

**T.R. FIRAT UNIVERSITY**  
**FACULTY OF COMMUNICATION**  
**DEPARTMENT OF RADIO, TELEVISION AND CINEMA**  
**2025 COURSE CONTENTS**

**1ST YEAR FALL SEMESTER (FIRST SEMESTER)**

**AİT101 Atatürk's Principles and History of Turkish Revolution-I (R) – (2+0+2) – ECTS 2**

The aim of the course is to explain the reasons that led to the collapse of the Ottoman Empire, the efforts and movements to save the state, World War I, fronts, Mudros Armistice, Mustafa Kemal and the Kuvayi Milliye movement.

**TRD109 Turkish Language-I (R) – (2+0+2) – ECTS 2**

The aim of this course is to comprehend the structure and functioning features of Turkish; to gain the ability to use Turkish correctly and beautifully as a means of written and oral expression in terms of language and thought connection; to dominate a unifying and integrative language in teaching and to raise young people who are aware of their mother tongue. The content of the Turkish Language course is arranged according to the issues specified in the framework program of the Higher Education Institution.

**YDİ107 English-I (R) – (2+0+2) – ECTS 2**

It is aimed to provide students with basic grammar and conversational knowledge about English. It is aimed to realize an intermediate level of language learning. Within the scope of the course, topics such as subject, pronouns, nouns and plural structures, demonstrative adjectives and adverbs, present tense and positive-negative-question structures, conjunctions, demonstrative pronouns will be discussed with examples.

**ENF101 Use of Basic Information Technologies (R) – (2+1+2) – ECTS 6**

This course aims to provide students with basic information about the use of computers, package programs and the Internet. Introduction to information technologies, information age and information society, information systems, computer organization, operating systems, use

of an operating system, use of computer input-output units, software concept, introduction to application software, internet and other software constitute the content of the course.

### **RTS1101 Sociology (R) – (2+0+2) – ECTS 3**

Within the scope of the course; It is aimed to increase the analytical thinking competence of our students towards the social structure they live in by explaining the definition of sociology, its historical process, its relationship with other disciplines, contemporary sociological theories and important names, socialization, individual-group relations, social structures, social identities, prejudice-discrimination, social norm, social relationship, social integration.

### **RTS1103 Introduction to Communication Science (R) – (2+0+2) – ECTS 5**

In this course, basic conceptual information about communication is conveyed. Information about the definition of communication, types of communication, the relationship between communication and society, basic definitions, approaches and concepts of media and cultural products are covered. Basic approaches in communication studies are explained in general terms.

### **RTS1105 Law (R) – (2+0+2) – ECTS 2**

This course, which is an introduction to basic legal knowledge, aims to provide the legal infrastructure needed by the radio, television and cinema department as well as basic citizenship knowledge. In this course; social order rules, sources and types of law, hierarchy of norms, concept of rights, personal rights, concept of person, right and capacity to act, etc.

### **RTS1107 Cinematography (R) – (2+0+2) – ECTS 6**

Basic concepts about the science of cinema are explained and theoretical information and methodological thoughts are explained from a wide angle. It aims to explain the audiovisual basic concepts of cinema theoretically and practically and to create an infrastructure for other field courses in students. In addition to these concepts, the production process in cinema, pre-shooting, shooting, post-shooting, the functioning of the thought/writing process, the division of crew and labor in the production process, the functioning of the post-shooting process (the reason for editing, logic and operations) are given during the course process.

### **RTS1109 Economics (R) – (2+0+2) – ECTS 2**

The course is taught in three stages. In the first stage, important principles of 'Micro Economics' are briefly conveyed. In the second stage, more comprehensive general information about 'Macroeconomics' is given. In the third and final stage of the course, information is given in the field of 'Turkish Economy'. Economics and economics; tools of economic analysis; the effects of demand, supply and market price and income on the quantities of demand and supply; state in a mixed economy; consumer theory; production and costs; perfect competition and monopoly; market structures and imperfect competition; introduction to macroeconomics and national income; determination of national income; aggregate demand and aggregate supply; money and banking; central banking and monetary system; inflation and underemployment; open economy; macroeconomics; international monetary system; international trade; European Union; Economic growth topics constitute the content of the course.

### **1ST YEAR SPRING SEMESTER (II SEMESTER)**

#### **AİT102 Atatürk's Principles and History of Turkish Revolution-II (R) – (2+0+2) – ECTS 2**

The aim of the course is to explain the reasons that led to the collapse of the Ottoman Empire, the efforts and movements to save the state, World War I, fronts, Mudros Armistice, Mustafa Kemal and the Kuvayi Milliye movement.

#### **TRD110 Turkish Language-II (R) – (2+0+2) – ECTS 2**

The course continues from the subjects left in the first semester. In the course, topics such as word structures, sentence knowledge, oral composition information, written composition information, expression disorders, rhetoric are explained

#### **YDİ108 English-II (R) – (2+0+2) – ECTS 2**

It is aimed to provide students with basic grammar and conversational knowledge about English. It is aimed to realize an intermediate level of language learning. Within the scope of the course, topics such as subject, pronouns, nouns and plural structures, demonstrative adjectives and adverbs, present tense and positive-negative-question structures, conjunctions, demonstrative pronouns will be discussed with examples.

#### **RTS1110 Psychology of Communication (R) – (2+0+2) – ECTS 3**

Basic concepts and theories of communication psychology, Self-perception, personality and relationships, persuasion and attitude change, openness in communication, Interpersonal communication, corporate communication, mass communication, giving theoretical and practical information about target audience psychology

#### **RTS1112 History of Communication (R) – (2+0+2) – ECTS 4**

In this course, historical information about the development of communication forms and techniques is conveyed. Starting from the first oral communication methods of humanity, the invention of writing, the development of the printing press and the evolution of modern digital media are discussed in detail. In addition, the changing dynamics of media tools are discussed by emphasizing the social, cultural and political effects of communication technologies.

#### **RTS1114 Introduction to Radio Television Broadcasting (R) – (2+0+2) – ECTS 4**

The eye, the phenomenon of seeing; structural character of light; lighting; Filtering; light meters; sensitive surfaces; black-and-white, color videotape; Lenses; optical systems; applications, technological knowledge and application for broadcasting in TV presentation; giving preliminary information for directing-cinematography, light, values, color and filter; aperture selection and lighting settings; use of the camera; shooting plateau; studio and exterior shooting layouts; The knowledge and skills that a cameraman should have are explained.

#### **RTS1116 Introduction to Political Science (R) – (2+0+2) – ECTS 3**

Within the scope of the course; definition, history and theoretical foundations of political science, its relationship with other branches of science, basic concepts of political science such as authority, sovereignty, power, legitimacy, bureaucracy, ideology and state, political systems and regimes, contemporary political ideologies, the relationship between modernity, post-modernity and politics, the political and social structure of Turkey, the historical process and current situation of politics in Turkey. is targeted.

#### **RTS1118 Communication Technologies and Applications (R) – (2+1+2) – ECTS 5**

The course aims to teach the basic technologies used in radio, television and cinema. The technological dimension of radio, TV and cinema, the equipment, software and techniques used are explained in general terms. Information is given about the differences between analog and digital broadcasting and the advanced broadcasting systems and data transfer technologies used today. In addition, topics such as modern audio and image processing techniques used in

television and cinema production, post-production processes and interactive media technologies are also discussed.

### **RTS1120 Basic Photography (R) – (2+0+2) – ECTS 5**

With the latest information updated in photography technology that develops day by day; In the course, topics such as basic photography technique, cameras, films, lenses, light, composition are given in general; The use of photography for various purposes Types of photography are conveyed practically. In addition, topics such as the development of digital photography, the use of image editing software are also covered. Discussions will be held on how photography can be used for artistic and documentary purposes, visual storytelling techniques, and aesthetic elements of photographic composition.

## **2ND YEAR FALL SEMESTER (III. SEMESTER)**

### **RTS2101 Communication Theories-I (R) – (3+0+3) – ECTS 4**

In this course, theoretical information about the emergence of communication studies, the theoretical approaches that form the basis of these studies and mainstream communication studies are conveyed. The change of communication theories in the historical process, the contributions of different academic schools and the basic methodologies used in communication research are discussed. In addition, the changing communication approaches with digitalization and new media today are also mentioned and how classical theories are reinterpreted with modern media environments are examined.

### **RTS2103 Fiction-I (R) – (2+1+2) – ECTS 4**

It will be explained how the concept of fiction has changed in the historical process, how important the place and importance of fiction is in the creation of images. The nature of the edit will be processed through the Adobe Premiere program in order to transform the successive images into a meaningful whole.

### **RTS2105 Vocational English-I (R) – (3+0+3) – ECTS 3**

The equivalents of professional terms related to Radio-Television and Cinema in foreign languages are explained. Oral and non-verbal communication, mass communication and texts, language and communication, discourse and media texts and technical terms constitute the content of the course. This course aims to teach basic terminology and vocabulary in the field

of communication. Analysis of the use of English in communication texts is the main topics of this course.

#### **RTS2107 Photography Practices-I (R) – (2+1+2) – ECTS 4**

The aim of the course is to convey to the students the transformation of different themes and concepts into photography and visual text in studio photography and other versatile light environments. In this context, students will gain practical knowledge in the use of light, composition, color theory and shooting techniques. In addition, applied studies will be conducted on digital photography processes, post-production techniques and the narrative power of photography.

#### **RTS2109 Research Methods in Social Sciences-I (R) – (3+0+3) – ECTS 3**

Within the scope of the course; It is aimed to provide our students with social sciences in general and methods and research knowledge specific to the field of communication in particular. The basic concepts of research methods, scientific thinking process and different research approaches will be discussed in detail. In addition, applied studies will be carried out on qualitative and quantitative research methods, data collection techniques, research design and analysis processes. It is aimed that students develop a methodological perspective in academic and sectoral research, increase their critical thinking skills and prepare research reports in accordance with scientific writing rules.

#### **RTS2111 World Cinema History (R) – (3+0+3) – ECTS 4**

Within the scope of the course, starting from the invention of the cinematograph tool, the historical change and transformation of cinema will be evaluated. The transition from silent cinema to sound cinema, the transformation of cinema into an industrial structure and the development of cinema movements in different countries will be discussed in detail. In addition, topics such as the interaction of cinema with social, cultural and political events, the development of cinema technologies and the emergence of digital cinema will be examined.

#### **RTS2113 Philosophy of Art (E) – (2+0+2) – ECTS 4**

Aesthetics, the relationship between art and philosophy, the nature of art, the concepts of beauty and ugly, the problem of imitation and representation, work of art, artistic emotion,

aesthetic judgment, aesthetic value and the relationship of aesthetic value with other values, classical, modern and postmodern art understandings are examined. The historical development of art is discussed by considering the function and meaning of art in different cultural and philosophical contexts. In addition, critical readings are made on the social and political functions of art, the effects of art on individual and collective identity, and the philosophical foundations of contemporary art.

#### **RTS2115 Creative Writing (E) – (2+0+2) – ECTS 4**

The definition of copywriting and the rules to be followed while writing a text, the power of language and the importance of writing words correctly, the basic rules of copywriting, types of writing, the rules applied in creating texts, the rules of copywriting on the internet, the rules of copywriting in television and cinema, the rules of copywriting in radio, the writing techniques of the texts to be used are discussed with examples.

#### **RTS2117 Introduction to Advertising (E) – (2+0+2) – ECTS 4**

Within the scope of the course; The terms used in the world of advertising, the development of advertising, advertising agencies and historical stages are explained, and basic information about advertising is given. Social, cultural and economic dimensions of advertising are discussed, and its effects on branding processes and consumer behavior are examined. By focusing on contemporary advertising techniques such as digital advertising, social media strategies and target audience analysis, students' creative and strategic thinking skills are developed and applied studies are carried out for the sector

#### **RTS2119 Media and Society (E) – (2+0+2) – ECTS 4**

In this course, the connections between the development of media and the shaping of modern social life are covered. How the media affects the social structure, its role in the formation of cultural norms, and the ideological discourses conveyed through the media will be discussed in detail. In addition, the effects of new media platforms on individuals and society with the digitalization process will be discussed, and the differences between traditional media and new media will be examined. The course aims to critically evaluate the dynamic relationship between media and social change

**RTS2121 Volunteering Activities (E) – (2+0+2) – ECTS 4**

Within the scope of the course; It is aimed to instill awareness of social responsibility, to gain competence in teamwork, to raise awareness about the common concerns of humanity, to prepare content that will raise awareness on common concerns and social benefit, to produce projects and to carry out active activities.

**2ND YEAR SPRING SEMESTER (IV. SEMESTER)****RTS2102 Communication Theories II (R) – (3+0+3) – ECTS 4**

In this course, basic information about communication theories is conveyed in a historical development perspective. Within the framework of the theories discussed, the effects of communication on the individual and society, media and power relations, and its interaction with cultural and ideological structures will be evaluated. In addition, the transformations that have emerged in communication studies with new media and digitalization processes will be discussed and how communication theories are reinterpreted in contemporary media environments will be discussed.

**RTS2104 Fiction-II (R) – (1+2+2) – ECTS 4**

It is aimed to reinforce the theoretical knowledge given in the Fiction II course and to ensure that the logic of digital fiction is understood by students through projects with practical projects. The course will explain the use of Adobe Premiere editing programs. Students will gain advanced knowledge and skills in stage cutting techniques, creating rhythms, and strengthening the narrative structure. In addition, applied studies on creative editing processes will be carried out by discussing color correction, sound editing, use of effects and fictional approaches in different genres (fiction, documentary, advertising, etc.).

**RTS2110 Research Methods in Social Sciences-II (R) – (3+0+3) – ECTS 3**

Within the scope of the course; It is aimed to provide our students with social sciences in general and methods and research knowledge specific to the field of communication in particular. The course will focus on different data collection and analysis techniques, providing in-depth knowledge of quantitative and qualitative research methods. In addition, topics such as ethical principles in academic research, scientific writing techniques and preparation of research



reports will be discussed. It is aimed that students will be able to conduct independent research in the field of communication and media and interpret the data they obtain in a scientific framework.

#### **RTS2124 Communication Law (R) – (3+0+3) – ECTS 4**

Freedom of expression and press, legal regulation and supervision in radio, television, cinema, print media, internet regimes, RTÜK structure and duties, self-control will be discussed. In addition, ethical principles in the field of communication, protection of personal data, right to information and censorship concepts will be examined. How the legal framework is shaped in the digitalizing media environment, the regulation of social media platforms and legal regulations on media literacy will be discussed. Within the scope of the course, it is aimed that students understand the balance between freedom of communication and legal responsibilities.

#### **RTS2126 Shooting Techniques (R) – (1+2+2) – ECTS 4**

With this course, the student; will gain competencies related to shooting according to their areas of expertise and the content of this course will consist of the theory and application of camera shooting techniques and lighting methods, which are the basis of television and cinema. Basic camera technologies, shooting techniques, lighting equipment methods and techniques are explained and basic usage information required for shooting is given.

#### **RTS2128 History of Turkish Cinema (R) – (3+0+3) – ECTS 3**

In order to evaluate the development process of cinema in Turkey, the history of Turkish cinema from its beginning to the present day will be analyzed within the framework of the political, economic and cultural conditions of the period. In this context, the directors who shaped the history of Turkish cinema will be examined with exemplary films, and the effects of cinema on social memory will be discussed by examining important movements through sample films. In addition, the place of Turkish cinema on a global scale and its representation in international festivals will also be mentioned.

#### **RTS2106 Vocational English-II (E) – (2+0+2) – ECTS 4**

As a continuation of the Professional English 1 course, it is aimed to discuss in more detail the professional English that may be needed in the field of Communication Sciences and especially in the field of Radio, Television and Cinema. Within the scope of the course, students will improve their terminology knowledge by reading academic articles and sectoral content related

to television, cinema, journalism, advertising and social media. In addition, by emphasizing professional English writing techniques used in the media sector, students' ability to write news in English, analyze and prepare sectoral reports in English will be supported. It is aimed to reinforce their listening comprehension skills by watching television programs and movies in English.

#### **RTS2108 Photography Practices-II (E) – (2+0+2) – ECTS 4**

Advanced Photography Applications are planned. In this context, students will perform creative photo shoots using different light sources and composition techniques. Projects for various themes will be produced in the outdoor and studio environment, and studies will be carried out on the narrative power and aesthetic dimension of photography. In addition, advanced topics such as digital editing techniques, color management and printing processes are discussed, and it is aimed that students produce photographs at a professional level.

#### **RTS2130 Copywriting (E) – (2+0+2) – ECTS 4**

It is a course in which the basic philosophy of creating advertising texts is explained. The target audience and the way to the goal in reaching it lie in the text of the advertisement, to a significant extent. In this context, as a final preparation stage for the advertising course, students are taught the techniques of writing advertising texts; They will be provided with applied studies. In this context, after the necessary theoretical information loading, copywriting is applied for the print media.

#### **RTS2132 Introduction to Visual Arts (E) – (2+0+2) – ECTS 4**

To have visual literacy, perception and aesthetic awareness, to have knowledge, skills and understanding about the basic concepts and practices in the field of visual arts, to examine the nature and origin of visual arts, to question their value, to understand the value of their own culture and the cultural heritage of other cultures and to protect them, to express their thoughts by using knowledge, materials, skills, techniques and technology effectively and safely in visual art works, associating visual arts with other disciplines, showing ethical behavior in the field of art and aiming to recognize professions related to the field of art.

### **RTS2134 Television Industry (E) – (2+0+2) – ECTS 4**

This course includes information about the discovery, development, institutionalization and transformation process of television into an industry. Information on the basic institutional characteristics of the television industry, television broadcasting models and television program production is conveyed. In addition, economic dynamics in the television industry, content production processes and competition in the global television market will be discussed. Digitalization, the rise of streaming platforms, and how new media technologies are transforming the television industry will be examined in detail. Students will develop strategic perspectives for the industry by analyzing the future of television broadcasting.

### **3RD YEAR FALL SEMESTER (V. SEMESTER)**

### **RTS3101 Production and Management in Television-I (R) – (2+1+2) – ECTS 4**

Teaching the basics, principles and techniques of the pre-production, production and post-production stages of the TV program production process. Teaching the basic concepts of program production and directing. Teaching the stages and requirements of designing a TV program.

### **RTS3103 Program Production on Radio-I (R) – (2+1+2) – ECTS 4**

General features of the radio; Factors to be considered when preparing a radio program (language, content, target audience, etc.); the main radio specifications that the programmer should know (characteristics of the studio and the studio, types of microphones, tapes, editing, timing); musical terms; the use of music and effects; types of programs on the radio (classification by content, mode of presentation and target audience); features of news, music, culture, entertainment, education, drama, advertising programs; before and after the production of programs on the radio; creation of the program; Text writing and rules to be considered and program team issues constitute the content of the course.

### **RTS3105 Phonetics- Diction (R) – (3+0+3) – ECTS 4**

Practical studies are carried out on the correct pronunciation of Turkish. The diction course includes the explanation of concepts such as sounds and places of origin in our written language, emphasis, intonation, speech speed, loudness, pitching of the voice, vowel lengths, stops,

melody, timbre, etc., and application based on sample texts. With phonetic and diction studies, information is given about the correct and beautiful use of language verbally.

#### **RTS3107 Script Writing (R) – (2+1+2) – ECTS 4**

Types of screenplays, feature film, applied and theoretical screenwriting techniques, synopsis, treatment, script, shooting script; finding script ideas, realization of ideas, stages of screenwriting, structural approach to screenwriting, finding script idea, development of thought, writing techniques, revision of the written script; the evolution of the script in the production and post-production stages, the script of the screenwriter, the editor, the shooting script of the director; Film and script comparisons, examples on visualization of the scenario will be explained.

#### **RTS3109 Cinema Movements (R) – (3+0+3) – ECTS 3**

The concept of movement, modernism, art movements and cinema movements formed in line with art movements are examined. By examining the social, technological and artistic contexts of these movements in the history of cinema, it is aimed to understand the transformation of the art of cinema.

#### **RTS3111 Internet Broadcasting (E) – (2+1+2) – ECTS 4**

In today's world, where publishing activities on the internet have gained great importance, the aim is to teach students the features that should be on an internet news site and to enable them to create content accordingly.

#### **RTS3113 Advertising Practices (E) – (2+1+2) – ECTS 4**

It is aimed to teach basic topics such as advertising strategies, target audience analysis, application of theoretical knowledge, advertising campaign design, brief file preparation, how to make advertising designs and how to apply them effectively in different media channels.

#### **RTS3115 Director of Photography (E) – (2+1+2) – ECTS 4**

What a cinematographer does in a film production, his duties and responsibilities, his place in the film crew and his artistic stance in the production, artistic information are given theoretically. In this course, documentaries in which the experiences of important cinematographers in Turkey and around the world are shared are also included.

**RTS3117 Color Editing (E) – (2+1+2) – ECTS 4**

The course aims to teach basic color grading techniques, color theory, color correction software used in television and cinema at an introductory level. Practical studies are carried out on how the correct use of color contributes to the expression and strengthens the visual aesthetics.

**RTS3119 Cinema Dramaturgy (E) – (2+1+2) – ECTS 4**

The course examines the structure of storytelling, character development, and how dramatic elements function in filmmaking. In the course, theoretical and practical information is presented on the rules of classical and modern dramaturgy, techniques in the screenwriting process, and how elements such as conflict and climax in the film are constructed.

**RTS3121 Television Management and Broadcast Planning (E) – (2+1+2) – ECTS 4**

The main content of the course is to look at the history of broadcasting, the development of visual media, the general problems of broadcasting enterprises, the creation of legal regulations, the examination of organizations in the television sector, the organization of the program flow, the planning of the media and the evaluation of the viewing information. Management and business functions; organization in television enterprises, financing in television enterprises; broadcast marketing, program department, audience research, planning strategies against competitors; laws regulating television broadcasts; The regulations governing television broadcasts are explained in the course.

**3RD YEAR SPRING SEMESTER (VI. SEMESTER)****RTS3124 Theories of Cinema (R) – (3+0+3) – ECTS 4**

The course deals with the historical development of cinema and different theories of cinema and examines the role of these theories in film analysis. In the course, the social, cultural and aesthetic effects of cinema are discussed through various theoretical approaches such as formalism, realism, and feminist cinema

**RTS3126 Sound Design (R) – (2+1+2) – ECTS 4**

The course teaches how to harmoniously design sound effects, dialogue, music and ambient sounds, and how to use mixing techniques. By exploring the technical and creative aspects of sound, students gain the ability to perform professional sound design in film projects.

**RTS3128 News Gathering and Writing (R) – (2+1+2) – ECTS 4**

The definition of the news, the relationship between news and events, the relationship between news and reality, newsworthiness criteria, news sources, news gathering techniques, news writing techniques, and news-specific spelling rules are examined.

**RTS3130 Social Media Applications (R) – (1+2+2) – ECTS 3**

The course aims to teach the production of digital content, especially used in internet publishing, through related software. In this context, it tries to provide competence in digital journalism, advertising and content production.

**RTS3132 Filmmaking-I (R) – (2+1+2) – ECTS 4**

Providing the necessary technical and intellectual skills for the pre- and post-production stages of the filmmaking process, giving information about the historical process and genres of short film production, focusing primarily on scene shooting while making films in different genres (animation, fiction, experimental or documentary) are within the scope of this course. Teaching what needs to be considered in filmmaking by concentrating on the logic of the arrangement of scenes.

**RTS3102 Production and Direction in Television-II (E) – (2+1+2) – ECTS 4**

The Production and Management in TV II course introduces students to the advanced techniques of the television program production process and focuses on developing their management skills. The course focuses on topics such as production planning, crew management, camera work and live broadcast management. Students gain hands-on experience in real-world projects, developing the ability to direct professional television productions

**RTS3104 Radio Program Production-II (E) – (2+1+2) – ECTS 4**

The basis of this course is the practice of radio. Students will spend many hours practicing. This practical application will be communicated to the students every week and the main principles of making a good radio program will be discussed.

**RTS3134 Advanced Post-Production (E) – (2+1+2) – ECTS 4**

The course focuses on the process of detailed editing and finalization of the visual and audio elements after filming. The course teaches advanced post-production techniques such as color

correction, visual effects (VFX), sound design, and mixing. Students gain the ability to manage and improve the post-production process in film projects using professional software.

**RTS3136 Text Analysis (E) – (2+1+2) – ECTS 4**

The phenomenon of text, types of text, elements that make up the text, and the methods and theories used in text analysis are examined. The course provides students with the ability to analyze text through cinema scripts, dialogues and visual elements.

**RTS3138 Presenter (E) – (2+1+2) – ECTS 4**

The presenter aims to provide theoretical and practical information about the field. Ways to establish dialogue and different reactions that may arise, audience profiling and asking questions during dialogue, eliminating emergencies that may arise and determining strategies for these situations, the place of hands, gestures and facial expressions in the use of body language; presenter, cameraman, director relationship, camera and microphone dominance within studio information; Speech management, the management of open sessions, panels and similar speeches, and the things that the presenter should pay attention to in terms of clothing, care, attitudes and behaviors constitute the content of the course.

**RTS3140 Advanced Screenwriting (E) – (2+1+2) – ECTS 4**

Introduction of synopsis and treatment concepts and sample writings; definition and importance of the theme, the subject of the film and the focus on the film; the establishment of the film story, the discussion of the concepts of character and type; research that the screenwriter should do in character making; dialogue writing features and examples; Essays on American-style writing style address topics in film story analysis

**4TH YEAR FALL SEMESTER (VII. SEMESTER)**

**RTS4101 Filmmaking-II (R) – (1+2+2) – ECTS 5**

The second stage of this course is to teach all stages of a short film, the duties of the film crew, applying for film production and screening support, the arrangement of music and sound effects in the post-production phase, the follow-up of short film festivals, short film trailer and poster design, and learning international film applications.

**RTS4103 Documentary Cinema (R) – (2+1+2) – ECTS 4**

The concept, characteristics, genres of documentary cinema, the birth and development of documentary cinema, the relationship between documentary film and reality, documentary cinema and social memory are examined.

**RTS4105 New Media Studies (R) – (2+1+2) – ECTS 4**

The New Media Studies course aims to examine the social effects of digital media, social media and internet culture. Students explore the forms of communication of the digital age while analyzing the effects of new media platforms on content production, distribution, and consumption. The course aims to gain an in-depth understanding of the relationship between media theories and practices and the cultural and economic dynamics of technology.

**RTS4107 Contemporary Cinema (R) – (3+0+3) – ECTS 4**

The course explores the innovations in the language and aesthetics of cinema in recent years. Students discuss the role of contemporary cinema in the social and cultural context by analyzing important trends, directors and films in global cinema. The course provides a critical perspective on understanding how the transformation in film techniques and narrative structures is reflected in cinema.

**RTS4109 Media Literacy (E) – (2+0+2) – ECTS 5**

In the course, the concept of media literacy, why media literacy is necessary, the historical development process of media education, mainstream and critical media literacy, and new media literacy concepts are examined.

**RTS4111 Film Criticism (E) – (2+0+2) – ECTS 5**

What are the main features of cinema criticism, introducing critical approaches, first of all, revealing a roadmap of how to analyze a visual text in film criticism, and then how to make sense of films from different critical readings are included.

**RTS4113 Radio and Television Journalism (E) – (2+0+2) – ECTS 5**

How to prepare radio and television news? The role of the image in the news, the understanding of media environment and journalism in Turkey and in the world, the basic principles of news shooting and news editing, the development of journalism and its application forms, types of news programs.



**RTS4115 Media and Popular Culture (E) – (2+0+2) – ECTS 5**

The Media and Popular Culture course analyzes the influence of mass media on popular culture and the processes of cultural production. Within the scope of the course, the concepts of mass culture and consumer society are discussed by examining the ideological, economic and social dimensions of media texts. In addition, the transformation of digital media, social networks and globalization on popular culture is discussed.

**RTS4117 Media Narratives (E) – (2+0+2) – ECTS 5**

Types of narratives used in the media, especially in the press. Types of narratives in written and visual media. Narrative types such as news, news interviews, interviews, public hearings, etc. the conceptual dimension of transmedia narratives, their historical process, story-making stages, inter-media communication; Media and brand interaction of postmodern narratives

**RTS4119 Intellectual Property Rights (E) – (2+0+2) – ECTS 5**

The special place of the concept of intellectual and industrial rights under the concept of rights, the economic and historical reasons underlying the acceptance of the concept of intellectual and industrial rights, the reasons that require special protection of intellectual and industrial rights in the face of globalization and increasing international trade, the concepts and principles regarding the national and international protection of works, trademarks, patents and designs, which are categories of intellectual and industrial rights, constitute the content of the course.

**RTS4121 Academic English-I (E) – (2+0+2) – ECTS 5**

This course, which is designed to enable students to express themselves better in academic or professional fields, aims to gain the skills of speaking and presenting in academic and professional fields.

**4TH YEAR SPRING SEMESTER (VIII. SEMESTER)****RTS4120 Media Ethics (R) – (3+0+3) – ECTS 5**

The concept of ethics, its philosophical foundations, the relationship between professional ethics and media ethics, the theoretical foundations of media ethics, the starting point of media ethics and its application to today's printed, audiovisual and digital news and information media, media ethical codes, new communication technologies and ethics.

**RTS4122 Artificial Intelligence and Media (R) – (2+1+2) – ECTS 4**

This course focuses on the ways in which artificial intelligence and algorithmic systems transform communication processes, and in particular the ways in which media transform processes of production, distribution, and consumption. It deals with the use of artificial intelligence in different areas of the media industry. It deals with the use and effects of artificial intelligence, algorithm, data and information systems-based developments, especially in areas such as radio, television and cinema.

**RTS4124 Director's Cinema (R) – (3+0+3) – ECTS 4**

To tell about different continents, different countries and the cinema of important directors who stand out in these countries, to understand the importance of little-known directors or unheard films from world cinema. Screening the films of some of the prominent directors of cinemas from Africa to Asia, from Latin America to the Far East.

**RTS4126 Video Making (R) – (1+2+2) – ECTS 4**

The course will focus on the concept of video, the relationship between videos, images and music on social networking sites; In addition to topics such as music and visual arts, the use of music in cinema, musical films, music and meaning on television, the social and political effects of video, classical examples of video clips, music-editing-color-angle and framing relations will be discussed theoretically and practically.

**RTS4128 Acting Management (E) – (2+0+2) – ECTS 5**

For a production to be successful; In particular, it depends on knowing what and how is required of actors in film and drama programs. Within the scope of the course, basic acting techniques, how to manage and direct actors are explained.

**RTS4130 Political Communication (E) – (2+0+2) – ECTS 5**

In the course, the definition of political communication and its relationship with other disciplines will be examined, and the characteristics of the phenomenon of language in rhetoric and political communication and its effect on the propaganda process will be emphasized. In addition, the characteristics of political communication will be discussed and the relationship between political power and media will be emphasized. The socio-psychological foundations of propaganda are explained; In addition to this information, political advertising techniques that have been popular all over the world in recent years and their examples will be explained.

**RTS4132 Media and Representation (E) – (2+0+2) – ECTS 5**

The course analyzes how social categories such as identity, gender, race, and class are represented in media content. Students question the cultural meaning of media representations by discussing how media tools shape social structures and individuals' perceptions. Using theories of representation, the course deals with the production of meaning through the media and its social effects.

**RTS4134 Cinema and Philosophy (E) – (2+0+2) – ECTS 5**

The importance of the art of cinema for thought, the relationship between cinema and philosophy, the place and importance of cinematic thinking in philosophy are examined. The course explores how cinema interacts with philosophical concepts and how film language is shaped by philosophical ideas.

**RTS4136 Current Approaches in Communication (E) – (2+0+2) – ECTS 5**

The emergence, development and basic concepts of concepts, approaches and trends that emerge in line with current developments in the field of communication. Strategic communication practices, thematic communication practices.

**RTS4138 Globalization and Media (E) – (2+0+2) – ECTS 5**

In this course, historical and theoretical information on the international nature and development of communication is conveyed. Technological, institutional and cultural studies on the transformation and structuring of the media on the basis of the globalization process are discussed

**RTS4140 Academic English-II (E) – (2+0+2) – ECTS 5**

The aim of this course is to develop students' basic academic reading, writing, speaking and listening skills. With content suitable for the RTS field, students' confidence in English is increased and they are supported to express themselves with short academic sentences. It is aimed that students will be able to understand texts on film, media and communication and gain the ability to speak and write about these topics at a simple level.