting; Tripod, monopod; Filters; 18% Gray Card: Correct exposure, White balance; Lenses: focal length, focal length multiplier; Composition; Black & White and digital applications: abstract photography and photo-story applications; Depth of field applications.

**FOT 118 Applied Photography 2+0 3,0**

Focusing: Experiencing focusing modes; Understanding Exposure: Correct exposure, Alternative correct exposures, Exposure compensation; Light Metering: Experiencing light metering modes; Practicing Shots on Depth of Field; Practicing Shots on Movement; Understanding the Color of the Light: Setting the white balance on the camera; Using Flash: Flash modes, Bounce flash, Fill flash; Basic Photoshop Applications; Practice; Evaluating the Produced Works.

**FOT 201 Basic Photography 2+2 5,0**

The short history of photography: Cameras; 35 mm, Medium and large format cameras; Lenses; Normal focus, Wide angle, Narrow angle (Tele) and Zoom lenses; exposure control mechanisms; Diaphragm, Shutter; Stop motion; Depth of field; Film: Film types according to formats, Film types according to light-power sensitivity, Film types according to color sensitivity, Contrast, Clearness and grain structure; Light: light Measuring, the different ways of light measuring, Exposure modes, Filters and asset accessories; Image design; Developing and printing black and white films.

**FOT 203 Advertising Photography 3+0 6,0**

Introduction to Advertising Photography; Advertising and Photography; Cameras Used in Advertising Photography; Studio Equipment: Par flashes, Light meters, Accessories; Techniques of Photograph Taking in Studios; Outdoor Photography; Types and Features of Positive Films; Properties of a Good Advertising Photograph; Trends in Photography; Techniques of Effective Advertising Photography; Expertise in Advertising Photography: Fashion, Food, Architecture, Jewelry Photography; Processes in Advertising Photography; Discussions on Samples of Advertising Photography. Prerequisite: FOT 201.

**FOT 204 Applied of Photojournalism 2+0 3,0**

Basic Concepts: Definition of photojournalism; Photojournalism History: Use of photographs in print media, The photojournalist; Contributions of Photographs to The News; Press Photography Features: Content, Technical, Aesthetic; Press Photography of Ethics; Editorial Process; Equipment Used by Photojournalist; Photojournalism: News photos, Portraits, Photo-reportage, Sports photos, Event photos, Photos of the conflict; Photo Capture Applications.

**FOT 303 Photography Project 1+3 4,5**

Reviewing Basics of Film and Digital Photography, Designing a Project Assignment for Photography, Determining Project Objectives and Topics, Step-by-step Pre-Production of a Photo-Project, Discussing Successful Photography Projects from around the World, How to Transform a Project Idea to Script and Construct a Proposal, Determining the Appropriate Technology for a Project Topic, Preparations for Shooting, Shooting According to Project Objectives, Photographic Process for Film and Digital Photography, Preparing Project Assignment, Evaluation of Project Assignment.

**FOT 307 Theories of Photography 2+0 3,0**

Basic Concepts: Historical development of the visual reality of meaning: Modernity, Postmodernity: The metaphor of the mirror, Constructive approach; Discussions for Photograph in Terms Of The Visual Culture and Visual Arts: Document, Evidence, Representation, Art; Theorists: Platon, Aristoteles, Pierce, Benjamin, Adorno, Tagg, Burgin, Barthes, Sontag, Berger, Foucault, Lacan etc.; The Theories And Methods of Analysis: Semiotics, Discourse analysis, Psychoanalysis, Visual content analysis, Feminist perspective, Historical perspective, The perspective of the composition, Mixed methods etc.; Discussion on Resolution Photo Samples.

**GRA 156 Graphics 2+0 3,5**

Colors: Shades; Shadow: Tones, Contrast, Darkness, Lightness; Illumination: Basic illumination, Cameo, Rembrandt; Line: Line on plane, Dimension, Contour, Foreground and background, Corner, Extent; Depth: Plan, Size, Placement, Space, Filling; Balance: Balance of image and text; Layout: Basic concepts of layout, Functions, Line, Shape, Value; Composition: Visual, Written; Digital Picture; Computer Based Graphic Design: How it differs from traditional graphic design, Digital illustration, Desktop publishing; Web Page: Concept, Comparison to traditional graphic designs: Massive graphics; banner design, billboard design.

**GRA 201 Media Graphic 3+0 4,0**

What is Graphics?: Introduction, types of graphics, history: What is info graphics?: history, Types of info graphics: Maps, line charts, pie charts, tables, info graphics with pictures, places where we use G-graphics, How to use info graphics?, examples, explanations: Using info graphics in page-design: Examples, comparisons.

**GRA 206 Introduction to Computer Aided Graphic Design 3+0 6,5**

Macintosh as a Design Tool; Introduction to Macintosh Environment; Vector Based Software, Introduction to Adobe Illustrator and Macromedia Freehand: Panels and tools, Menus, Drawing techniques, Color palette, Dimension, Import and export functions, Layers, Page setup; Pixel Based Software, Introduction to Adobe Photoshop: Tools, Cursors, Palettes, Shortcuts, Color and resolution, Filters, Bitmap principles; Using Scanner.

**GRA 237 Creative Graphic Design Applications 3+0 4,5**

Basic Principles of Design; Ratio and proportion, Balance, Colors, Composition; Introduction to Adobe Photoshop: Workshop, Tool boxes, Menus, Filters, Image basis, Layers; Introduction to Adobe Illustrator: Workshop, Tool boxes, Menus; Introduction to Adobe Indesign; Board and tools, Menus, Size and plan features, Exchange with other programs, Page layout; Typography: Use of authoring tools, Fonts, Arrangement of articles; Banner Design: Composition, Balance, Selection of colors, Selection of fonts; Brochure Design; Page layout, Selection of colors, Selection of fonts, Selection of visual materials; Printing: Preparation stage, Digital printing and Offset.

**GRA 308 Web Design 2+2 5,5**

Introduction to Designing; Principles of Web Design; What is a Web Page?; What's a web Site?; Designing Web Sites, Mapping and Planning; Constructing of Web Sites; HTML and Codes; Use of Web Editor; Use of Color on the Web; Font and Point Usage; Applied Web Site Designing; Designing online Newspapers: Local and National.

**GRA 401 Electronic Graphics 3+0 4,5**

Introduction to CorelDraw: tools, menus; main drawing techniques: main drawing tools, arrangement tools, working with closed objects, external lines and fills; Text: using text tool, fonts, arranging texts; special effects; types and use of effects; working with bitmaps: Importing picture files to CorelDraw, procedures can be done on bitmaps; printing: Procedures; tips: Using shortcut keys, working with other programs.

**HUK 124 Basic Concepts of Law 2+0 2,5**

Fundamental Concepts: Social Rules and Law; Legal Rules and Legal Sanction; Sources of Law; Public Law, Private Law; Branches of Public Law and Private Law; Judiciary Organization: Judicial Procedure, Administrative Procedure and the European Court of Human Rights; Basic Rights and Freedom: Constitutional Organs and Institutions, Responsibilities and Authorities of the Grand National Assembly of Turkey and President of the Republic; Responsibilities and Authorities of Local Administration.

**HUK 252 Labor Law 2+0 2,5**

History of Labor Law; Sources and Basic Principles of Labor Code: Employee, Employer, Representative to the employer; Work place; Contract of Service: Types and termination, Consequences of termination, Severance pay; Regulation of Work with regard to Workers; Groups to be

Protected (Women, Children, Handicapped and Sentenced Workers); Health and Security at the Work Place; Working Time; Overtime Work; Night Work; Preparing, Completing and Cleaning at Work.

**HUK 370 Human Rights and the Constitution 2+0 3,0**

The Basic Concepts of Human Rights and the Constitution; Historical and Ideological Roots of Human Rights and the Constitution; The Beginning of the Application of Human Rights and Constitutional Freedoms; Human Rights and Liberties in the 20th and 21st Centuries; The Examination of Human Rights and Constitutional Freedoms in the Structure of the Modern State; World Historical Development and Implementation of Human Rights and Constitutional Freedoms in the World; Turkish Historical Development and Implementation of Human Rights and Constitutional Freedoms in Turkey; Human Rights Violations and the Limitations.

**HUK 478 Intellectual Property Rights 2+0 3,0**

Concept: Intellectual property, Literary rights, Distinctive markings, Work, Owner of the work, Rights of the owner, Contracts concerning the work, Violation and actions; Trademark Law: Concept, Registration, Protection and scope, Trademark as a subject of transaction, Invalidity of trademark, Violations and actions; Patent Law: Concept, Owner of invention and rights of the owner, Granting a patent, Rights arising from patent, Invalidity of patent, Violations and actions; Law of Industrial Design: Concept, Design right, Design right as a subject of legal transactions, Invalidity of design right, Violations and actions.

**İKT 215 Economics 2+0 2,5**

Basic Economic Concepts; Production Process; Optimal Consumer Behavior; Demand; Supply; Equilibrium Price; Market Types; Determination of Factor Prices; National Product; Nominal and Real National Income; Introduction to Monetary Theory; Factors Determining Fluctuation and National Income: Consumption expenditures, Investment expenditures, Employment; International Economic Relations: International mobility of goods and services, International mobility of factors of production; Economic Growth and Development. Elasticity: Demand and supply elasticity; Elasticity and total income; Production and cost; Economics and Accounting Revenue; Production and cost in short-term; Permanent and temporary cost; Production and cost in long-term; Politics and product markets; Monopoly; Monopolist competition; Principles of Macro economy; International Finance, Prices and unemployment; Gross National Product.GNP; Exchange rates.

**İKT 215 Economics 2+0 2,5**

Basic Economic Concepts; Production Process; Optimal Consumer Behavior; Demand; Supply; Equilibrium Price; Market Types; Determination of Factor Prices; National Product; Nominal and Real National Income; Introduction to Monetary Theory; Factors Determining Fluctuation and National Income: Consumption expenditures, Investment expenditures, Employment; International Economic

Relations: International mobility of goods and services, International mobility of factors of production; Economic Growth and Development. Elasticity: Demand and supply elasticity; Elasticity and total income; Production and cost; Economics and Accounting Revenue; Production and cost in short-term; Permanent and temporary cost; Production and cost in long-term; Politics and product markets; Monopoly; Monopolist competition; Principles of Macro economy; International Finance, Prices and unemployment; Gross National Product.GNP; Exchange rates.

**İLT 107 Introduction to Communication 3+0 3,5**

Defining communication; The place and importance of communication in social life; Development of communication as a science; The process of communication and its elements: Source, message, channel, receiver, encoding-decoding, framework of reference, feedback, noise, feedforward, and selective perception; System approach to the process of communication; Types of communication; Comparison of various kinds of communication; Communication models in general; Basic communication skills; Contemporary theoretical approaches communication.

**İLT 108 Theories of Communication 3+0 4,5**

General overview of communication theories; Comparison of various communication theories; The relationship between communication theories and models; The development of and social dimensions of the language as a communication tool; Communication and culture; Communication and socialization; Communication and technological developments; Theoretical approaches related to personal and social effects of media; Agenda-setting and public opinion; Types and effects of propaganda; International aspects of communication; History of communication studies.

**İLT 201 Interpersonal Communication 3+0 4,5**

Verbal Communication; Speaking Skills As Dimension of Interpersonal Communication; Listening Capabilities As Dimension of Interpersonal Communication; Non-Verbal Communication; Signs And Meanings; Stress And Stress Management; Group; Group Dynamics; Small Group Characteristics; Persuasion; Speaking And Listening; Time And Time Management; Interpersonal Communication; History of Communication Research.

**İLT 204 History of Communication 3+0 5,0**

Concept of Communication history and General Introduction to history of communication; Evolution of mankind and societies; Development of Communication; Speaking; Writing; Printing techniques; Newspaper; Photograph; Cinema; Radio; Television; Historical backgrounds of codes; Reasons of the Codes; Social and Cultural effects; Analysis of the history of Communication in Turkey; Case studies: Love, fear; History of the messages.

**İLT 205 Mass Communication 3+0 5,0**

The concept, definition, and process of mass communication; Distinguishing characteristics of mass communication; Mass media; Mass communication theories and models; Mass communication and cultural industry; Mass communication and monopoly on media; Mass communication and democracy; Mass communication and art; Mass communication and leisure time; Mass communication and reflection of violence; Mass communication, consumption, and advertisements; Mass communication and sports; General overview and social effects of mass media in Turkey.

**İLT 210 Communication Technologies 2+0 3,0**

Pre History Communication; Oral Communication; Written Communication; Press and History of Printed Communication; Communication with Electromagnetic; Internet Communication; Information Era; History of Information Technology; Communication and Informatique; Social Effects of Information Technologies; Cultural Alteration and Informatics; Interactive Communication and Informatics; New Communication Technologies.

**İLT 213 Effective Communication Techniques 2+0 3,0**

Basic Concepts: Communication and communication functions; Types of Communication: Written communication, Verbal communication; The Basic Elements of Speech: Diction and oratory; Verbal Communication: Body language, Gestures and facial expressions; Public Speaking: Types of speech, Planning of speech, Presentation; Communication Conflicts: Empathy, ?I? or ?you?; Convincing at Interpersonal Communication: The importance of listening and active listening.

**İLT 215 Models in Communication 2+0 3,0**

The Basic Models of Lasswell, Shannon-Weaver, Serum and Dance; General Communication Models of Gerbner; Maletzke, Riley and Riley; Silence Sprial Model; Individualistic Effect Model; Diffusion and the Analysis of the Media Effects on Individuals; Effect of the Mass Media on Culture and Society; Audience Models and Response Models; Systems of the Mass Media; Message Production; News Selection Models.

**İLT 217 Instructional Content Design 3+0 4,5**

Approaches to the Classification of Educational Content: Bloom?s taxonomy, Gagne?s domains of learning, Merrill?s types of learning; Design of Basic Content: Verbal information, Concepts, Rules; Designing Content for Problem Solving; Designing Content for Critical Thinking; Designing Content for Attitude; Designing Content for Psychomotor Skills; Perception Principles; Motivation Principles; Visualization Techniques.

**İLT 251 Quality Techniques 2+2 4,5**

Basic concepts in quality; Goals and areas for the use of quality techniques; Verbal quality techniques: Brainstorming, Lotus diagram, Multiple-voting, Nominal group technique, Fishbone chart, Affiliation diagram,

Relationships chart, Tree diagram, Power-area analysis, Flowchart, Identification of basic rules technique, Opinion bank, and Plus/Delta; Numerical quality techniques: Frequency table, Graphics, Pareto analysis, Radar diagram, Gant chart, Priorities matrix, and Distribution diagram; Implementation of quality techniques in the analysis of communication problems.

**İLT 301 Management Science 3+0 6,0**

Fundamental concepts; Importance of the management interms of the business enterprise; Development of the Mangement science; Management Theories; Managerial Desicion-making; Functions of Management; The effective use of Management science in Communication Sector.

**İLT 303 Communication and Persuasion 3+0 4,5**

Communication in organizations; Group Communication; Concept of persuasion, historical perspective of persuasion and theories of persuasion; Sources of persuasion in organizations, persuasion for organizational goals, management in organizations and persuasion, motivation in organizations and persuasion; Conflicts in organizations and persuasion, decision making in organizations and persuasion, leadership and persuasion, personality and persuasion; Persuasion tactics in organizations and persuasion, classification of persuasion tactics, types of persuaders and persuaded, bottom-up and top-down persuasion; Resistance to persuasion; Instruments and media used for persuasion in organizations; Barriers to persuasive process.

**İLT 304 General Communication Research 3+0 4,5**

Overall process of communication research: Choosing the problem, formulation of purposes, literature review, identifying methodology, presentation of findings, discussion of the results; Quantitative and qualitative paradigms in communication studies; Descriptive and experimental research designs; Sampling techniques; Desired characteristics of data collection tools; Ethics in communication research; Fundamental rules of reporting; Preparing a research proposal; Critical evaluation of communication research.

**İLT 305 Communication Ethics 3+0 5,0**

The concept of ethics; Major approaches to ethics; Ethics, society and universal values; Ethical issues in the communication process; Ethics in the information society; Trust and anxiety in communication; Roles and responsibilities of media in society; The use of professional skills and ethics; Political communication and ethical issues; Reality, ethics and objectivity in media; Discourse and ethics; Media, ethics, and audience; Violence in media and ethical problems; Privacy; Advertising and ethics; Ethics in press; Television and ethics;

**İLT 310 Visual Literacy 2+2 4,0**

Roles of visual materials in communication; Visual literacy: Visual perception, Interpretation of visual materials; Creating visual materials; Rationale for visual design; Visual design process: Visual elements, Verbal elements;

Font types: Use of small/caps letters, Font type, Font color, Font size; Letters and line spacing; Effective elements: Surprise, Interaction, Texture; Template: Balance, style, type, color; Organization: Navigators, contrast, attention focusing, continuity, composition; Tools for visual planning; Visual media.

**İLT 314 Communication Design 2+2 4,5**

The concept of design; Major design components; Understandings of design in historical perspective; Contemporary design theories; Phases of general design process; The concept of message; Types of messages and symbol systems; Designing visual, auditory, textual, and multimedia messages; Fundamental principles of communication design; Major roles and responsibilities of the designer; Technology-aided design of communication; Evaluation criteria for various forms of message design; New trends and orientations in communication design.

**İLT 318 Professional Coaching 3+0 4,5**

What is Coaching; History of Coaching; Effect of Coaching on Motivation; Coaching Theories; Requirements for Coaching and Its Differences From Other Disciplines Such As Mentoring; Coaching in Organizations; Coaching for Workers: Who Should Work With Coaches; The Relationship Between Coaches and Advisors: Duration of Coaching Relationship; Zero Effect in Coaching; Coaching Types; Psychological Bases of Coaching; Denotation and Importance of Coaching in Professional Life.

**İLT 322 Communication in Strategic Management 3+0 4,5**

Concepts of Strategy, Communication and Strategic Management; Strategic Management; Characteristics of Strategic Management; Communication in Quality Education Strategies; Communication in Quality Education Process; Strategic Management Process and Its Benefits; Developing Strategies for Success, Planning Principles for Success; Procedures of Strategic Management; Processes in Strategic Management; Means of Strategic Management and Strategists: Team working, Problems-Solving Techniques; Communication Techniques in Strategic Management; Strategic Management and Swot Analysis; Strategic Management And Benchmarking; Development of Strategic Planning Vision and Mission Announcement; Swot Analysis.

**İLT 324 Motivation in Workplace and Life 3+0 4,5**

Fundamentals of Motivation: The concept of Motivation; Motivation Theories: Critical approach to motivation theories, Motivation theories and case studies; Relationship Between Motivation and Personality: Behaviorist-cognitive-psychodynamic-humanistic approaches, Personality analysis; Emotions in Motivation: Emotional awareness, Emotional management, Understanding the emotions of others, Empathy and emotions, Reflections of emotions to relationships in motivation process; Communication Process in Motivation; Life Satisfaction; Leadership; The Management of Reward, Promotion,

Incentives and Goals; Creative Process in Motivation; Motivation Applications.

**İLT 353 Cultural Communication 3+0 4,5**

Cultural processes; Dynamism of cultural phenomena, Cultural change; Cultural degeneration and mass communication; Cultural dimensions of communication; Place of communication in social structure; Significance of communication; Theory of cultural norms; Critiques for cultural norms; Concept of ideology; Developing ideology as a function of cultural communication and its transfer; Book critiques.

**İLT 354 Children and Communication 3+0 4,5**

Children in communication; Directed child, Child who can be criticized; Parental filters; Communication levels; Use of mass media by children: Television, Child magazines, Radio, Cinema; How mass media use children: Principles, policies, Negotiation for children, Planning and research, Negotiation, Post negotiation, Working with children, Rights of children.

**İLT 355 Semantics and Visual Analysis 3+0 4,5**

Definition of meaning; Types of meaning: Denotation-connotation, metaphor, metonymy; Theories of semiology: F. de Saussure, B.C.S. Pierce, U. Eco; Definitions of symbol, Interpretations and analyses: Story interpretation and analysis, Advertisement interpretation and analysis, setting interpretation and analysis, Video-clip interpretation and analysis, Poem interpretation and analysis, Sculpture interpretation and analysis.

**İLT 356 Non-Verbal Communication 3+0 3,5**

The concept of non-verbal communication; Importance of non-verbal communication in daily life; Communication environment; Effects of environment in human communication; The use of personal field in communication; Cultural differences in non-verbal communication; Effects of physical characteristics in human communication; Emotional expressions in non-verbal communication; Non-verbal speech and listening; Mimics, gestures, positioning, appearance, touching, facial expressions, eye movements and control of voice in non-verbal communication; Non-verbal communication skills in various contexts.

**İLT 358 Theories of Personality 3+0 5,0**

Concept of Personality; Different Interpretations and Approaches to Personality; Definitions of Personality; Theories of Personality: Freud, Neo Freudian, Existentialist, Behaviorist.

**İLT 360 Creative Drama 1+4 4,5**

Use of drama as a creativity method in education; Improving imagination; Acquiring freethinking skills; Developing freethinking skills through group work; Cooperation in communication and interactions; Developing social sensibility; Improving verbal communication skills; Steps of creative dram: Imagination,

movement and rhythm, non-verbal game, inspiration, game creating, summative evaluation.

**İLT 362 Social Gender Differences in Communication 3+0 4,5**

Definition of social gender; Formation of social gender in childhood and adolescence; Social gender differences in non-verbal communication; Social gender differences in conflict; Differences experienced in business life, man-woman discrimination in the use of technology; Communication disorders, conflict in social sexual identity; Discussion on homosexuality; Reflections of the social sexual identity in media.

**İLT 364 Communication Technologies and Social Change 3+0 4,5**

Media and social interaction; Theories of social change; Perspectives of communication technologies; Mechanical reproduction and mass society; communication technologies and everyday life; communication technologies, culture and social change; Resistance of communication technologies; Political economy, communication technologies and social construction; Virtual culture and virtual reality; Online identities-Society; communication technologies and changing nature of workplace; communication technologies and critical perspectives on the informational society; Global technological revolution and its implications.

**İLT 368 Institutional Communication 3+0 4,5**

Institutional identity: Mission, Vision, Institutional Culture; Institutional Image; Institutional brand; Institutional Communication; Integrity of Institutional Communication; Advertisement, Public Relations; Marketing, Communication Strategic Management; Communication Quality in Management Institutional Public Relations.

**İLT 369 Popular Culture and Communication 3+0 4,5**

Culture, Popular Culture And Mass Communication; Development of Popular Culture; Ideology And Poplar Culture; Critical Approaches to Popular Culture; Globalization And Popular Culture; Post Modernism And Popular Culture; Popular Icons And Celebrities; Popular Culture, Entertainment Industry And Life Styles; Popular Culture, Fashion And Identity; Music Industry And Popular Culture; Adorno And Criticism of Popular Culture; Popular Culture And Sports Industry; Popular Culture And Television; Articles for Discussion.

**İLT 370 New Approaches in Management 3+0 6,5**

Paradigm Changes in Management; System Approach; Organization Culture; Reconstruction; Total Quality Management; Team Work and Organization; Learning Organization; E-Business.

**İLT 371 Educational Communication 3+0 4,5**

Basic concepts; The field of educational communication: Historical development, theoretical foundations, and contemporary aspects; Roles of educational communication specialists as researchers and developers; The process of

educational communication; Major components of educational communication: Feed forward, source, encoding, message, channel, decoding, receiver, feedback, and communication obstacles; General overview of educational communication efforts in corporations, non-governmental organizations, and schools; Important organizations and publications in the field of educational communication; The future of educational communication.

**İLT 373 Instructional Design** 2+2 4,5

General overview of instructional design; Instructional design process: Needs assessment, audience analysis, writing objectives, selecting and organizing content, developing strategies, preparing measurement tools, developing the instructor's manual, producing audio-visual aids, developing student materials, preparing time table, deciding on budget, organizing the learning environment, conducting formative evaluation and summative evaluation; Current trends in instructional design.

**İLT 374 Family Communication** 3+0 4,5

Definition of family; The functions of family; Family structures and their characteristics; The meaning of the family communication; Importance/function of communication in the family; Healthy relationships and communication in the family; Friendship, intimacy and sexual relationship before marriage; The concept of marriage; Difficulties in marriage and family life; Relationship between parents and children; Attitudes of parents and communication with children; Family ties and the relationship with relatives; Family conflicts; Oppression, violence and abuse in the family; Divorce and separation in the family; Marital and family therapy for communication problems.

**İLT 375 Techniques for Scriptwriting** 2+2 4,5

Definition and explanation of scriptwriting; Types of scriptwriting; The importance of scriptwriting in the production process; Qualifications of scriptwriter; Relationships between the scriptwriter and the producer; Phases of scriptwriting; Identifying the theme; selecting the topic; Characteristics of the proposal/synopsis; treatment; writing the script; preparing the shooting script; Do's and don'ts in preparing the shooting script; General characteristics of outdoor shooting script; Desired characteristics of studio shooting script; Analysis of sample scripts.

**İLT 403 Project Development** 3+2 8,0

Differences between projects and programs; Direct or indirect flow of events; Scope limitations; Budgeting; Results; Characteristics of educational projects; Phases of educational project development: Planning, Development, Monitoring activities; Determining the scope for educational projects, Data gathering techniques, Developing the proposal, preparing blue-print materials, Conducting pilot-test and revisions.

**İLT 404 Project Management** 3+2 8,0

Phases of project management; Forming the project team; Responsibilities of project leader, Organization of the project, Role distribution, Gathering necessary information, Brainstorming to determine instructional strategies; Developing, distributing and presentation of plans; Preparing and testing blue-print materials; Developing original materials; Work conditions; Work flow; Resources; Internal and external relationships; Production system; Evaluation; Management of distribution and monitoring services.

**İLT 407 Applications of Communication Research** 3+0 4,5

Questionnaire Design, Validity and Reliability Analysis for Scales; Analysis of t data with given statistical software; Central Tendency; Descriptive Statistics; Presentation of data with tables or graphics; Hypothesis ? Error Types ; Parametric Hypothesis Tests; Non-Parametric Hypothesis Tests; Cross Tables and Chi-Square Analysis; Correlation Analysis; Regression Analysis; Analysis of Variance; Focus Groups Applications; Content Analysis

**İLT 412 Multimedia Communication** 3+0 4,5

The concept of multimedia; General characteristics of multimedia technologies; The need for multimedia; The role of the computer in multimedia communication; Multimedia-based innovations in traditional technologies; Types of contemporary multimedia: WebTV, digital radio, computer networks; digital video, videophone, direct broadcasting satellites, teleconferencing systems, smart studio, virtual reality; Research on the use of multimedia in communication; New trends in multimedia-based communication.

**İLT 415 Public Speaking** 3+0 4,5

Effective Communication Process and Components; Public Speaking and Social Benefits; Evolution of Public Speaking; The Art of Rhetoric and Components; Elements of Public Speaking; Styles and Types of Speech; Components of Successful Speech; Types of Presentations; Process of Effective Presentation; Use of Visuals; The Art of Asking Questions; Levels of Listening and The Art of Effective Listening; Characteristics of Effective Speech; Non-Verbal Communication in a Speech; Presenting the Speech; Evaluation.

**İLT 417 Web Mediated Communication** 3+0 4,5

History of Computer; Hardware and Software; Computer Mediated Communication; Computer Assisted Communication Activities; Short History of Internet and World Wide Web (WWW); New Media and New Media Applications; Designing Computer and Web Based Communication Environments; Deciding for the Topic, Designing Content, Writing Objectives, Preparing Flowchart, Implementing, Pretesting, Wrapping up the Program.



**İLT 459 Media and Culture 3+0 4,5**

Cultural Values: Race; History; Culture: Business Culture; National Culture; Language: Abusive Language; Linguistic culture; Identities: Gender; Migrants; East; West; Colonization and Globalization: Consumerism; Colonial Package; Developmentalism.

**İLT 461 Team Communication 2+2 4,5**

Competitive, individualistic, and cooperative goal structures; Communication in small groups; Comparison of groups and teams; Types of teams; Characteristics of effective teams; Potential shortcomings of team work; Team management; Major roles and responsibilities of leaders; Leadership; Creating synergy; Seeking consensus; Structuring communication patterns in teams; Phases of team work; Desired behaviors of team members; Virtual teams; Telecommunication in networked teams; Results of research on team communication.

**İLT 463 Communication and Alienation 3+0 4,5**

Definition of alienation; The concept of alienation in historical perspective; Reflections of alienation in communication; Culture and alienation; The relationship between mass culture and alienation; Effects of popular culture on alienation; Sub-cultures and alienation; Mass media and their roles in alienation: Alienation through television and cinema; Effects of Internet on alienation: The birth and diffusion of cyber culture; Alienation in interpersonal communication: Feelings of loneliness, isolation, and alienation of the other.

**İLT 467 Creativity and Problem Solving 3+0 4,5**

The concept of creativity; Importance of creativity in communication; Theories of creativity; Creative thinking; Common misunderstandings about creativity; Necessary attitudes and skills for creativity; Main dimensions of creativity; Creative process; Supporting/developing creativity; Obstacles against creative thinking; The relationship between creativity and problem solving; The generic process of problem solving; Effective use of problem solving tools; Training for problem solving; Problem solving in formal and informal contexts; Evaluation of problem solving systematic; Functional approaches used in solving communication problems.

**İLT 469 International Communication 3+0 4,5**

Definition and scope of international communication; Historical overview of international communication; The new world order and accompanying changes in international communication; Increasing importance of international communication in the information society; Organizations in international communication; Effects of new technologies on international communication; Globalization and international communication; Economic and political aspects of international communication; Multinational corporations and their roles in international communication; International communication within the context of global/local identity policies; New social movements and alternative communication networks; Current orientations in international communication.

**İLT 471 Management of Information Systems 2+2 4,5**

Meaning of information; The role and function of information in the contemporary society; Classification of information sources; Current aspects of information sources; Information society; Information systems in various organizations; The use of technology in accessing information; Computer; Internet; Information highways; Reliability of information sources; Dirty knowledge; Alternative sources of information; Access to functional information; Security in information systems; The need for regulating the use and sharing of information.

**İNG 177 English I 3+0 3,0**

Using the Simple Present; Talking about Yourself, Your Family, and Your Favourite Things; Using the Simple Present and Present Continuous; Using 'if and when'; Talking about Health, Remedies, Sleep Habits and Stress; Using going to and the Present Continuous to Talk about the Future; Talking about Birthdays, Celebrations, and Favourite Holidays; Using the Simple Past; Using 'all', 'most', 'a lot of', 'a few'; Talking about Childhood, School, and Your Teenage Years; Using 'Is there?' and 'Are there?' to Ask about Places in a Town; Using Location Expressions like 'across from' and 'outside'; Talking about Stores and Favourite Places in Your City or Town.

**İNG 178 English II 3+0 3,0**

Using Infinitives; Asking for and Giving Advice and Suggestions; Responding to Suggestions; Using 'Do you mind...?' to Ask for Permission and 'Would you mind...?' to Make Requests; Using the Past Continuous for Events in Progress in the Past; Making Comparisons with Adjectives; Using more and less with Nouns and Verbs; Talking about Different Ways of Communicating; Managing Phone Conversations; Using 'have' and 'have got to' to Describe People; Talking about What People Look Like; Using will, may and might to Talk about the Future; Using 'if' and 'when' and the Present Tense to Refer to the Future; Talking about Plans and Organizing Events; Using 'will' to Make Offers and Promises.

**İNG 179 Advanced English I 3+0 3,0**

Using Manner Adverbs and Adjectives to Talk about People's Behaviour and Personality; Adding Prefixes to Make Opposites; Using the Present Perfect; Talking about Experiences; Using the Superlative Form of Adjectives; Talking about Rules and Discipline; Using 'used to' and 'would' to Talk about Memories; Talking about Family, Relatives and Childhood; Talking about Eating Habits and Different Ways to Cook Food; Responding to Suggestions; Refusing Offers Politely; Using 'will, going to, the Present Continuous and the Simple Present' to Talk about the Future; Talking about Future Plans, Facts, Predictions and Schedules; Using Expressions with 'make' and 'do'.

**İNG 180 Advanced English II 3+0 3,0**

Making Sentences with Relative Clauses; Using Phrasal Verbs; Talking about Imaginary Situations or Events in the Present and Future; Giving Advice; Including Questions within Questions and Statements; Talking about Problems

with Technology; Using the Present Perfect Continuous to Talk about Recent Activities; Talking about Social Life and Different Kinds of Movies; Using Adjectives ending '-ing' and '-ed'; Showing You Understand another Person's Feelings or Situation; Using the Simple Past Passive in News Stories; Talking about Local and International News Events; Talking about Extreme Weather and Natural Disasters.

**ING 225 Academic English I 3+0 3,0**

Reading Skills for Academic Study: Understanding key vocabulary, Getting the gist of the text, Skimming and scanning, Understanding text organization, Developing basic vocabulary knowledge; Listening Skills for Academic Study: Listening for main idea, Listening for detailed information, Listening to short daily conversations, Listening for key ideas; Speaking Skills for Academic Study: Introducing oneself, Maintaining everyday conversations, Giving descriptions of events, Asking and answering questions; Writing Skills for Academic Study: Writing simple sentences, Writing notes, Writing basic descriptions of events, Writing informal letters.

**ING 226 Academic English II 3+0 3,0**

Reading Skills for Academic Study: Exposure to simple academic texts, Developing reading fluency, Identifying text type, Improving academic vocabulary knowledge, Distinguishing key ideas from supporting details; Listening Skills for Academic Study: Distinguishing main idea from the detailed information, Listening to short texts on different topics, Noticing intonation; Speaking Skills for Academic Study: Asking for information, Giving detailed information on relevant topics, Asking for and giving directions; Writing Skills for Academic Study: Writing simple and compound sentences, Writing simple biographies, Writing brief reports, Writing short paragraphs.

**ING 325 Academic English III 3+0 3,0**

Reading Skills for Academic Study: Developing reading fluency, Adapting reading style to different text types, Practicing critical reading skills; Listening Skills for Academic Study: Listening to longer texts, Listening to short authentic texts, Recognizing stress and intonation; Speaking Skills for Academic Study: Asking for clarification, Asking for confirmation, Giving reasons and explanations, Giving short presentations on familiar topics; Writing Skills for Academic Study: Identifying different styles of paragraphs, Paraphrasing ideas in short texts, writing academic paragraphs, Writing formal and informal academic texts, Writing summaries.

**ING 326 Academic English IV 3+0 3,0**

Reading Skills for Academic Study: Adjusting speed and reading style to different genres and tasks, Reviewing and analyzing material, Focusing on critical reading skills, Recognizing biases in written works; Listening skills for academic study: Listening to longer authentic texts, Taking notes, Distinguishing facts from opinions, Drawing inferences; Speaking Skills for Academic Study:

Participating in group discussions, Expanding opinions, Giving longer presentations on familiar topics; Writing skills for academic study: Expressing opinions in well-organized academic essays, paraphrasing ideas in texts, writing summaries of longer texts.

**ING 425 Academic English V 3+0 3,0**

Reading Skills for Academic Study: Analyzing texts, Drawing conclusions and identifying implied meaning, Developing the vocabulary in the field of study; Listening Skills for Academic Study: Drawing inferences from the theme, Taking notes during a lecture, Interpreting what is heard, Following lectures on familiar topics; Speaking Skills for Academic Study: Participating in discussions, Summarizing, Interviewing, Applying turn-taking rules, Giving presentations on a variety of topics, Commenting on classmates presentations; Writing Skills for Academic Study: Writing various forms of academic writing, Building effective arguments using evidence.

**ING 426 Academic English VI 3+0 3,0**

Reading Skills for Academic Study: Drawing conclusions based on the information in the text, Comparing and contrasting main ideas, Summarizing extracts from various sources, Evaluating information; Listening Skills for Academic Study: Following lectures, Synthesizing, Evaluating and transferring what was heard; Speaking Skills for Academic Study: Participating in discussions, Justifying point of view, Using strategies to achieve comprehension, Carrying out interviews, Summarizing discussions, Giving longer presentations on academic topics; Writing Skills for Academic Study: Writing well-researched essays and reports, Writing commentaries.

**ISN 201 Organizational Communication 3+0 4,0**

Concept of Communication in Organizations and the Definition of Organizational Communication; Organization Theory; System of Approach in the Organizational Communication Process; Types of Communication; Organizational Culture; Organizational Climate; Communication Process in Organizations; Dual Relations in Organizations; Small Group Relations in Organizations; Public Relations in Organizations; Conflict in Organizational Communication; Morale in Organizational Communication; Motivation in Organizational Communication; Leadership in Organizational Communication.

**ISP 151 Spanish I 4+0 4,0**

Introduction: Greeting, Giving information; Gender in Nouns and Adjectives; Verbs in the Present Tense; Demonstrative Adjectives and Pronouns; Plural Forms of Nouns and Adjectives; Description: House, Objects, Numbers; Asking Questions; Asking for Directions and the Time; Verbs in the Present Progressive Tense; At a Restaurant: Ordering, Asking for the Bill, Talking about Preferences; Describing People; Reflexive Verbs; Shopping: Cost, Likes and Dislikes, Quantity; Invitation: Accepting, Refusing; Gerunds; Seasons.

**İSP 152 Spanish II 4+0 4,0**

The Past: Near and remote past, Prepositions, Indefinite pronouns; The Future: Future plans, Making a phone call, Comparison; The Future Perfect Tense; Habits in the Past; Regular and Irregular Verbs; Senses; Some Grammar Rules: Obligation, Personal pronouns, Passive construction, conjunctions; Reading Texts: Biography, Narration, Picture stories.

**İST 201 Statistics 3+0 3,0**

Definition of Statistics: Data collection; Data Presentation Techniques, Distribution theory; Sampling: Errors, Estimation of population parameters; Hypothesis Testing: Hypothesis testing for two populations, Comparisons of ratios, Hypothesis testing for large and small samples; The Chi-Square Distribution and Chi-Square Testing; Correlation: Simple linear correlation coefficient, Regression coefficient, Forecasting, Determination coefficient.

**İST 201 Statistics 3+0 3,0**

Definition of Statistics: Data collection; Data Presentation Techniques, Distribution theory; Sampling: Errors, Estimation of population parameters; Hypothesis Testing: Hypothesis testing for two populations, Comparisons of ratios, Hypothesis testing for large and small samples; The Chi-Square Distribution and Chi-Square Testing; Correlation: Simple linear correlation coefficient, Regression coefficient, Forecasting, Determination coefficient.

**İŞL 153 Business Management 3+0 6,0**

Economy and business management systems; controlled economies and market economies; how does the market system work?: How to measure success; business functions; management and organization: management functions, structure and nature of organizations; internal organizations, human communication; human and production: human resources management, producing services; marketing: processes of finding markets, product and pricing, promotion, distribution channels; finance: managerial finance, stock exchange market.

**İŞL 301 Human Resources Management 3+0 4,0**

Human Resources Management: Development, Goals and Principles; Functions of Human Resources Management: Human resources planning; Recruitment, Performance Appraisal, Training, Orientation and Development; Wage and Salary Administration; Career Management; International Human Resources Management; Technology in Human Resources Management.

**İŞL 343 Entrepreneurship Management 3+1 5,0**

Introduction to Entrepreneurship: Basic concepts; Entrepreneurial Climate: Economic perspective; Opportunity Identification and Idea Generation: Theory and application; Feasibility Analysis; Industry and Competition Analysis; Marketing Plan and Applications in Business Plan; Production Plan and Applications in Business Plan; Management Plan and Applications in Business Plan;

Finance Plan and Applications in Business Plan; Developing Business Model; Venture Finance; Marketing for New Established Firms; Franchising and Purchasing a Firm.

**İŞL 356 Innovation Management 2+0 3,0**

Concept of Innovation: History and Evolution of Knowledge, World of Innovation, Definition of Innovation Models; Innovation and Creativity: Concept of Creativity, Fostering Creativity in Organizations, Factors Fostering Creativity, From Creativity to Innovation, Tools for Creativity; Innovation in Information Age: Innovation Processes, Innovation Types, Barriers to Innovation, Recent Innovation Trends, Analysis of Innovation, Conditions of Information Age, Innovative Thinking, Breakthrough Innovation Process, Innovative Idea Generation, Encouragement of Innovation in Organizations, Building an Innovative Organization, Measures of Innovation: Recent Measures of Innovation, Process-Based Measures of Innovation; Institutionalizing Innovation: Innovation in Service, Protection of Innovation, Commercialization of Innovation, Management of Innovative Activities.

**İŞL 359 Public Administration 2+0 2,5**

The Nature of Public Administration: Definition, scope and development of public administration; Bureaucracy: Definitions, characteristics and development of bureaucracy, Theories of bureaucracy, Relationship between bureaucracy and politics, Criticism of bureaucracy; New Approaches in Public Administration: Strategic planning, performance management, governance; Structure and functions of Turkish Public Administration: Central government, local government, public authorities; Public Personnel Management: Public personnel, statuses of public personnel, assessment of public personnel, disciplinary procedures, issues in Turkish public personnel management; Control and Auditing in Public administration: Political control, administrative control, public scrutiny, ombudsman and judicial review.

**İŞL 412 Strategic Management 2+0 3,0**

Fundamental Principles of Strategic Management; Vision, Mission, Strategy, Politics: Strategic Management in Corporations: Definition of Strategic Management; Nature of Strategic Management; Fundamental Principles of Strategic Management; Strategic Management Processes; Development of Human Resources Between (1960-1990); Strategy; Process of Strategy, Purpose of Strategy; Analysis of External Environment; Corporate Analysis.

**KÜL 151 Cultural Anthropology 3+0 2,5**

Description of anthropology; Subfields of anthropology; Anthropology with other disciplines; History of anthropology; Growth of cultural anthropology; Anthropological theory; Concept of culture: Cultural processes, cultural differentiation, cultural change, cultural relativism; Culture and personality; Human evolution: The role of language and communication; Growth of culture; Birth of art; Ecology and modes of adaptation; Religion, ritual, and myth; Family, kinship and descent.

**KÜL 199 Cultural Activities 0+2 2,0**

Participating Actively or as a Spectator in Sports Activities; Participating in Activities Arranged by the Counseling Center; Participating in Workshops in Art; Education on Museums; Participating in Art Trips; Participating in Cultural Trips; Participating in and Taking Duty in activities such as Cinema, theatre, scientific Meeting etc.; Taking duty in Clubs; Being a Student Representative and Participating in Environmental Activities.

**KÜL 201 History of Culture 3+0 4,0**

Concept of Culture: Etymology and origin; Methodology of Cultural History Research; Culture and Civilization; History of Culture as a Science; Culture and Society; Concept of Culture and Social Development; Culture and Thought; Critical Thinking in the Intellect of Middle Ages; Renaissance in the Cultural History; The Age Enlightenment; The West and Ottoman/ Turkish World in the 19th Century; Enlightenment in the Turkish Culture History; Mile Stones in the Transition from Ottoman to Turkish Republic; History of Modern Turkish Culture; Education and Culture in the Turkish Republic.

**KÜL 301 Cultural Analysis in Television Programs 3+0 4,0**

Television in Social Life; Basics of Television; Television as a Cultural Foundation; Ideology and Television; Popular Culture and Television; Values, Stereotypes and Role Models in Television; Television and Reality; Changing Image of Television: Postmodern Television; Types Television Programs; Television Series; Social Status of Television in Turkey.

**MET 303 Text Analysis 3+0 4,5**

Concept of Text: What is a text?, Text types, Concept of text analysis; Text types: Literary texts and Non-literary texts, Borders between texts; Literature and Knowledge: Art texts and qualifications of texts as a source of information; Non-Literary Texts: Style, Common features of texts; Texts Analysis and Interpretation: Concept of interpretation, Methods of Interpretation.

**MET 304 Text Writing 2+2 4,5**

Concept of Text Writing: Characteristics of text writing characteristics, Text selection; Articles and Essays: Constructive elements in texts, General purposes in texts; Text Selection: Distribution and historical classification in texts; Application in Texts: Classification, Discussions on quality, A comparison of literary and non-literary texts.

**MET 451 Textual Design 2+2 4,5**

Using text in different media; Text components; Typographical considerations in the design of text; Page size; Column width; Margins; Typeface; Type size; Type style; Capital-small letters; Color; Spacing the text; Titles; Headings; Paragraph formation; Sentence and word length; Text difficulty/readability; Locating visuals in text; Text design for different media; Electronic text.

**MİT 201 Mythology I 3+0 3,5**

What is mythology?: The meaning of myths, characteristics of myths; Types of myths: creation, nature and hero myths; Greek mythology: Theology; the Olympians: Zeus, human and divine consorts of Zeus; Athena; Poseidon; Apollo; Artemis; Dionysus; Ares and Aphrodite; Home, Hearth and Fire; Gods and Men: Prometheus and Pandora; The Archetypal Hero: Heracles; The Trojan War: Events, heroes and results; The Argonauts; Perseus; Hero Myths of the Middle Ages: King Arthur and his knights; The Quest for the Holy Grail; Norse Mythology: Cosmology and the Viking Age; Rulers of Asgard; Loki and Ragnarok.

**MİT 202 Mythology II 3+0 3,5**

Turkish Mythology: Dede Korkut and his 12 heroes; Study of epic forms in Dede Korkut Tales; Heroes and heroines in Dede Korkut; Sumer and Babylon Myths: Myths from the first cities, Gilgamesh, Ishtar and Tammuz, Enki and myths of creation; Egyptian Mythology: The First Gods; Nine Gods of Heliopolis: Osiris, Isis, Horus and Seth; Solar Myths; Kings and Gods; Persian Myths: Ahura Mazda; India:Origins of the World; Indra; Brahma; Vishnu and his avatars: Rama, Krishna, Shiva, Devi; Shiva and his family: Shiva, Parvati, Skanda and Ganesha; The Enlightened One: Myths of Buddhism.

**MÜZ 158 Music 2+0 3,0**

Importance and Function of Art; Music in Fine Arts: Origin; Etymology, Evolution and Function; Elements of Music: Rhythm; Melody, Harmony, Tone; Structural Properties of Music; Functions of Musical Instruments, Communication Process of Music; Music and Mass Media, Development of Musical Perception and Appreciation, Music in Visual Arts, Musical Styles, Analysis of Musical Pieces and Recognition of Musical Styles; Schools of Music; Music in Performing Arts.

**MÜZ 206 Music for Film and TV 3+0 3,5**

Communication, Art and Music: Importance, Definitions, Functions; History of Film Music: From silent to sound, Technical improvements; Script and Music Collaboration; Animation and Music; Performing Arts and Music; Music for Radio and TV Commercials; Music Directors for Radio and TV; Synchronization of Music and Text; Synchronization of Music and Image; Sound Effects: Definitions, Specifications, Applications; Characteristics of Sound.

**PSİ 102 Psychology 3+0 3,5**

What is Psychology?: Theoretical developments, Major Sub-Disciplines and methodology; Growth and Development; Motivation and Defense Mechanisms; Attention and Perception; Learning: Behavioral and cognitive approaches; Verbal Learning and Memory; Language and communication; Personality; Abnormal Behavior: Causes, Types and treatment.

**PSİ 104 Social Psychology 3+0 3,0**

Theory and Research in Social Psychology; Interpersonal Influence and Social Power; Collective Influence on

Individual Behavior; Lonely Individual; Attribution Theory; Social Perception; Attitudes and Attitude Change; Interpersonal Attraction; Social Influence and Conformity; Helping Behavior: Hostility and aggression; Group Dynamics and Leadership; Effects of Social and Physical Environment on Behavior; Human Sexuality.

**PSİ 104 Social Psychology 3+0 3,0**

Theory and Research in Social Psychology; Interpersonal Influence and Social Power; Collective Influence on Individual Behavior; Lonely Individual; Attribution Theory; Social Perception; Attitudes and Attitude Change; Interpersonal Attraction; Social Influence and Conformity; Helping Behavior: Hostility and aggression; Group Dynamics and Leadership; Effects of Social and Physical Environment on Behavior; Human Sexuality.

**PSİ 212 Psychology of Communication 3+0 4,5**

Intra-Personal Dynamics of Communication: The concept of ego and Transactional analysis, Cognitive psychology, Psychology of emotions; Emotional Intelligence and Communication; Perception and Social Cognition; Humanistic psychology, Cognitive Dissonance Theories; Prejudice and Discrimination; Attribution Theories; Group Dynamics: Conformity, Obedience, Learned helplessness; Psychological Dynamics of Mass communication; Discussion and Evaluation.

**PSİ 402 Adult Psychology 3+0 4,5**

Adulthood: Physiological and psychological characteristics of early, middle and late adulthood; Theories and principles for communicating with adults; Definition of adulthood; Stages of adulthood; Theories of adulthood; Major issues about adult psychology; Psychological maturation during early adulthood; Early adulthood in social context; Individual development during middle ages; Social life during middle ages; Adult education; Old age: Individual development during old ages, social development during old ages, psychological health during old ages, death.

**PZL 104 Introduction to Marketing Management 3+0 6,5**

An Overview of Marketing and Its Scope: Marketing management perspectives, Marketing environment, Marketing research and information system, Consumer and business markets, Market segmentation, targeting and positioning, Products and services, Product and service strategies, Pricing and pricing strategies, Marketing channels and retailing, Promotion, Marketing planning, International marketing.

**PZL 408 Marketing Technics in Press 2+0 3,0**

What is Marketing; Marketing Tactics; Marketing Mix; Marketing Service; Market Segmentation; Newspaper Distribution: Organizational structure of distribution companies; Factors Affecting the Circulation; Selling, Promotion and Subscription Models; Marketing Functions of Newspaper Companies; Marketing Models for Media Organizations; Selection of Distribution Channels in Newspaper Companies.

**RHİ 202 Theory and Practice in Public Relations 2+2 6,0**

Theories in Public Relations: Relations theory, system theory, circumstances theory, Conflict resolution Approach; Cognitive and Behaviorist Theories: Activity meeting theory, Social exchange Theory, Diffusion of Innovations Theory, social learning theory, Probability process Theory; Mass communication theories: Use and satisfaction theories, public opinion theory, spiral of silence, two step flow; Communication ranks in Public Relations campaign: Establishing the problem, determining objectives, determining the target audience, determining the message, tactics and tools.

**RHİ 203 Introduction to Advertising 3+0 6,5**

Dimensions of advertising: Social, legal and ethical dimensions of advertising; Advertising sector; consumer behavior; Market segmentation process; Marketing and advertising research; Marketing and advertising planning: Planning media strategies, investor strategy, process and application; Advertising for printed, electronic and digital media; Purchasing printed, electronic and digital media and outdoor advertising; Integrated marketing communication; Direct marketing; Direct mail; Promotion; Public Relations and corporate advertising; Local and public advertisements.

**RHİ 204 Consumer Behavior 3+0 6,0**

Introduction: Definition of Consumer behavior; Research methods; Consumer as an individual: Perception, learning, motives and needs, attitudes, feelings and ego; Decision making: Definition of the problem, alternative evaluations; Decision making; Consumers and the environment: Culture, social classes, demographics, reference groups, family, life style and global culture; Beliefs; traditions, primary values; Secondary values; Inferior cultures: Materialist cultures, social cultures, cultures based on belief systems, cultures based on aesthetic values, cultures based on language.

**RHİ 205 Marketing Communication 3+0 4,5**

Marketing and communication: extensions of marketing communication, communication process, elements, objectives; promotion mix: advertising, Public Relations and publicity, personal selling, promotion: adapted marketing communication tools: sponsorship, purpose related marketing, hybrid messages, direct marketing, other types of marketing communication: product, brand, packaging, place and price; managing and strategies of marketing communication; planning: objectives, budget, marketing, communication ethics and its social dimension.

**RHİ 206 Introduction to Public Relations 3+0 6,5**

The Concept of Public Relations and Fundamentals of Public Relations; Public Relations and related Concepts: Public Relations and Advertising, Public Relations and Propaganda, Public Relations and Journalism, Public Relations and Marketing; Historical Development of Public Relations; Communication in Public Relations and Public Opinion; Public Relations Research; Public Relations Planning and Management; Public Relations and Media Relations; Public Relations Techniques; Written, Audio-

Visual and Other Techniques; Employee Relations; Public Relations in Marketing and Sponsorship.

**RHİ 207 Visual Communication 2+2 5,0**

Historical Development of the Visual Communication; Perception and Comprehending in Visual Communication; The Functions of Visual Communication and Their Importance; Signs and Symbols in Visual Communication; Analyzing Symbols; Establishing Design; The Relationship Between Typography Photography, Color and Contrast; Visual Analysis in Advertising; Right and Effective Use of the Creativity.

**RHİ 209 Introduction to Advertising and Public Relations 2+0 3,0**

Introduction to Marketing; Functions of Marketing in Organization; Means of Marketing; Marketing Mix; Persuasive Communication; Advertising; Functions of Advertising; Social, Economical and Ethics Functions of Advertising; Advertising and Marketing Research; Creative Strategy in Advertising; Competitive analysis, consumer analysis, market analysis; Execution Process; Advertising Media: Kinds of media, media planning; Public Relations: Development of public relations; Functions of Public Relations; Internal Public Relations; Research in Public Relations, Campaign Planning in Public Relations, Tools of Public Relations.

**RHİ 241 History of Advertising 3+0 4,5**

Early stages in advertising: Signs, middlemen; Developing stages: Mass marketing, mass communication, retailing, development of magazines; The 80s: International clients and advertising agencies, towards an integrated marketing communication; The 90s: Private TVs, radio, magazine publishing, development of computer technology; television era; Creativity, positioning, professionalism; history of Turkish advertising; Before the Turkish Republic: newspapers, the first advertisers; After the Republic: Professional Organizations.

**RHİ 301 Persuasive Communication 3+0 4,0**

Effectiveness of communication: Source, characteristics of message receiver; Persuasion models: Proxy Thinking Model, Elaboration Likelihood Model; Primitive models; Effects of mass communication tools; Social learning theory; Agenda setting; Spiral of silence; Interpersonal communication; Interpersonal harmony; Dagmar Model; Hierarchy of effects model; FSB model: Low-interest model, high-interest model.

**RHİ 302 Communication Management 3+0 4,5**

Marketing communication: Persuasion, contact points, interest groups; Message design in communication: Concept of message design, developing strategies; Planning, application, tactics; Segmentation: Group segmentation; Competitive strategies; Product diversity; Product proposition; searching information and information processing: Exposure, attention, perception, retention; Searching and application; Models: Elaboration Likelihood Model, Multiple Attitude Model; Communication systems:

Interpersonal, organizational, public, mass and interactive; Other tools: Promotion, word-of-mouth communication.

**RHİ 302 Communication Management 3+0 4,5**

Marketing communication: Persuasion, contact points, interest groups; Message design in communication: Concept of message design, developing strategies; Planning, application, tactics; Segmentation: Group segmentation; Competitive strategies; Product diversity; Product proposition; searching information and information processing: Exposure, attention, perception, retention; Searching and application; Models: Elaboration Likelihood Model, Multiple Attitude Model; Communication systems: Interpersonal, organizational, public, mass and interactive; Other tools: Promotion, word-of-mouth communication.

**RHİ 303 Creativity in Advertising I 2+2 6,0**

Advertising as a form of communication: Strategy and communication; Advertising as a profession; Creative processes in advertising; Research in advertising creativity; How does it work?: Perception, communication, learning, persuasion; Advertising strategies: Objectives, target audience, identification of the problem, product proposition, advertising appeals, creative strategy, application techniques, selling approach; Creative theme: Creative idea, creative process, improving ideas, advertising idea.

**RHİ 304 Creativity in Advertising II 3+0 6,0**

Professionalization process and reasons in political communication; Political marketing; Integrated marketing communication approach in political marketing planning; Strategy of political marketing, political market, voter characteristics, political product politics; Political campaign communication; Personal and mass communication; Political advertising; Public Relations; Creating an image for a running candidate; Political brand; Social market approach; Strategy and communication of social marketing; Social advertising; case studies.

**RHİ 305 Media Planning 3+0 3,5**

Changing face of media planning: Interactive media, media and tools, media classes, basic principles of planning; Interactive advertising: What is interactive advertising, interactive television, new interactive strategies, cybermedia, information highway, internet advertising, problems of internet advertising, interactive planning; IMC and database marketing: New understanding of media planning, database marketing and media planning; Media and consumer: Media as a source of entertainment and information; Basic concepts of media planning: GRP, rating, other concepts.

**RHİ 306 Communication Research 3+0 6,5**

Role of Advertising Research; Basic Principles of Advertising Research; Strategic Research Planning; Secondary Research; Sampling; Designing Questionnaires; Analysis; Writing a Research Report; Cooperative Research; Reader Surveys; Other Cooperative Research.

**RHĪ 307 Advertising Analysis 3+0 4,5**

Advertising Analysis; Ideology; Semiology; Marxist Analysis; Feminist Analysis; Sociological Analysis; Psychoanalytic Analysis; Advertising and Culture; Consumption; Consumer Society; Industrialization; International Grand Economies; Economic Development And Advertising; Meaning in Advertisements; Gender; Advertising and Social Class; Globalization; Advertising And Identity; Evaluation of Advertisements; Examples of Advertisements; Advertising Industry; International Advertising Agencies.

**RHĪ 308 Social and Political Communication Campaigns 3+0 4,0**

Creative processes in advertising; Visual communication, importance of visual images in communication, elements of visual communication, photography and illustration, color, analysis of color, color and personality, style, composition; Advertising copy writing: Advertising and words, advertising styles, advertising tones, advertising techniques; Layout and production: Typography, types of typography, layout and design, principles of design; Functionalism and aesthetics in advertising design; Layout techniques: Stages of improving layout, design techniques in computer and graphics, press techniques.

**RHĪ 310 Brand Communication Management 3+0 4,5**

Establishing Brand Identity; Stages in Establishing Brand Identity; Scope of Creativity; Procedures of Establishing Brand Identity; Consumer Responses to brand Identity; Brand Value and the Relationship Between Brand Value and Brand Identity; The Components of Brand Value; International Brands and their Characteristics; Planning of Communication Management of the Brands.

**RHĪ 311 Advertisement Writing I 2+2 6,0**

Structural characteristics of copy writing: Persuasive models of an advertising copy; Elements of copy writing; Titles in copy writing; Introduction in copy writing; Improving copy writing; Conclusion, name of client, slogan, logo, address; Suggestions for good copy write; Applied studies in copy writing: Suggestions for titles and applications; Applications and examples of copy writing.

**RHĪ 334 Advertising Campaign Analyses 3+0 4,5**

Advertising Campaign Brief Analysis; Advertising Campaign Research Analysis: Market information, Product/service information, Target market information; Advertising Campaign Strategy Analysis; Advertising Campaign Budget Analysis; Advertising Campaign Creative Idea Analysis; Advertising Campaign Artistry/Production Analysis; Advertising Campaign Media Plan Analysis; Advertising Campaign Success Measurement Analysis; Alternative Campaign Development; Competitors Advertising Campaign Analysis; Final Sectoral Analysis; Sectoral Prediction and Vision Presentation.

**RHĪ 345 TV Advertising 3+0 5,0**

TV as a tool of advertising; TV commercials and creativity: Creativity, creativity in advertising, creative strategy in TV commercials; Research: Product or service, target consumers, competitor analysis, opinion; Application: producing style, producing format, producing technique; Producing advertising films: Scenario, storyboard, budget, pre-producing, producing, post-producing; Presentation; Evaluation.

**RHĪ 346 Public Relations Copy Writing 2+2 6,0**

News: Techniques in news writing, techniques of collecting news, types of news; Public Relations journalism; Place of Public Relations professionals in news; Message creativity techniques targeting public relations; Printed press: Preparing press bulletins for visual press, news letters, articles, letters, guidelines and brochures, yearbooks; The internet; Media relations; Evaluation Techniques in Public Relations.

**RHĪ 351 Social Campaigns 3+0 4,5**

Definition and History of Social Campaign: Difference between Social Marketing and Social Advertisements; Cause Related Marketing Studies; Marketing Studies of Nonprofit Organizations; Properties of Social Campaigns? Effectiveness; Social Marketing Mix; Social Marketing Theories and Models; Planning Social Campaigns; Developing Social Campaign Strategies; Social Campaign Communication: Personnel Communication, Public Relations, Mass Communication, Social Advertisements, Event Marketing, Direct Marketing, Integrated Campaign Communication; Evaluating Social Campaigns.

**RHĪ 352 Advertising Design II 2+2 4,5**

Visual Analysis of Advertising Campaign: Graphic language and visual analysis, creating a common language in printed advertisements and TV commercials, target audience and correct visual analysis, visual elements; Sociological Approaches in Advertising: Classic, pop, underground, kitsch advertising; group study; agency atmosphere, cooperation between art directors and copy writers; Producing and presenting advertising campaigns: Media planning, market research, applications of different media, conducting ad campaigns in the agency.

**RHĪ 353 Public Relations and the Internet 3+0 4,5**

Development of Internet Technology and Using the Internet; Characteristics of Computer Based Information Systems; Individualized Computer Based Communication Skills in Business; Using Computers inter Company and Intra Company for Public Relations Purpose; Focus on Presentation, Interaction And Formation of Web Page Design; Visual Presentation of Materials on Web Pages; Designing Web Pages and Planning Multimedia Tools for Public Relations Purpose; Designing and Developing Multimedia Tools: Text, Graphics, Animation, Audio, Video; Effective Use of Multimedia Designs.

**RHİ 354 Corporate Communication Management** 3+0 4,5

Corporate Communication vs Public Relations, Corporate Image, Corporate Brand, Corporate Reputation, Integration in Marketing Communication Management, Corporate Brand Management and Integrated Marketing Communication, Corporate Identity Strategy, Corporate Associations, Corporate Brand Associations, Corporate Communication Instruments, Corporate Culture, Culture Management, Internal Communication, Leadership and Communication, Corporate Advertising, Media Relations, Corporate Social Responsibility, Corporate Communication Cases.

**RHİ 355 Presentation Techniques in Campaigns** 3+0 4,5

Determining the Content of a Presentation; Preparation for a Presentation; Designing a Presentation; Using Visual Materials; Using Persuasion Strategies; Transferring the Presentation to a Computer; Characteristics of a Presentation File; Ways of Speaking; Non-Verbal Presentation; Finishing a Presentation; Evaluations of Advantages and Disadvantages of a Presentation; Ethical Considerations; Team Presentations; Presentation Rehearsals.

**RHİ 356 Seminar (Applications of Media Planning)** 2+2 5,0

Stages of media planning, processes of media planning; Creating media planning: Marketing information, media objectives, improvement strategies, evaluations; Marketing information: situation analysis; media objectives: Identifying the target audience, geographic strategy, being seasonal, intensity of communication, vehicle preferences; Application strategies: Continuity fighting, pulsing and bursting strategies: Characteristics of season consumption, purchasing seasons, promotion evaluation, competitor analysis, criteria for frequency determination; Recognition, purchasing; characteristics of competition situation conduit, production formats and product characteristics.

**RHİ 361 Public Relations Management** 3+0 4,5

Importance of management-business function in Public Relations: Strategic Public Relations management, Expertise in Public Relations, crisis management and Public Relations, communication with employees, communication with communities, problem management and Public Relations, Public Relations and environment management, financial Public Relations, lobbying, customer relations, Public Relations and health communication, sports communication and Public Relations, Non-profit organizations, media and Public Relations.

**RHİ 365 Media and Politics** 3+0 4,5

Media and politics: New social movements and forms of Politics, post-modern politics; Media and democracy: Political communication systems and democratic values, media ethics and democracy, media and the cooperate field, role of press and public opinion in modern state; media and ideology: Politics of identification, hegemony and linguistic

analysis, Post-structural media, discourse analysis and political discourse.

**RHİ 401 Designing Advertising Campaigns** 1+6 8,0

Determining the subject: Choosing the corporate or product; briefing and evaluation; Situation analysis: Product characteristics, market research, competitors, target audience, campaign strategy: Improving creative strategies, copy write platform, promise, main attractions, creative production style and format; creative studies: Printed advertising, scenario and storyboard of TV advertising; media planning; budget; Presentation; Evaluation.

**RHİ 402 Designing Public Relations Campaigns** 1+6 8,0

Determining the subject; Choosing a corporate or product; briefing and evaluation; Planning Public Relations campaigns: Situation analysis, internal and external analyses, research, determining the target audience, characteristics of the target audience, forming activities; Designing Public Relations activities, creative studies, campaign calendar; budget; Presentation and evaluation.

**RHİ 404 Web Design in Advertising** 2+2 6,0

Principles of Web Design: Visual design, interaction, navigation, usability; Web Design Tools: Html, web editors, web animations; Macromedia Dreamweaver Menus, Tools, Layers, Tables, Editing; Macromedia Flash; Vector Graphics, Principles of Flash, Menus, Tools, Animation, Interactivity, Gif Animation Techniques; Building a Web Site; Publishing Webs, Practices.

**RHİ 411 Advertisement Writing II** 2+2 6,0

Copy writing for written communication: Examples and applications for magazine copy write; Examples and applications for newspaper copy write; Examples and applications for brochure and bulletin copy write; Radio copy write: Power of voice, radio listeners, techniques of radio copy write; Examples and applications for radio copy write; Television copy write: Planning TV copy write; TV script writing; Techniques of producing TV commercials; Examples and applications of TV advertising copy write; Copy writes for other advertising tools.

**RHİ 440 Analysis of Public Relations Campaigns** 3+0 4,5

Planning Models for Public Relations Campaigns; Elements of campaign analysis: Objectives of communication, objectives, activities: Publicity; tools of Public Relations campaigns; Public Relations media; Public Relations applications in prited media; Critical evaluations of Public Relations campaigns; Cases and evaluations of Public Relations applications in Turkey, international cases and evaluations.

**RHİ 447 Analysis of Political Communication Campaigns** 3+0 4,5

Political communication campaigns; Voter characteristics and voter behavior; Research on voter behavior; political communication strategies; communication environment and channels of political communication; Personal



communication; Mass communication: Election contexts: local, general; Election campaigns in Turkey; Analysis of political communication: Strategies of the government and opposition, candidate image, party image, applications of political campaign analysis.

**RHİ 451 Strategic Planning 3+0 4,0**

Comprehending the Product: Product function, Product analysis; Thinking Models and Techniques Towards Product Analysis; Target Audience Analysis; Life styles of target audience, Inner world of target audience, Models and ways of thinking for understanding their relationships with the product; Market and Competition Analysis; Research techniques, Values representing the brand in the market, Research techniques for positioning; Comprehending Brands: Research techniques for analyzing brands, Models of thinking brands; Determining Problems and Opportunities: Brainstorming method; Preparing Effective Briefs; Content of Creative Briefs; Presentation of Creative Briefs; Real Life Cases.

**RHİ 452 Sport Marketing Communication 3+0 4,5**

Sports Marketing and Marketing Communication: Concept and context of sports marketing, Communication dimensions of marketing, Communication mix in sports, Process of IMC in sports; Applications of Marketing Communication Components in Sports: Sports public relations and management, Advertising activities in sports and management, Personal marketing in sports, Sales promotion mix in sports and management, Direct marketing in sports, Sports sponsorship, Event management in sports; Sports Brand Communication: Case studies, Brand placement in sports; Marketing Communication Planning Process in Sports.

**RHİ 453 Communication Ethics 3+0 4,5**

Introduction to understanding of ethics: Developments in the understanding of ethics; Philosophical Movements; Understanding of ethics and communication ethics; Examining media cases about communication ethics; Ethics and modernism 'R. Poole?', post-modern ethics '2. Bauma?', ethical problems in media and journalism A. Belsey and R. Chadwick; Events in the media and communication ethics.

**RHİ 454 Business Communication 3+0 4,5**

Different Business Environments; Fields of Business Communication; in different business segments; commercial correspondence; Written Communication with Potential Customers; Written communication in special cases; Face-to-face communication; Face-to-face Communication Techniques; Body language; Business conversations; Conversation techniques; Effective Intonation; Developing an Argument; Effective closure; Managing virtual communication; Corporate Blogs and Their Functions; Managing corporate blogs; Forums; Managing forums; Virtual communication within the organization; Types of Electronic Messages; Written communication between departments; Managing job application process; Pre-Application Phase; Interview Phase; Managing application results.

**RHİ 455 System Approach in Communication 3+0 4,5**

Systems thought; History of systems thought; Entropy, Dynamic systems, Accumulation, Delay, Chaos, Complex systems, Introduction to the concept of systems about communication, Communication as a dynamic system, Communication as a complex system.

**RHİ 456 International Advertising and Public Relations 3+0 4,5**

Development of World Trade; Importance of International Trade; Development of International Communication and Advertising; Development of International Advertising Agencies; International Marketing and Advertising Strategies; International Marketing Communications and Advertising Environments; Importance of Social and Cultural Values in International Advertising; Problems of International Advertising Studies; Research in International Advertising; Connections of International Public Relations and International Communication; Factors on International Public Relations; Tendencies in International Public Relations; Public Relations in the World; Analysis of International Public Relations Applications.

**RHİ 458 International Projects 2+4 6,0**

Characteristics of Projects; Stages of Project Development; Project Planning; Project Development; Tracking Activities; Work Flow; Justification of the Project; Content Definition; Process of Proposal Development; Preparing Draft Materials; Project Organization; Establishing Project Team; Teamwork; Evaluation; Project Evaluation Report.

**RHİ 460 Advertising Project 2+2 6,0**

Receiving a Brief from the Advertising Agency/Company; Consumer Research for Multinational Target Groups; Presenting Report of Consumer Research; Determining the Advertising Strategy; Selection of Media and Integrated Communication Strategy; Creative Brief; Creative Concept; Finding an Idea; From Big Idea to Rich Idea; Implementation of the Strategy in Conventional and Social Media; Presenting the Campaign to Client; Feedback from Advertising Agency/Company.

**RSM 152 Painting 2+0 4,0**

Painting Techniques: Pastel, Watercolor, Collage, Wash and brush, Mixed media, Oil, Acrylic; Basics of painting; Materials: Paper, Brush, Paint, Usage; Elements of Design: Composition, Rhythm, Color, Form, Movement, Line, Perspective; Color Theory: Balance, Unity, Studies; Study of Classic and Contemporary Works of Art; Contemporary and Original Work by Individuals and Groups.

**RSM 154 Caricature 2+0 2,5**

Fine arts and caricature; Humor: Written humor, Strip humor; Caricature: Its progress in the world, Its progress in Turkey; Communicating using caricatures; Daily Newspaper Caricatures: Patterns of Humor, Bent caricature, Strip story, Strip novel; Humor Elements in Caricature; Humor Journals/Comics; Caricature and Cinema-TV; Caricature and Advertising; Caricature in Education; Masters of Caricature; Interpreting Places and Human

Characters in Caricature; Style and Composition in caricature.

**SAN 155 Hall Dances 0+2 2,0**

Basic concepts. The ethics of dance, Dance Nights, Dance Costumes, National International Competitions and rules/grading, Basic Definitions, Classifications of Dances: Social Dances; Salsa, Cha Cha, Samba, Mambo, Jive, Rock'n Roll, Jazz, Merenge; Flamenko, Rumba, Passa - Doble, Argentina tango, Vals, Disco, Quickstep, Foxtrot, Bolero, European Tango: Ballroom Dances; Sportive Dances; Latin American Dances; Samba, Rumba, Jive, Passa-Doble, Cha Cha, Standart Dances; European Tango, Slow vals (English), Viyana vals, Slow foxtrot, Quickstep.

**SEK 121 Keyboard Techniques 1+2 3,0**

Page Arrangement of Documents: Horizontal/Vertical straightening; Documents and Style in Documents; Correcting Mistakes; Writing from a Rough Draft; Tables; Inserting Text into the Table; Table Drafting Programs; Internal and External Organization of Correspondence; Typing in a Foreign Language; Multiple Pages; Letters; Numbering the Pages.

**SİY 101 History of World Politics 2+0 2,5**

Essence of Politics; Parameters of Politics: Democracy, Autocracy, Oligarchy, Plutocracy; Politics in the Classical World; The Medieval Theocracies and Eastern Kingdoms; The Rediscovery of Democracy: Renaissance humanism and limited monarchy; The Revolutionary Era: 1789-1848; The Nineteenth Century in Europe; Colonialism and Imperialism; Marx, Lenin and the Communist State; International Cooperation, successes and failures.

**SİY 102 Political Science 3+0 3,0**

Fundamentals of Political Science: Topic, Scope, Main characteristics; Politics and Science; Contemporary Developments in Political Science; Religion and Politics; Politics and Ethics; State and Government; Political Myths and Ideologies; Political Systems and Regimes; Political Power: Political parties and elections, Pressure groups; Classical and Democratic Elite Theories; Political Pluralism; Public Opinion; Propaganda; Media and Politics; Political Conflict; Conflict Resolution.

**SİY 205 Turkish Political History 2+0 3,0**

Ottoman Modernization I: Tanzimat reforms, I. Young Turks movement; Ottoman Modernization II: II. Jon Turk movement, II. Meşrutiyet, The rise of Turkish nationalism; Modernization in Republican Time: Reforms, Construction of Turkish national identity; Multi Party Period; Coup D'etat of 1961; Military Intervention of 1971; Radical Nationalist Right in 1970's; Left Wing Movements of 1970s; Coup D'etat of 1980; Özalism and the Political Party of ANAP; Political Islam and the Rise of Conservatism after 1980; 28 February Period; Kurdish Problem in Turkey.

**SNT 253 History of Art 3+0 3,5**

Art and History: History of art, Objectives of history of art; Consciousness about Art: Describing the known as seen,

Antique period miracle in History of Art; Art in the Middle Age: Church and art, Focus of art; Renaissance Period: Concept and beginnings, Logical foundations of Renaissance Art; From Renaissance to the 19th Century: Changes in art; Modern Times: Basics of modern art.

**SOS 153 Sociology 3+0 3,5**

What is Sociology?; Methods and Research Strategies in Sociology; Theories of Sociology; Culture; Socialization; The Family; The Economy; Education; Religion; Political Institutions; Population; Social Groups; Social Stratification; Social Change; Urbanization and Urban Social Problems; The Industrialization Process and Effects of Industrialization; The Characteristics of Industrial Society; Crime and the Society; Science, Technology and Environment; Wars and the Effects of War on Society.

**STV 102 Basic Video Production 1+2 2,5**

Basic Video Camera Practices: Diaphragm, White balance, Tripod, Recording, Menu, Sound, Image effects, Choosing video formats, Electronic image processing; Use of Fundamental techniques: Framing, Camera movement, Choosing lenses, Depth of field; Development of Production Ideas: Expression of a person, Expression of a location, Storytelling, Educational approach, Documentary approach, Cinematic approach, Experimental approach; Student Productions: Production Assessment.

**STV 103 Introduction to Film and Television 2+2 6,0**

Production Types; Steps in Production; Limitations of Production; Film and TV Crews; Shooting Locations; Camera Systems: Film cameras, Video cameras, Lenses, Film and video formats; Camera Movements; Framing; Video Signal: Component and composite signal, Broadcast systems, Scanning lines, Aspect ratio, Screen dimension, Color, Black and white, Resolving power, Contrast ratio, Film graininess; Light: 5 basic characteristics of light, Light measurement, Depth of field, Color temperature; Sound: Microphones, Sound in Film and TV; TV Production Chain; Screenwriting; Budget and Production Plan; Editing.

**STV 106 Basic Techniques of Film 2+1 2,5**

Film cameras; Sync-sound cameras: Diopter; Gate; Claw; Registration Pin; Magazines; Viewfinders; Film Types; A-wind; B-Wind; Sensitivity; Graininess; Sharpness; Emulsion; Base; Edge Numbers; Response Curve; Core; Daylight Spool; Lengths of films; Filters; Filter Factors; 16mm. And 35mm. Cameras; Exposure; Light Measurement; Light meters; Lenses; Depth of Field; F-Stop; T-Stop; Lab duties; Film Editing; Digital Cinema: Cinealta Cameras; Dig prime Lenses; Matte-box; Follow Focus; Camera Carrying Systems.

**STV 108 Basic Techniques of Television 2+1 2,0**

Production of Electronic Image: Moving pictures in cinema, video in television, Picture resolution; Color physics: Light, wavelength, production of colors, luminance, chrominance, color saturation, color hue, color temperature; Electronic cameras: Configuration and technical specifications, Technical specifications of mobile cameras, Technical

specifications of studio cameras, mechanic and electronic supported lenses; Analog television systems: Common specifications of analog systems; Analog video record and playback systems; Digital television systems: Common specifications of digital systems; Digital video record and playback systems.

**STV 201 Film Production Theory 3+0 3,5**

Nature of film and film production; Film production process; Elements of film production; Theoretical approaches to technical aspects; Screenwriting; Lighting, Staging, Framing; Editing; Sound; Production issues; Production techniques and styles; Theories on film Production. Terminology. Current methods and applications in film production; Future of film production and film technology.

**STV 204 Photographic View 3+0 5,0**

The Concept of the Photographic View; The History of Photographic View; The History and Development of the Media Based on the Photographic View; The Structural Specialities of Photography, Film, Video and Digital Image; Photography, Film, Video and Digital Age; Planning, Developing and Practicing of a Photographic View Project.

**STV 206 Visual Composition 2+2 5,5**

Basic Elements in Film; Establishing Harmony Between Images; Rules; Basic Camera Placements; Types of Visual Emphasis; Character Placement in Scenes: Camera angles according to character placements and related visual compositions; Developing Solutions for Complicated Situations; When and How to Work Against Rules; Visual Punctuation; Establishing Narrative Structure; Creating Visual Composition According to Narrative Structure; Studying Examples; Theoretical and Practical Assignments.

**STV 207 Screenwriting 2+2 5,0**

The Concept of Storytelling; Traditional Structure of Drama; Steps of Screenwriting: Synopsis, Basic story, Treatment, Script outline, Script, Shooting script; Story Line; Creating Characters: Three aspects of characters, Credibility, Motivation; Conflict: Creating conflict, Types of conflict; Designing Scenes: Functions of a scene, Scene connections, Scene structure; Dialogue Writing; Writing Non-Fiction: Outlining documentaries and educational programs.

**STV 208 TV Production Design 3+0 5,5**

Mass Communication and Television: General aspects of television, Presentation styles of television, Functions of television; Steps in Designing Television Programs; Program Design During Pre-production: Planning, Defining the target audience, Defining goals, Defining content and order; Defining program elements, Organizing technical elements, Screenwriting; Program Design During Production: Functions of the production crew, Technical elements of a television studio, Interior and exterior shooting techniques; Program Design During Post-Production: Editing, Sound design, Broadcasting systems.

**STV 210 Film and TV Information 2+0 4,5**

Major Differences Between Film and TV; Types of Production; Ranks of Production; Employees in Film and TV Field; Shooting Locations; Film and Video Camera; Lenses; Film and Video Formats; Camera Movements; Framing Technique; Properties of Video Signal; Light: 5 Major Properties of Light, Depth of Field, Color Heat; Sound: Microphones, Sound in TV, Sound in Film; Scriptwriting; Budget and Production Plan; Editing; Major Film Theories and Trends.

**STV 211 Videography 2+2 4,5**

Introduction to Basic Visual Design; Graphic Design; Language of Graphics as a Communication Tool; Video as a Communication Tool; Video as an Art Form; A Brief History of Video Art; Visual Electronic Media and Multimedia Works; Electronic Art Tools and Sample Works; New Media Projects; Multi Media Projects; Concept Design and Application Samples; Creating a Interdisciplinary Multimedia Work Sample.

**STV 212 Sound Recording in Cinema and TV 2+2 4,0**

Fundamental Principles of Sound in Cinema and TV Productions: Definition and physical characteristics of sound; Sound Recording Techniques: Structural and directional characteristics of microphones, Microphone usage techniques, Sound recorders, Sound recording in outdoor spaces and in studios; Sound Mixing: Functions and uses of sound mixers, Sound mixing in cinema and television; Analog and Digital Sound Recording Practices.

**STV 213 Sound Techniques for Cinema and TV 2+0 2,0**

Formation and Definition of Sound: Sound and hearing; Physical and Perceptual Features of Sound: Frequency, Wavelength, Amplitude, Frequency and hearing; Frequency and pitch; Amplitude and intensity; Frequency and intensity; Timbre, Sound envelope; Structure of Audio Signal: Analog and digital audio signal; Mono and stereo audio signal; Audio Connection Components: Cables and connectors; Microphones: Structural and directional features of microphones; Microphone usage techniques; Microphone accessories; Audio Mixers: Audio mixers usage areas; Basic structures of audio mixers; Sound Recording Techniques on film and video cameras.

**STV 215 Video Techniques for Cinema and TV 2+0 2,0**

Video Equipments in TV Studios: Technical and operational qualifications of Video Cameras; Telecine Systems; Vision Mixer types and technical qualifications; Digital Video Effect Systems; Technical Qualifications of Character Generators, Electronic Graphic and Animation systems; TV Color System Convertors; Video Recording Techniques, Magnetic and Optical Recordings; Magnetic Tape Editing Systems; Digital Video and Compression Techniques; Non Linear Recording and Editing Systems.

**STV 217 Camera and Lighting Techniques for Cinema and TV 2+0 2,0**

Cable Systems Used in Image and Sound Transmission: Types of video and audio signals; Types of analog and

digital cables and connection; Historical Development of Video Cameras; Basic Elements of Video Cameras; Types of video Cameras; Principles of Video Cameras; Camera Objectives: Structure of objectives; Classification of objectives; Importance of Lighting to Make an Image and the Aim of Lighting; Reasons of Lighting in Shooting - Technical Reasons - Esthetic Reason; Lighting Equipments; Lighting Methods.

**STV 245 Theories and Principles of Editing 3+0 4,0**

Editing: Theoretical developments, Principles, Methods and new approaches; Historical Developments and Approaches in Editing; Directors: Lumiere Brothers, George Melies, Edwin Porter, D. W. Griffith, V.I. Pudovkin, Sergei Eisenstein, Orson Welles; Theoreticians: Andre Bazin, Eisenstein, Griffith; Examples of Editing Theories and Principles: Jean Luc Godard, Alain Resnais, Alfred Hitchcock and other directors, their understanding of editing; Editing Principles in Film: Arousing curiosity, shock etc.; Using Sound as a Dimension.

**STV 246 Screenwriting Practice I 2+2 4,5**

Script Types: Feature Film, Short Film, Experimental Short Film, Commercial, Social Advertising, Presentation, Education, Music videos; Screenwriting Techniques: Synopsis, Treatment, Script, Shooting script; Student Projects: Finding stories, Realizing ideas, Steps in screenwriting, Evaluation; Script Reading: Examples from masters, Film screenings, Analyzing Scripts.

**STV 247 Applications in Editing 3+0 4,0**

Image Recording Systems; Editing Techniques: Assemble, Insert editing; Editing Types on Magnetic Tape: Off line, on line; Digital Image and Audio Characteristics; Information Storing Media and Their Characteristics: Magnetic tape systems, Optical systems, Magnetic disc systems, Capacities, Accessing speed, Playback speed; Information Transmission Channels, Cable, Copper Wire, Fiber Optic channels; Digital Image Transmission Channels; Computer Transmission Networks and Connection Typologies; Transmission Protocols: ATM, ISDN, ETHERNET; Non-Linear Record Editing Systems; Hardware and Software Characteristics; Their Applications in Image and Sound Editing.

**STV 301 History of Film I 3+0 5,0**

Film in General: Film as an industry, Film as entertainment, Film as art; Pioneers of Film: Magic, Painting, Photography; Periods and Trends in Film History: Silent comedy, German silent, Soviet masters, French impressionists, Sound in American movies, Golden age of French cinema, English semi-documentaries, Post-war realism, French new-wave, Italian new-realism, Periods in American cinema, Asian cinema; New Approaches.

**STV 302 Visual Aesthetics 3+0 5,0**

Introduction to Media Aesthetics; Light as a Visual Aesthetic Element and Lighting, Color and Its Functions; Movie Screen versus Television Monitor; Third Dimension in Two Dimensional Image and Creating Three

Dimensional Image on TV Screen; Visualization, Fourth Dimension: Time and Motion; Approaches and Practice in Visual Electronic Arts; Examples of Video Art; Differences Between Mechanic and Electronic Art.

**STV 303 Film Theory I 3+0 5,0**

Defining Theory and Film Theory: What is work of art?, Nature of moving image; Process of Meaning Formation in Films: Meaning, Signification, Form, Substance; Formalists: Russian formalists, Color and meaning, Color and meaning in Eisenstein's films; Metaphor; Realists: Film and realism, Color and meaning in realism, Metonymy, Modern Literature; Effects of Modern Literature on film; Film and Ideology; Film and Mythology: Myth, Mythology, Folk tales; Traditional and Modern Narrative in Film.

**STV 304 Film Criticism and Analyses I 3+0 4,5**

What is Criticism?: Methods of Criticism; Contemporary Narratives in Film: The process of forming meaning in narrative discourse, Meaning, Relationships between Author-reader and spectator-director, Text; Author Theory: Romantic aesthetics, Conditions that create the author concept and discussing authorship in Turkish movies; Structuralism, Feminist Theory; Film and Identification: Defining Identification, Process of identification; Modern Criticism: Modernism, Modernism, art and daily life; Postmodernism in Movies; Postmodern Criticism.

**STV 305 Television Production 0+6 9,0**

Preparing a Production Proposal; Choosing the Subject and Writing the Treatment; Program Development; Shooting Script; Preparing a Studio Plan; Making the Budget; Designing Camera Movements AND Miser-en-scene; Picture Composition; Camera Operation; Using Light and Sound; Using Time; Student Projects: Directing five live TV programs.

**STV 306 Introduction to Film 3+0 3,5**

Why study film? The role of cinema in popular culture; Cinema as a national, multi-national and global institution; Film as language; Textual and contextual analysis; Mise en scène; Editing; Development of the Narrative; Classical Hollywood as Form and as Institution; Film Industry outside the Hollywood Institutional Mode; Film Genres; Stardom; The Auteur; The Medium and the Message; Representation, audience and spectatorship.

**STV 307 Style in Cinema 3+0 4,5**

Approaches to Concept of Style; Concept of Film Style; A Brief View to History of Film Style; Analysing Film Style; Elements of Film Style; Film Style: Narrative Construction, Silent Cinema; Film Style: Mise-en-Scene, French New Wave; Film Style: Cinematography, The Western; Film Style: Editing, Horror; Film Style: Sound in the Cinema, The Musical; American Film Noir&Gangster Genre; Television form and style, Science-Fiction; Non-narrative cinema: Experimental &avant-garde; Authorship, Other theoretical perspectives.

**STV 309 Seminar I 3+0 3,5**

Recent Turkish Cinema: Directors, Cinematographers, Screenwriters, Producers; Short Film in Turkey; Past and Present, Production conditions; Documentary Cinema in Turkey; Television Productions in Turkey; Television Broadcasting and Management in Turkey; Television Research in Turkey; Academic Approaches in Cinema; Television Advertising in Turkey; Photography in Turkey; Cultural Studies in Turkish Media; New Communication Technologies and New Media in Turkey.

**STV 310 Seminar II 3+0 3,5**

Script Practices with Script Writers; Cinematography Practices with Cinematographers; Film Directing with Directors; Film Production Practices with Producers; Serial Production Processes with Serial Directors and Producers; Advertisement Production Processes and Practices with Advertisement Directors and Producers; Documentary Film Production Processes and Practices with Documentary Directors.

**STV 313 Interactive Media and Society 3+0 4,5**

Relationship among Technology, Society and Historical Change; Information Technology Revolution: Dynamics of Technological Change; New Media; Global Network; Rise of the Mass Media Culture; Multi-Media Communication System; Social Media: Rise of Surveillance Society: Concept of privacy, New communication technologies and surveillance capacity; Public Space, Privacy and Communication Technologies; Critical Overview of Technology.

**STV 343 Directing Mise-en-scene 3+0 5,0**

What are the Elements of an Art Object?: Painting; What are the Elements of Mise-en-scene?: Cinematography, Production design, Directing actors; What is Directing Mise-en-scene?: Cinematography: Framing, Illumination, Photographic image, Directing cinematography, Cinematography styles; Production Design: Set design, Costume, Make-up, Directing production design, Design styles; Acting: Acting in movies and theatre, Acting continuity, Expression, Casting, Directing actors, Actor categories, Star system, Method acting, Technical acting, Acting styles.

**STV 344 History of Turkish Film 3+0 3,5**

Periods of Turkish Film History: General View; Beginning Period; Theater Period; Transformation Period; Filmmakers? Period: Industry, Star system, Narrative forms, Discussions on film, Depression Era; Young Cinema: Changes in subjects and themes, Independent filmmaking, Directors? point of view towards women's problems; Late Period: Changing conditions in filmmaking, marketing and distribution, Themes of 90s; General Evaluation.

**STV 345 Video Camera Lighting 2+2 4,5**

Television Production Cameras; Television Camera Types: Studio cameras, EFP cameras, ENG cameras; Camera Movements: Pan-Tilt, Track, Pedestal, Optical movements

with zoom lenses; Camera Placements: High angle, Low angle, Normal angle; Framing: Extreme close-up, Medium shot, Medium long shot, Knee shot, Long shot, Wide shot, Extreme wide shot; Lighting: General lighting, Low key, Normal, High key.

**STV 346 Film Camera and Lighting 2+2 4,5**

Characteristics of Film Camera; Formats of Film Camera; Film Stock: Black and white negative film, color negative and positive film, Duplicate film, Print film; Lenses: Wide angle lens, Normal lens, Narrow angle lens; Filters: Filters for black and white film, Filters for color film; Light-meters: Incident and reflective light-meters, Operating principles; Image Size: 35mm. standard format, American wide-screen format; Lighting Techniques.

**STV 347 Types of Television Programs 3+0 4,5**

Definition of Type; Social and Economic Characteristics of Television; Process of Television Production; Defining Program Type, News Programs and Their Types; Talk Shows: Important aspects and techniques in doing interviews; Documentary Programs: Definition of documentary, Types of documentary programs; Television Drama: Characteristics of dramatic structure; Television Series; Magazine and Sports Programs.

**STV 348 Film Genres 3+0 4,5**

Concept of Genre: Beginning, development and definition; Art Styles and Genre; Genre in Film: Beginning, development and definition; Beginning and Development of Film Genres; Film Genres Before and After the Hollywood Studio System; Musicals: Environment, Location, Characters, Iconography; Westerns: West, History, Iconography; Horror and Science Fictions: Environment, Location, Characters, Iconography.

**STV 350 Documentary 3+0 6,0**

Dziga Vertov and Cinema-Verite (Film: Man with the Movie Camera); Robert J. Flaherty and Human in Nature (Film: Nanook of the North); John Grierson and Getting Organized in Documentary (Film: Night Mail); Direct Cinema and Cinema Verite (Film: Chronicle of a Summer); Documentary in Turkey and Productions; Discussion Topics in Documentary; Evaluation of Documentary Class.

**STV 353 Television Project 0+6 6,0**

Pre-production: Finding a subject , Justification and the purpose, Analyzing the target mass, Presentation form, Treatment, Script and shooting the script, Production planning and the budget; Production Stage; Studio workshop, Outdoor shooting; Post-production: Video editing, Sound design, Digital applications, Planning the broadcast.

**STV 355 Film Criticism and Analysis II 3+0 4,5**

Film Criticism Methods in General; Cinematographic Criticism: Criticism of narration and its tools, Methods of Analysis; Political Criticism: Concept of bourgeois cinema, Dominant ideology and bourgeois cinema, Film as propaganda; Criticism of Myth: Concept of myth, Mythical

structure in film; Cinema as Popular Culture: Sexist discourse in popular movies, Violence and technology in popular movies.

**STV 356 History of Film II 3+0 4,5**

Inspecting Film in Detail: Film and artist, Film and audience, Film and society; Understanding Movies (presentations and discussions): Movies, music and musicals, Movies and politics, Auteurism and creativity, Social change and genres, New realism and Turkish movies, Movies and literature, Impressionism in painting and movies, Film noir and Turkish movies, Past and present of documentary filmmaking, New approaches and styles, Science fiction and ideology, Evaluation of artwork in movies.

**STV 357 Subliminal Communication 3+0 3,5**

Biological Principles of Behavior: Instinct, Motive, Drive and Learning, Behavior and brain structures, Behavior and brain from a functional perspective; Biology-Environment and Culture in Terms of Psychological Structure: Psychological development of infant, Structuring psychological device; Psychoanalytic theory after S. Freud: J. Lacan and Unconscious; A Dream: Films of L. Bunuel; A Case: Oedipus complex in terms of Hans? case; A Film: Chariots of Fire; F. Kafka Case; Subconscious in C. G. Jung and Common Subconscious.

**STV 359 New Communication Technologies 3+0 3,5**

A-Traditional Communication Technologies; Why New Communication Technologies?; Transition Period Television Technologies; HDTV and Its Application; Digital Television; Communication Satellites; Data Broadcasting; Interactive TV Broadcasting; Internet TV; Cable TV; Teleconference, Audio and Video Conference; Virtual Studio; B- Information Types and Characteristics; Communication Channels; Wireless Communication Types; Radio and TV Links; Satellite Types; Cable TV and Broadcasting Characteristics; Computer Communication Types; Video Conference Systems and Application Areas; GSM and Satellite Phones; Information.

**STV 360 Film Theories II 3+0 4,5**

Psychoanalytic Film Theory: Film and audience; Status of Film Audience; Identification; Cinematographic Subject; Feminist Film Theories: Visual pleasure and visual narration; Presentation of Women in Movies; Theories on Identity, Sexuality, Roles and Productivity, Movie analyses, Ideological aspects; Film Reading Methods: Simple reading, Advanced reading.

**STV 362 Audio Dimension in Film and Television 3+0 3,5**

Basics of Television and Film Audio: Dialog and its functions, Sound effects and their functions, Music and its functions; Analysis of Sound in Classic Narrative: Sound in classical film theory; Analysis of Sound in Modern Narrative: Godard, his films and sound; Ideological Analysis of Film Sound: Sound and film theories of Doane

and Dayan; Psychoanalytic Analysis of Film Sound: Functions of sound according to Metz and Mulvey.

**STV 363 Visual Structure of Film 3+0 4,0**

Pre-Production: Screenwriting, Equipment Selection, Set design, Cinematographer and art director collaboration; Composition: Basics of film composition, Image construction inside the frame, Motion, Pace, Rhythm; Lighting: Lighting for people and objects; Exterior Lighting: Location selection, Weather and climate conditions, Fog, Light spectrum, Daylight vs. tungsten; Dealing with Exterior Conditions: Shooting during Rainy, snowy and cloudy weather, Shooting by a lake, river or sea; Portraiture in Film: Light, Optics, Make-up.

**STV 364 Sociology of Film 3+0 5,0**

Film and Society: Film and audience, Film as mass medium, Film as a reflecting and forming medium, Methods for analyzing film and audience relationships; Research on Analyzing Film and Audience Relationships: Sample research, the immigrant profile in Turkish movies, Turkish movies and society, Globalization, national identity and Turkish movies.

**STV 365 Video Art 3+0 5,0**

Video as an Art Environment and Characteristics of Video; Video Aesthetics and Video Art; Introduction to Video Art; History of Video Art; Importance of Video Art in Electronic Age; Differences Between Video and Television; Various Practices in Video Art; Narcissistic Video; Video-Installation; Video Sculpture; Student Project: Creating Video Installation.

**STV 366 Inspection Methods in Television Broadcasting 3+0 4,0**

Responsibilities of Television in terms of Social Benefit; Negative Effects of Television on Society; State Principles and Sanctions; Individual and Social Freedom versus Commercial and Broadcasting Freedom; Inspection Methods of Television Broadcasting in Europe and America; Inspection Methods of Television Broadcasting in Turkey and Related Problems; Examining Related Scientific Research.

**STV 367 Aesthetics of Documentary Filmmaking 3+0 4,0**

Art of Documentary Filmmaking: Chaos and selection, Prism structure of director and actor; Shot Types: Fast information, Social research, Poeticism, Science; Art and Documentary: Scientific research and artistic lab, Connections and contradictions; Artist's Idea and Elements of Real Life: Reality of life and reality of art, Flexibility of designs; Anatomy of Observation Based Shots: Recording camera and exploring camera, Science and historical developments, Visual system and fighting against dreams; Expectations from Cinematography: Fingerprints of reality, Believing the image, Creative tendencies; Poeticism in Documentary Filmmaking.

**STV 368 Interactive Program Design 3+0 3,5**

Interactive Environments: CD, Internet, Video games, Interactive television techniques and procedures; Interactive Program Types: Programming for the internet, video discs, games and television; Interactivity Levels and Selection; Steps in Interactive Program Design: Interactive thinking, Designing program rundown, Story selection and creating interactivity, Interactive scripts, Shooting process, Editing, Supplying interactivity tools, Evaluating interactive responses during transmission, Completing broadcast edits, Preparing interactive CD and DVD.

**STV 401 Production and Directing I 4+6 12,0**

Selecting Student Projects and Forming Production Crews; Pre-production: Selection and development of the project idea, Defining the target audience, Defining goals, Organizing content and program elements, Organizing technical elements, Script formation, Planning; Production: Forming audio-visual structure, Using interior and exterior shooting techniques; Post-production: Editing, Sound design, Screening.

**STV 402 Production and Directing II 4+6 12,0**

Selecting Student Projects and Forming Production Crews; Pre-production: Selection and development of the project idea, Defining the target audience, Defining goals, Organizing content and program elements, Organizing technical elements, Script formation, Planning; Production: Forming audio-visual structure, Using interior and exterior shooting techniques; Post-production: Editing, Sound design, Screening.

**STV 404 Intercultural Communication 3+0 4,0**

Introduction to Intercultural Communication; Importance of Intercultural Communication; Cultural System's on Intercultural Communication; Impact of Intercultural Communication; Values and Intercultural Communication; Intercultural Communication and Language; Intercultural Communication and Mass Media; Intercultural Communication and Nonverbal Messages; Intercultural Communication and Culture Shock; Intercultural Communication and Communicator; Intercultural Communication and Opinion Leadership; Innovation and Change.

**STV 411 Seminar III 3+0 3,5**

International Communication Projects: Introduction, Trends and concepts; Project Management Cycle: Importance of project management in international communication and cultural exchange; International Communication Campaigns and Projects: Sustainability, Communication targets and budgets, Case study, Communication for development; International Public Outreach and Cultural Exchange: Event management, Exhibitions, Festivals, Concerts, Cultural events and exchange programs, Case study; Outreach in International Corporate Institutions: Case study; Social Networking: Trends and concepts; Brain Storming; Student Project Presentations.

**STV 412 Seminar IV 3+0 3,5**

Descriptions; Verbal and Nonverbal Communication; Body Language and Media; Speaking Skills and Speech Rules; Methods of Speech: Sound, breath control, correct use of language; Development of interview and presentation skills; Evaluation of interview and presentation examples; Interview and presentation practices.

**STV 452 Contemporary Literature and Cinema 3+0 4,0**

Definition and Function of Art In 20th. Century, Connection Between the Art of Literature and Cinemavisual and Literary Aesthetics; What Is the Fiction; Image in Cinema and Literature: Image and how to use of Image in the language of literature and visual language; Short Film and Story; Cinematographical Language in Poetry; New Novel and the Influence At the Exeluation of Cinema; Film Aesthetics and Poetica; Surrealist Literature and Surrealism in the Cinema; The Influence of Phenomenology in the Contemporary Cinema and Literature; Existentialist Literature and Cinema; Contemporary World and Turkish Literature: Sample texts. comparative film-literature reading.

**STV 453 Contemporary Turkish Cinema 3+0 4,0**

Turkey in 1980s and Turkish Cinema in the First Half of 1980s; Turkish Cinema in the Second Half of 1980s; American Cinema versus Turkish Cinema: Turkish Cinema in 1990s; Turkish Film Directors Living Abroad and Their Cinema; Different Expressions and Languages in Cinema; Advertisement and Music Video Directors in Turkish Cinema and Their Films; Simplicity Approach or Search for Simplicity in Turkish Cinema: Nuri Bilge Ceylan, Zeki Demirkubuz, Derviş Zaim, Reha Erdem and their cinemas; Turkish Cinema as a Product in the Market.

**STV 457 Film Adaptations 3+0 4,0**

Narrative: Telling, Showing; Fiction; Adaptation or harmonization?: "Adaptation" film; Adaptation Types I: From poetry to song; Adaptation Types II: From novel to film, "Pride and Prejudice" novel; Adaptation Types II: From novel to film, "Pride and Prejudice" film; Adaptation Types III: From theatre to film, "Romeo and Juliet" theatre text; Adaptation Types III: From theatre to film, "Romeo and Juliet" film; Adaptation Types IV: From fairy tale to film; Adaptation Types V: From comics to film.

**TAR 165 Atatürk's Principles and History of Turkish Revolution I 2+0 2,0**

Reform efforts of Ottoman State, General glance to the stagnation period, Reform searching in Turkey, Tanzimat Ferman and its bringing, The Era of Constitutional Monarchy in Turkey, Policy making during the era of first Constitutional Monarchy, Europe and Turkey, 1838-1914, Europe from imperialism to World War I, Turkey from Mudros to Lausanne, Carrying out of Eastern Question, Turkish Grand National Assembly and Political construction 1920-1923, Economic developments from Ottomans to Republic, The Proclamation of New Turkish State, from Lausanne to Republic.

**TAR 166 Atatürk's Principles and History of Turkish Revolution II** 2+0 2,0

The Restructuring Period; The Emergence of the fundamental policies in the Republic of Turkey (1923-1938 Period); Atatürk's Principles, and Studies on Language, History and Culture in the period of Atatürk; Turkish Foreign Policy and Application Principles in the period of Atatürk; Economic Developments from 1938 to 2002; 1938-2002 Period in Turkish Foreign Policy; Turkey after Atatürk's period; Social, Cultural and Artistic Changes and Developments from 1938 to Present.

**TAR 316 Contemporary World History** 2+0 3,0

Basic Concepts; Collapse of Tsarist Russia; 1905-1917 Revolutions; Establishment of the Russian State; First World War: Beginning, Consequences, Long-term effects, Post-war treaties and establishment of the Commonwealth of Nations; American Civil War Era; Big Crunch and the Crisis; Rise of Dictators in Europe: Mussolini, Hitler, Franco; Second World War: Beginning, Causes, Long-term effects on parties; A Brief History of China: From the Last Emperor to People's Republic of China; The Nuclear Period: Hiroshima, Hydrogen bombs; Events in the Middle East: Israel's foundation and the 1970 oil crisis; Cold War Era; The Collapse of Berlin, Korea, Cuba, Vietnam, Afghanistan, Soviet Russia; Impasse in Eastern Europe; Gulf War and Its Effects.

**THU 203 Community Services** 0+2 3,0

Various Community Projects: Helping young students during their study periods or after school study sessions, Aiding the elderly in nursing homes, helping disabled individuals with various tasks, helping social services and aiding children with their education etc., take part in the projects which raise environmental awareness, Integrating with the community and enabling use of knowledge accumulated in the courses.

**TİY 152 Theatre** 2+0 2,5

Theatre as a Cultural Institution: Relation of culture and theatre; The Place and Importance of Theatre in Culture; Theatre as a Communication Art: Definition of theatre, Origin and evolution of theatre, Aesthetic communication; Elements of Communication in Theatre: Decor, Costume, Stage, Actor, Director; Theatre Management: Historical development, Administration and Organization; Art Sociology: Theatre and society; Reflections of Cultural Issues in Turkish Plays. Reflections of Cultural Issues in Turkish Plays.

**TİY 303 Dramaturgy** 3+0 3,5

The Art of Drama: Basic terms in drama, Basic aspects of drama; The Tradition of Drama: Examples of drama, Analysis of dramatic structures, Analysis of dramatic forms; Basic Dramatic Approaches; Dramaturgic Analysis: Methods of Analysis, Film analysis, Script analysis; Script Workshops; Text Workshops; Analyses of Dramaturgic Problems.

**TÜR 120 Turkish Sign Language** 3+0 3,0

Overview of Sign Language: Characteristics of sign language; History of Sign Language in the World: Emergence of language and sign language, Verbal education and approaches to sign language; History of Turkish Sign Language: Early period, Ottoman period, Period of the Republic of Turkey; Introduction to Turkish Sign Language: Finger alphabet, Pronouns, Introducing oneself and family, Greetings, Meeting, Relationship words; Showing Basic Words: Adjectives: Adjectives of quality, Adjectives of quantity; Verbs: Present tense, Past tense, Future tense, Time adverbs, Antonyms; Healthy Living: Expression of health-related problems, Sports terms, Expressing requirements; In a Bank: Expressions required to carry out basic procedures in a bank; Vacation: Basic words about vacation.

**TÜR 121 Writing** 2+0 2,0

Composition Rules; Spelling and Punctuation; Communication and Language Functions; Text Enhancement Methods and Exercises; Word Phrases: Compounds, Gerundial groups, Pattern phrases, Idioms, Usage of proverbs and Exercises with texts; Narrative Methods: Descriptive speech and practice, Argumentative speech and practice, Descriptive-narrative speech and practice; Thought Foundation and Development Techniques; Arts in Prose and Other Ways Used in Expression; Text Types; Text Analysis Methods.

**TÜR 122 Speaking Skills** 2+0 2,0

Features and Importance of Oral Language in Communication; Reading and Understanding; Reading methods, Reading media; Listening and Monitoring; Speaking: Basic elements of speaking, Gestures and facial expressions, Emphasis; Principles of Speaking, Features of Speaking, Methods of Speaking; Speech Errors, Insufficiency of Speech; Prepared Public Speaking and Its Types: Conference, Speech, Briefing, Open forum, Panel, Forum, Discussion, Interview, Seminar; Impromptu Speaking; Poetry Reading Techniques; Presentation Preparation and Presentation.

**TÜR 125 Turkish Language I** 2+0 2,0

Language: Characteristics of language, Relationship between language and thought and language and emotion, Theories about the origin of languages, Language types, The position of Turkish Language among world languages; Relationship Between Language and Culture; Historical Progress of the Turkish Language; Alphabets Used for Writing in Turkish; Turkish Language Studies; Turkish Language Reform; Phonetics; Morphology and Syntax; The Interaction of Turkish Language with Other Languages; Wealth of Turkish Language; Problems Facing Turkish Language; Derivation of Terms and Words; Disorders of Oral and Written Expression.



**TÜR 126 Turkish Language II****2+0 2,0**

Composition: Written composition, Paragraph and ways of expression in paragraphs; Punctuation; Spelling Rules; Types of Written Expression and Practices I: Expository writing; Types of Written Expression and Practices II: Narrative writing; Academic Writing and Types of Correspondence; Reading and Listening: Reading, Reading comprehension strategies, Critical reading; Listening; Relationship between Listening and Reading; Oral Expression: Basic principles of effective speech; Body Language and the Role of Body Language in Oral Expression; Speech Types; Principles and Techniques of Effective Presentation; Some Articulatory Features of Oral Expression.