# ISTANBUL ESENYURT UNIVERSITY
## FACULTY OF ART AND SOCIAL SCIENCES
## RADIO, TELEVISION AND CINEMA DEPARTMENT
## COURSE CONTENTS FOR 2022-2023 ACADEMIC YEAR

**1st YEAR 1st SEMESTER**

**2114G1001 (3-0-3-7) INTRODUCTION TO CINEMA:** Film and production stages, production team, technical and aesthetic features of film production in cinema, narrative elements, features of film camera and video camera, shooting rules, camera movements, light equipment, lighting. Its main feature is to provide editing/montage, basic level script writing.

**2114G1002 (3-0-3-7) HISTORY OF CINEMA:** Development of cinema as mass media, industry and art; explaining the period in the unity of socio-cultural context with the creators of the movements and schools. Relationships between art, cinema and social structure through production relations by considering the birth and development of cinema comparatively with national cinemas in Europe and Hollywood cinema. It is the explanation of the masterpieces of the history of cinema through important directors.

**2113G1003 (3-0-3-6) INTRODUCTION TO COMMUNICATION SCIENCE:** The aim of the course; is to examine the phenomenon of communication according to its types, functions, models, tools and relations with other disciplines. In this first part of the Communication Science course, the main aim is to give students the "Form of Communication" within the framework of general communication theory. In this context, interpersonal communication models are also emphasized and in this context; verbal and nonverbal communication. In addition, the basic principles of mass communication theories are given within the scope of the course; The importance of these theories in terms of society and their relationship with society are explained.

**2111G1006 (3-0-3-6) PHILOSOPHY:** The aim of this course is to educate students in Philosophy and to equip them with qualifications that will help them throughout their lives. Being able to think critically, Being able to analyze and express complex problems clearly and clearly, Discovering oneself, getting to know and knowing oneself by analyzing one's own thoughts. To gain the ability to write clearly and express oneself, To understand different people and thoughts better, to communicate better with people AND to gain a scientific perspective.

**1st YEAR 2nd SEMESTER**

**2113B1003 (3-0-3-5) SCIENTIFIC RESEARCH METHODS:** The main purpose of this course is to examine the research process (problem identification, data collection, data analysis and interpretation of results). To review the main scientific research methods (experimental method, descriptive method, historical method, etc.) and to enable students to learn the techniques of finding literature, collecting data, evaluating data and writing reports in order to conduct research on a particular subject.

**2113B1001 (3-0-3-5) SOCIAL MEDIA**: Examination of the communication made through the internet, web designs and social networking sites that have become widespread today. Differences between classical and widespread media understanding and newly developing social media, their social/psychological reasons. To address how the new areas opened by the new media affect mass communication and our daily lives. To evaluate social media in a historical perspective. To analyze how social media, which we have witnessed to emerge in the period we live in, is perceived and used by different layers of society. Looking critically at the differences, similarities and common denominators between mainstream media, alternative media and social media.

**2114B1001 (3-0-3-4) INTRODUCTION TO TELEVISION**: The aim of the course is to convey the logic of advertising as a communication tool to the students, to enable them to look at marketing communication with a holistic view and to adopt the basic principles of advertising. In addition to understanding advertising as a form of communication, it is to enable students to acquire a critical perspective on this issue in the context of consumption and popular culture.

**2113B1002 (3-0-3-5) BASIC PHOTOGRAPHY**: The aim of this course is to teach the basic concepts and theories of photography, to introduce light and light sources and the basic materials of photography, and to make photographic applications. Transfer of theoretical knowledge that will form the basis for all design and adaptation projects of the theory, methods and tools of the phenomenon of photography. Photographic phenomenon and definition of the concept. Historical process: Camera Obscura. Camera (analog / digital) and working principles. Eye/machine relationship. Doing practical work.

**2075B1002 (2-0-2-2) TURKISH LANGUAGE 1**: This course aims to teach students the place of Turkish language among world languages, its history, development and structural features of Turkish language. The place of the Turkish language among the world languages, its position in the Ural-Altaic language union, the oral language products from the ages when there were no written texts, and the situation in the sources of the nations with which it is in contact will be shown.

**2075G1002 (2-0-2-2) TURKISH LANGUAGE 2:** This course aims to teach students the place of Turkish language among world languages, its history, development and structural features of Turkish language. It is a continuation of the First Lesson. In addition, Turkish dialect classifications and the phonetic, formal and vocabulary criteria used in these classifications will be examined. The Old Turkish period in which the written products of the Turkish language are found, its works, language areas, the state structures in which it is spoken will be discussed.

**2075G1005 (2-0-2-2) FOREIGN LANGUAGE I:** The aim of this course is to improve students' academic and professional written foreign language proficiency and to bring students to a level that can prepare various forms such as press releases and media correspondence, along with academic writing.

**2075B1006 (2-0-2-2) FOREIGN LANGUAGE II**: The aim of this course is to improve students' academic and professional written foreign language proficiency and to bring students to a level that can prepare various forms such as press releases and media correspondence, along with academic writing.

**2075B1010 (2-0-2-4) ENTREPRENEURSHIP AND CAREER PLANNING**: To develop our students' knowledge, skills and experience in order to establish their own companies or to be competitive in companies. Definition and Characteristics of Entrepreneurship. Development of entrepreneurship in the world and in our country. Entrepreneurial characteristics. Types of entrepreneurship. Entrepreneurship business model and plan. Explanation of R&D, Design and innovation concepts according to Frascati 2015 - Oslo 2018. Application and post-processing of design support and global supply chain support programs, Grants of project-based collaborations between companies with the cooperation support project, Incentives for service exports such as software and technical consultancy. Preparing the necessary competence for informing students about such subjects and creating a project.

**2075B1005 (2-0-2-3) OCCUPATIONAL HEALTH AND SAFETY:** The aim of occupational health and safety is to train occupational health and safety technicians who have the potential to fill a big gap in meeting the qualified personnel resources needed in occupational health and safety in our country.

**2nd YEAR 3rd SEMESTER**

**2114G2001 (3-0-3-3) HISTORY OF RADIO AND TELEVISION:** This course aims to examine the history of the Turkish press in terms of important turning points, periods and breaks. Evaluates the role and function of the press in Turkey in terms of economic-political approach. Gains information about important developments in Turkish press history. Evaluates various periods of Turkish press history in its entirety.

**2114G2006 (2-4-4-6) BASIC CINEMA AND TELEVISION TECHNIQUES:** Eye, vision phenomenon; structural character of light; lighting; filtering; photometers; sensitive surfaces; black and white, color video tape; lenses; optical systems; applications To apply and apply technological knowledge for broadcasting in TV presentation. Preliminary information for directing and cinematography. Light values, color and filter; diaphragm selection and exposure patterns; camera use; shooting plateau; studio and outdoor shooting settings; The knowledge and skills that a cameraman should have are explained.

**2111G2009 (3-0-3-5) PROFESSIONAL RESPONSIBILITY AND ETHICS**: In this course, it is aimed to learn professional ethics competencies, professional responsibility and ethical principles, and to gain the ability to examine, question and evaluate the dilemmas of the profession based on these.

**2114G2004 (3-0-3-5) VISUAL CULTURE:** Cultural richness brought by cinema and television; Examination of language, style and jargon. Readings on the details and parameters of the popular culture-visual culture dilemma. In this course, which is organized as an introduction to semiotics; Based on the theories of Saussure and his successors, after transferring the basic concepts such as the relationship between the signifier/signified, langua-parole, competenz-performance approaches in the narrative, structural units, general and ritual icons, denotative and connotative meanings of the signs, the phenomena in language, pictures and other narrative and representational forms are analyzed with semiotic approaches. is being examined. The analysis of literary and visual narratives in the context of a text with semiotic analysis methods constitutes the scope of this course. Re-reading visual works such as movies and television with a semantic approach and examining how meaning is created are also covered within the scope of this course.

**2114G2003 (3-0-3-3) TEXT WRITING:** Comprehension of writing techniques according to communication tools used in the field of Radio-TV and Cinema and developing writing proficiency.

**2113G2002 (3-0-3-6) THEORIES OF COMMUNICATION:** The aim of the course is to provide the students with a theoretical equipment and a critical perspective in understanding and interpreting the relations between mass media and society, mass media and people, society and people. This course will begin with a discussion of the relationship between theory and practice, within the framework of general issues related to the nature of theory and communication. These general themes will help to approach the theories that will be covered throughout the course with a critical perspective. In the continuation of the course, the series of theories that will examine the production of knowledge, meaning, social impact and culture of communication processes will be discussed.

**2075G1001 (2-0-2-2) ATATÜRK'S PRINCIPLES AND HISTORY OF REVOLUTION I**: To make students comprehend the value of Atatürk's principles by explaining the basic characteristics of the Republic and the achievements by examining Atatürk's works. In addition, it is aimed to teach the political developments experienced during the completion of the Turkish revolution and the establishment process of the new state.

**2075B1001 (2-0-2-2) ATATÜRK'S PRINCIPLES AND HISTORY OF REVOLUTION II:** To raise the Turkish youth in line with the Kemalist thought system by making the Turkish youth understand the importance of the principles and reforms of Atatürk, who founded the Republic of Turkey with the aim of reaching the level of contemporary civilization.

**2nd YEAR 4th SEMESTER**

**2114B2001 (2-0-3-6) IMAGE AND LIGHTING TECHNIQUES:** The purpose and importance of lighting in visual arts, types and sources of lighting, accessories, auxiliary light sources, light control components, light panels, light intensity ratios in cinema and television, light orientations and results, the establishment of studio and stage lights, To comprehend the relationship between lighting and image. To provide basic optics, color and light balance. Gaining visual and auditory creativity and aesthetic point of view by comprehending parts of the camera, technical features of the camera, usage areas and types according to foot structures, shooting scales, shooting angles, image errors to be avoided.

**2114B2002 (3-0-3-3) TURKISH CINEMA:** The first Turkish film discussed in the written sources of Turkish Cinema History, Ottoman and Republican era comparisons and questioning the periodization understandings of Republican era cinema, efforts to create a trend and expression type, and a critical perspective of the periodical features. comparative discussion constitutes the content of this course. In this context, important directors and examples of films from the periods will be watched and examined.

**2114B2003 (2-0-3-6) DIGITAL EDITION:** Transferring data to digital media, preserving it in digital media, duplicating it, making recordings and recordings digitally. Designing many different components together and teaching cinema and news fiction programs. Digital editing and TV broadcasting, editing techniques, compression of images and sounds, data transmission, data packaging, digital image and audio compression formats, techniques between different programs, examples from digital editing programs, selection of effects and transitions, their types and working logic are explained in the course.

**2113B2001 (3-0-3-5) POLITICAL COMMUNICATION:** The development of political communication in academic organization and differing understandings of political communication, the connections between the concepts of politics and communication, and the institutionalization of political communication in liberal democracies will be discussed. The course will be covered with topics such as professionalization process and reasons in political communication, political marketing, integrated marketing approach in political campaign planning, political campaign strategy, political market, target audience in political communication, political campaign communication, political advertising, public relations, political brand, and case studies. .

**2120B2001 (3-0-3-3) NEW MEDIA THEORIES:** Defines works of art that use emerging new media technologies and are produced in connection with the cultural, political and aesthetic possibilities offered by these tools. It refers to works done using digital technologies such as virtual reality environments and web art. The theoretical dimension of new media art is examined, current examples are analyzed, and creative applications are put forward. The course provides students with theoretical ideas for understanding, explaining and developing insights into the development of media. These theories and concepts also enable us to make sense of and make sense of everyday interactions with media technologies and cultures. Students also learn new media and its theories from a historical perspective embedded in a broad understanding of technology and its relationship to culture and social change.

**2113B2003 (3-0-3-5) COMMUNICATION LAW:** This course provides students with conceptual discussions and basic information about the relationship between freedom of expression and the basic principles of mass media law, the role and boundaries of the state in regulating this area, and the basic features of the communication area within the framework of the rule of law. is to provide. Basic concepts of communication law, freedom of communication in Turkish law, examination of legal regulations on media institutions and organizations, and basic concepts on the protection of intellectual labor, intellectual and artistic works, ownership of works, rights of the author, trademarks, patents, protection of rights on industrial designs. regulations and analysis of sample applications constitute the content of the course.

**3rd YEAR 5th SEMESTER**

**2114G3001 (3-0-3-6) RADIO AND TV PROGRAMMING**: Eye, vision event; structural character of light; lighting; filtering; photometers; sensitive surfaces; black and white, color video tape; lenses; optical systems; applications To apply and apply technological knowledge for broadcasting in TV presentation. Preliminary information for directing and cinematography. Light values, color and filter; diaphragm selection and exposure patterns; camera use; shooting plateau; studio and outdoor shooting settings; The knowledge and skills that a cameraman should have are explained.

**2114G3002 (3-0-3-6) THEORIES OF CINEMA:** Theory and Film Theory concepts, the emergence of film theories, Formalist Theories, Realistic Theories, Structural Approach and Semiotics, Post-Structuralist Theory and Theorists, Cinema and Psychoanalysis, Cinema and Ideology, Past and present of film theories; examples. Through cinema theories fed from fields such as sociology, history, philosophy, psychoanalysis, feminism and semiotics, the topics such as how and with which tools the meaning is created in cinema, the messages hidden in signs and images, capturing reality in cinema, the importance of perspective, the effects of film images on individuals and societies. will be mentioned. As the leading sources, the theories developed by thinkers and researchers such as Andre Bazin, Siegfried Kracauer, Gilles Deleuze, Walter Benjamin, Christian Metz, Laura Mulvey, Marc Ferro and Pierre Sorlin, the works and theories of theorist filmmakers such as Sergey Eisenstein and Dziga Vertov will be examined.

**2114G3010 (2-1-3-7) SCRIPT WRITING TECHNIQUES:** Basic expression and representation styles, ways of thinking, approaches in the art of drama, staging theories, methods of developing creative thinking constitute the content of this course. After the basics of developing creative thinking, creative writing techniques will be covered in this course.

**VOCATIONAL FIELD ELECTIVE I**

**2114G3005 (3-0-3-6) SHORT FILM MAKING:** Theoretical and applied information on short films. Features, technical details, meaning of short film production. Differences/similarities between feature films and short films. The aim of this course is to enable students to have information about the phenomenon of short film, its history, genres and production process and to be ready for short film production in the light of this information. Short film definition, historical process and genres. Script writing, budget planning, marketing and production in short film. Thematic, documentary or experimental film production and management activities.

**2114G3008 (3-0-3-5) CINEMA AND SPACE:** A moving visual examination of indoor-outdoor equipment through cinema through past periods and movements. Evaluation of outdoor-indoor formations and equipments in terms of furnishing, color, form and light learned through different visual examples throughout the periods. An active examination of the outdoor-indoor equipment through cinema through past periods and trends. To provide students with a visual viewing method about the formations of outdoor-indoor spaces, their equipment and their development from past periods to the present through cinema.

**2114G3006 (3-0-3-6) ADVERTISING FILM MAKING AND MANAGEMENT**: Students are taught to prepare a good production film for any company by forming a shooting team. It provides basic techniques and skills. Determination of the general content of the advertisement, target audience analysis, media planning and customer representation. Transforming thought into a filmic message in advertising. Advertising films, narrative formats and contents. Visual style selection and target audience relationship. To carry out practical studies in the light of theoretical knowledge on subjects such as commercial film applications.

**2114G3004 (3-0-3-6) PLAYER MANAGEMENT:** this course; historical development of acting, comparison of theater acting and front-of-camera acting, staging, camera movements and play, jigsaw and scenario shooting plan, method acting techniques, managing actor psychology, improvisation in front of the camera, rehearsal preparation techniques, game structuring according to montage; includes topics.

**COMPETENCY DEVELOPMENT ELECTIVE I**

**2114G30007 (3-0-3-5) TURKISH MODERNIZATION AND CINEMA:** Modernization and its reflections on cinema in the Republican period since 1923. The place of modernization in Turkish Cinema, the contributions of directors and actors. The definition of Turkish Modernization, its examples in cinema, applications and films will be explained. The concept of modernization, the emergence of the idea of reform in the Ottoman Empire, the Tulip Era, Selim III, Mahmud II, I and II. During the Constitutional Monarchy period, subjects such as administrative, judicial, financial, education, reform efforts in the field of law, intellectual movements, and the modernization of Turkey in the Atatürk period are discussed, and its communication and relationship with cinema are discussed.

**2113G3005 (3-0-3-5) GRAPHIC DESIGN:** The aim of this course is to introduce students to the basics and applications of graphic design. Within the framework of the course, students develop their skills in applying traditional and modern methods related to graphic design, on the other hand, they research and examine the designs of the leading names of the graphic design world.

**3rd YEAR 6th SEMESTER**

**2114B3001 (3-0-4-6) RADIO AND TELEVISION JOURNALISM:** To understand and write the essence of the news by using the basic concepts of Radio and Television journalism and the rules of writing the news more effectively. In addition, it is aimed that students acquire the necessary knowledge and technical infrastructure in the production and presentation stages of a television news. To understand and write the essence of the news by using the basic concepts of radio and television journalism and the rules of writing the news more effectively. To give basic information and concepts about news broadcasting in radio and television. It is aimed to teach the news writing styles for radio and television practically and to reinforce the course by doing practical studies.

**2114B3010 (3-0-3-7) RADIO BROADCASTING:** Types of radio programs, preparing program proposals, target audience and broadcasting policies in preparing proposals, production works from production to shooting, writing the text in general, shooting stages of the program, processing job descriptions , venue, dubbing, music and effects selection, creation of technical production staff. Students will be able to explain the basic events related to the history of radio, define and use the basic concepts related to radio broadcasting and programming; It is aimed to be able to perform a radio program in its simplest form.

**2114B3003 (3-0-3-6) FILM ANALYSIS:** Analyzing a film from Historical, Sociological, economic, psychological perspectives in terms of acting, scenario, production and direction, image aesthetics. Dealing with the period it reflects and the differences, contradictions and compatibility between the script and the shot. Understanding film theory, criticism and analysis developed during the 20th century is a field in itself in communication sciences. Beginning with the first public screening, cinema has placed it at the center of aesthetic, economic and social discussions. The main purpose of this course is to meet with the studies on cinema, which includes dynamic researches of social sciences as well as historical aesthetic discussions ranging from literature to painting, and to gain a theoretical perspective on cinema.

**VOCATIONAL FIELD ELECTIVE II**

**2114B3004 (3-0-3-6) DOCUMENTARY FILM MAKING**: History of documentary film, current modern applications and experimental short documentary filmmaking. To comprehend the difference,

similarity and interaction between fiction and documentary cinema. This course is prepared to analyze the documentary cinema genre as journalism, artistic expression and cinematographic. With this course, students are expected to develop their critical analysis skills and interdisciplinary perspectives. Thus, they will acquire the ability to analyze how documentary cinema reflects and affects societies. In this course, documentary filmmaking will be analyzed in terms of content, style and methodology from a historical perspective. It includes documentary films that will be screened in whole and in parts during these three lesson hours.

**COMPETENCY DEVELOPMENT ELECTIVE II**

**2113B3003 (3-0-3-6) MEDIA PLANNING:** The aim of this course is to outline the media planning process and to provide students with experience in the media planning process, media plan preparation, media selection and media buying. To learn how to communicate with the target audience in the right place at the right time while developing communication strategies. To examine in detail the functions, effects and uses of different communication channels. To understand the basics of digital media planning.

**2114B3012 (3-0-3-65 ADVERTISING:** The aim of the course is to convey the logic of advertising as a communication tool to students, to enable them to look at marketing communication with a holistic view, to adopt the basic principles of advertising. In addition to understanding advertising as a communication form, in the context of consumption and popular culture relationship to enable students to acquire a critical perspective on this issue.

**2113B3005 (3-0-3-6) WEB DESIGN:** The aim of the course is to enable students to learn the basic technical information about web design. In this course, topics such as web design, programming, basic web design rules and principles, page content management and web programming languages will be discussed in order to provide students with the basics of web-based software development.

**2111B3021 (3-0-3-5) COMMUNICATION AND SOCIETY**: It aims to teach the specific terminology and rules of social life in the light of the discipline of communication. The aim of this course is to introduce students to the basic concepts of correspondence, negotiation and communication techniques used in the conduct of diplomatic relations and the institutional tools of diplomacy, with examples from Turkey's important social issues.

**2114B3011 FILM GENREES (3-0-3-5) FILM GENRES:** The Film Genres course provides students with the opportunity to examine/discuss the similarities and differences of genres in terms of theme/narrative/iconography, as well as their relationship with the art branches and popular cinema in which films belonging to different genres are fed. It aims at the development of general cinema culture.

**2114B3013 (3-0-3-5) EFFECTIVE PRESENTATION AND INTERVIEW:** By teaching interview techniques in radio, television and journalism, the main criteria for presenting, diction, phonotic, diaphragm, sound and visual discipline, intonation, emphasis exercises are shown. To teach students how

to make effective presentations in practice… To explain the basic and side elements that make up the presentation; to develop students' presentation skills and to enable them to discover various methods in which they can express themselves in the best way, regardless of the environment. The course is aimed at providing the information and equipment that students will need while performing a presentation or conversation. In this course, the concepts of presentation and conversation, verbal and non-verbal communication elements, the stages of preparing an effective presentation-interview and the obstacles to be encountered during the application will be explained.

**4th YEAR 7th SEMESTER**

**2114G4001(2-0-1-10) GRADUATION PROJECT I:** The aim of this course is to produce a short film or documentary in the light of the knowledge and practices learned. Creating projects as shooting, editing and digital design. To be able to use the knowledge and skills acquired in the courses in project studies, To be able to reach and examine the literature on the subject of the project, To design a system, system component or a process, To process and interpret the data obtained within the scope of the project, To present the project studies in writing and orally.

**2114G4011 (2-0-2-5) FILM DIRECTION:** To learn what the language and grammar of the film is, how it is created, to learn the role of the film director, to learn effective communication with the crew and actors. Various applications are made by watching sample films and behind-the-scenes videos of films, observing how film management should be and what should be considered while directing a movie, by famous directors.

**2114G4012 (3-0-3-5) PROMOTION IN TELEVISION AND CINEMA:** Students are taught how to prepare a film with a good production for any company by forming a shooting team. It provides basic techniques and skills. Determination of the general content of the advertisement, target audience analysis, media planning and customer representation. Transforming thought into a filmic message in advertising. Advertising films, narrative formats and contents. Visual style selection and target audience relationship. To carry out practical studies in the light of theoretical knowledge on subjects such as commercial film applications.

**VOCATIONAL FIELD ELECTIVE III**

**2114G4006 (3-0-3-6) POPULAR CULTURE AND MEDIA:** The aim of this course is to enable students to think relationally using sociological concepts, definitions and propositions while evaluating the popular culture industry products displayed in the media. The aim of this course is to deal with the phenomena of the mass media and the culture industry, the changing meanings of the concept of popular culture and the changes in mass communication technologies within the framework of a historical, theoretical and social path. In this course, cultural definitions and discussions will be given, and the media-culture relationship will be emphasized. The notion of cultural history is defined from methodological and epistemological perspectives. The concepts of popular culture and media are

discussed considering the economic and social context, and their effects on the individual and society are discussed. The main theories and theorists in the field of media and culture will be examined with dominant paradigm and critical paradigm categorizations, and this analysis will be expanded by referring to current facts, events and examples without breaking the historical context.

**2114G4007 (3-0-3-6) SCIENCE-FICTION AND FEAR CINEMA:** The aim of this course is to examine the differences and similarities between these kinds of films and other film genres, based on the examples of science fiction and Horror Cinema. It is to investigate why Science Fiction and Horror Cinema has always preserved its existence. This course aims to introduce students to studies in the field of horror cinema. This course combines theory with film analysis. During the semester, there will be movie screenings in and outside the classroom. Gender and politics-related questions in cinema will be discussed using horror movie theory. Students will write three reports.

**2113G4006 (3-0-3-6) CRISIS MANAGEMENT:** The situation of uncertainty and change in the environment constantly exposes organizations to unexpected dangers or opportunities. The survival of institutions depends on their protection from these dangers or their ability to seize opportunities. The scope of this course is to teach how public relations can be used effectively in times of crisis in institutions.

**2114G4005 (3-0-3-6) TELEVISION SERIES WRITING**: Creating the text and story of the TV series to be shot for the lesson. Copywriting and editorial knowledge and skills are among the qualifications that a public relations specialist should have. In this course, the content and techniques of copywriting for Public Relations will be learned. The aim of this course is to provide students with information about the basic principles and stages of serial writing and to enable them to turn a story they have determined into a serial in the light of this information.

**2114G4007 (3-0-3-6) HEALTH COMMUNICATION:** This course aims to encourage individuals to have positive health behaviors and to design communication strategies to inform them about health-related issues, to emphasize the public interest dimension of health communication, to inform about mass communication and interpersonal dimensions of health communication. Conceptual approach to health communication, characteristics of health communication, importance of internal communication in health institutions, health campaigns and the power of media, news-health-ethics relationship, theories and models of health communication, fields of activity of health communication

**2113G4002 (3-0-3-6) IMAGE AND BRAND MANAGEMENT:** The aim of this course is to enable the student to ensure the recognition and announcement of the brand, to realize brand positioning and sales strategies and applications, to follow the brand strategies, to restructure the brand by following the brand strategies of the competitors. . The aim of the course is to inform students by examining the concept of image, which is of great importance in the field of public relations, from the perspectives of institutions, brands and personal images. Within the scope of the course, the sub-branches of image management are handled with the sub-headings of corporate, brand and personal image.

**COMPETENCY DEVELOPMENT ELECTIVE III**

**21G4Ü001 (3-0-3-4) SOCIOLOGY OF KNOWLEDGE**: Introducing the main sociology of knowledge issues such as the field of sociology of knowledge, the characteristics of modern Western knowledge and Western expansionism, contemporary debates on science and method.

**21G4Ü002 (3-0-3-4) ENVIRONMENTAL SOCIOLOGY:** Students who take the environmental sociology course first understand the basics of scientifically developed perspectives (mechanistic and ecological views) on the environment. In this context, in parallel with the basic concepts of environmental sociology such as ecology, city-human ecology, and environmental policies, he/she evaluates the mutual interaction between the individual and the environment and gains the ability to understand and express how social events can be approached within the framework of environmental science.

**21G4Ü003 (3-0-3-4) MUSIC AND PHILOSOPHY:** The general history and developments of the theories of Art and Music philosophy are discussed. Philosophically, the development, applied and theoretical effects of art theories are discussed in the context of music and music philosophy. For this purpose, the philosophy of music and art theories that emerged in this course are west-east; Classical and modern scales are analyzed.

**21G4Ü004 (3-0-3-4) CINEMA CULTURE:** Film Genres course provides students with general cinematic skills through examining/discussing the similarities and differences of genres in terms of theme/narrative/iconography, as well as their relations with the art branches in which films belonging to different genres are fed and popular cinema. aims at the development of culture.

**21G4Ü005 (3-0-3-4) WORK PSYCHOLOGY:** What is the area of interest of the discipline of work psychology, how the emergence processes of organizational behavior work, which components are the results of the personalities, attitudes and values of the individuals that make up the organization, which processes affect job satisfaction and organizational culture. It is to gain knowledge and skills about the subjects as determined.

**21G4Ü006 (3-0-3-4) FAMILY PSYCHOLOGY:** Course Content: Examines the family from a psychological point of view, examines personal and interpersonal processes in the family such as early marriage, parenthood, sexual dysfunction, adjustment disorder, and divorce.

**21G4Ü007 (3-0-3-4) MEDIA AND HUMAN RIGHTS:** This course covers the history of human rights, rights and human rights, secularism, right to life, individual rights, group rights, culture right, ways to protect human rights, human rights practices.

**21G4Ü008 (3-0-3-4) ALTERNATIVE MEDIA:** The main purpose of this course is to analyze the mainstream media and alternative media in relation to the political economy system. Therefore, in the course, different approaches to the concept of alternative media, different organizational structures, practices and discourses of the mainstream alternative media will be compared. Alternative searches in the liberal media system. Information on the theory and practice of mainstream and alternative media is presented.

**21G4Ü009 (3-0-3-4) CITY AND CULTURE:** To teach the concepts of city and culture, cultural elements of city life; To introduce the city of Istanbul within the context of its history, architecture, art and literature in the context of the relationship between city and culture. To introduce the concepts of city, culture and civilization; to reveal the relationship between these concepts; Developing the consciousness of intellectuals expressed with concepts such as "being from the city", "being civilized" and "being from Istanbul"; To create concept knowledge and consciousness in the context of the relationship between city, culture and civilization.

**2114G4013 (2-0-2-5) POST PRODUCTION IN TELEVISION AND CINEMA:** This course focuses on the post-production processes of productions and projects for the fields of cinema, television and social media by advancing basic editing skills, techniques and concepts. has.

**4th YEAR 8th SEMESTER**

**2114B4001 (2-0-1-10) GRADUATION PROJECT II**: The aim of this course is to produce a short film or documentary in the light of the knowledge and practices learned. Creating projects as shooting, editing and digital design.

**2114B4011 (2-0-2-5) STYLE AND EXPRESSION IN CINEMA:** The elements that distinguish the language of cinema from the normal spoken and written language are discussed, studies are made on the unique language of the cinema, and cinematic codes are learned through the signs in the films.

**2114B4013 (2-0-2-5) ART DIRECTORY IN TELEVISION AND CINEMA:** Explaining the works done in the fields of decor design, costume design, accessory design, hair and make-up design, space arrangement in the process of realizing the visual atmosphere in which the film will be shot in the Cinema, TV and Advertising sector. is intended to be grasped. Understanding Art Direction and Costume Design. Gaining knowledge on creating the visual atmosphere of the scenario. Getting information about the application.

**2114B4014 (2-0-2-5) SOUND DESIGN IN TELEVISION AND CINEMA:** Acquiring the necessary basic information about the use of sound in cinema and gaining sufficient equipment in the light of the acquired knowledge in subjects such as sound recording, sound design and assembly. Understanding the nature of sound. To learn the correct microphone placement by considering the propagation of sound and acoustics and to use recording tools. To understand the format of audio files and to make choices in direct proportion to the need before recording. To have a general idea about issues such as sound design, foley and sound montage.

**VOCATIONAL FIELD ELECTIVE IV**

**2114B4007 (3-0-3-6) MEDIA LITERACY**: While media literacy aims to transform the passive relationship of the individual with the mass media into an active one, it aims to strengthen the critical view that enables the ability to oppose the specialized structure and traditions of commercial media culture and to develop new individual discourses. This course, which brings with it critical thinking on media texts, is a course that aims to increase students' critical approaches in both production and consumption stages of project work.

**COMPETENCY DEVELOPMENT ELECTIVE VI**

**2113B4008 (3-0-3-6) ADVERTISING CRITICISM:** Within the scope of the course, social, ethical and cultural criticisms of current examples from the field of advertising are made. The aim of lesson; To examine how to create ethical and effective advertisements suitable for the brand, society and target audience with current examples.

**21B4Ü006 (3-0-3-4) NEW MEDIA AND INFORMATION SOCIETY:** This course aims to introduce students to the concepts of New Media and society. During the semester, students will have basic information about the definition of new media, its basic features and its social, economic, cultural, political and legal effects. They will also acquire basic knowledge of cyberspace and will be informed about the culture, identities, tools and devices in this environment. The theoretical knowledge covered in the course will be supported by various films, case studies and presentations from industry experts from the New Media industry.

**2114B4013 (2-0-2-5) IMAGE DIRECTORY IN TELEVISION AND CINEMA:** Using cameras, mastering shooting techniques, determining shooting angles, lighting design, equipment control are among the objectives of this course. Package programs are produced within the scope of the course, short documentaries and news shoots are made. The aim of the course is to give basic information about cinematography, to reinforce the knowledge that students have learned in the course, and to make them ready to work in the fields of cinema and television.

**2114B4010 (3-0-3-6) SPEAKER AND DECTION:** this course; voice training, breathing exercises, breathing control, diction, articulation, differences between written and spoken language, practices, intonation, emphasis, melody, ulama, body language, mimics and gestures, speaking exercises on microphone, interview practices, camera studies, news presenter, television and news center/studio visit, prompter studies, vocalization applications, speech preparation techniques, free speech, recording and listening; includes topics.

**2114B4006 (3-0-3-6) MEDIA ANALYSIS:** The aim of this course is to examine the effects of the media order shaped according to capital and power on the media content and the production and transmission stages of media messages. This course teaches students how meaning is produced, discussed, negotiated in media texts and taught by ideology, class, nation, gender, etc. It aims to provide critical skills necessary to analyze and understand how it relates to broader power structures such as

**2114B4008 (3-0-3-6) MUSIC IN CINEMA AND TELEVISION:** In this course, the use of music in television programs will be discussed from the era of silent cinema to today's cinema. The effect of image on music and music on image will be examined with periodic and genre distinctions. By giving references to music theory, the relationship between music and visual narrative particles will be analyzed within the framework of social, cultural and political dynamics, with reference to technological developments.

**21B4Ü001 (3-0-3-4) CRITICAL DISCOURSE ANALYSIS:** The aim of this course is to examine the concepts, techniques and methods for discourse analysis and to teach students to reflect what they have learned in English as a foreign language teaching activities, in creating, selecting and applying various materials.

**21B4Ü002 (3-0-3-4) GENDER:** In this context, the course includes the concepts of gender, gender inequalities in the fields of working life, education, media, law and politics, and theories that explain the relationship between gender and the mentioned fields.

**21BÜ003 (3-0-3-4) PHILOSOPHY OF ART:** This course covers the relationship of the concept of art with elements such as artist, work of art, consumer and nature, society, the theories of art (reflective, expressive, formalist, functionality), art theories. includes the views of thinkers.

**21B4Ü004 (3-0-3-4) MIGRATION PSYCHOLOGY:** This course aims to present students with the main social problems encountered around the world and the connections between sociological ideas and daily experiences. Students; will be able to explain basic concepts and definitions in the field of migration and integration policy. Will be able to explain the role of the European Union on migration. will be able to analyze the social, economic and cultural effects of migration movements on the receiving and sending

countries. will be able to prepare a comprehensive presentation on a specific research topic that concerns the field of migration.

**21B4Ü005 (3-0-3-4) INTERVIEW TECHNIQUES:** The aim of the course is to teach the similarities and divergences of two main types of journalism, interview and interview, and to enable students to comprehend these types by examining their examples. It is aimed to connect students with real sources, to convince them, to prepare questions by teaching them to do research on the subject to be discussed, and to have these questions asked during the interview with the source, in summary, to have the student do preliminary studies before starting the profession of journalism.

**21B4Ü006 (3-0-3-4) NEW MEDIA AND INFORMATION SOCIETY:** To comprehend the definition of New Media concept, its main features and various effects theoretically and practically. is expected.
This course aims to introduce students to the new media-information society and related concepts. During the semester, students will have basic information about the definition of new media, its basic features and its social, economic, cultural, political and legal effects. They will also acquire basic knowledge of cyberspace and will be informed about the culture, identities, tools and devices in this environment.

**21B4Ü007 (3-0-3-4) POLITICAL PHILOSOPHY:** The aim of this course is to introduce and discuss the basic theories and concepts of philosophy through political philosophy texts. Examination and evaluation of the basic concepts of political philosophy such as sovereignty, separation of powers, social contract, natural right, forms of government, legitimacy of state power, property, class conflict in the texts of philosophers from Plato to Marx and later in the history of philosophy.