

RADIO, TELEVISION AND CINEMA MASTER'S PROGRAM WITH THESIS COURSE CONTENTS

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
SSI5000	Scientific Research Techniques and Publication Ethics	R	3	0	3	6
	Science, Theory and Events, Determinism, Features of Scientific Method, Scientific Research, Research Definition and Research Types, Planning, Stages and Conducting Research, Selecting Subjects for Health Research and Organizing Research, Measurement Processes and Scales, Examination of Causal Relations, General Information About Research , Sampling and Sampling Methods, Development of Data Collection Tools and Equipment to be Used in the Study, Formation of Survey Method and Survey Questions, Ethical Rules in Research, Preparation of Data for Analysis, Statistical Analysis and Data Summarization, Writing and Writing Rules of Research Reports, Evaluation and Presentation of Research Reports					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC1001	Lecture on Specialized Field	R	6	0	0	6
	The aim of the course is to enable the student to gain advanced knowledge in a field of his own choosing, to gain research experience and to start contributing to the academic literature on the subject . The student is expected to learn the latest information of the day in a theoretical or experimental field, and on any subject of interest, and then make an up-to-date, original and useful contribution to the relevant literature . Within the scope of the student's interests, a research project is created on the subject of interest with the lecturer. The student reports on what he has read to the lecturer at the specified hours every week. In addition, the student continues his original work on the subject they have determined under the supervision of the instructor . The course continues with the student presenting an interpretation of the latest literature on the subject to the lecturer, with a mention of the possible contributions to this literature. In this process, the student is also asked to prepare one or two mini projects in this area. The course ends when the work done at the end of the semester is presented to the lecturer for evaluation.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5010	Master's Seminar	Z	0	2	0	6
	Seminar course The aim of the thesis higher operating license to the students, to date related to the thesis topics and / or training will contribute to the process of teaching a study, complete author to be in accordance with scientific methods, to tell their group in front is to improve discussing and communication skills.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC9000	Term Project (Master's Graduate Without Thesis)	R	3	1	0	8
	Within the framework of the project course, students prepare a project that they will determine in line with the courses they have taken and their interests and get the approval of the project advisor lecturer. The project is delivered to the project consultants at the end of the term. A project course will be opened for all teachers.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5030	The Political Economy of Media	E	3	0	3	6
	This course aims to gain a critical perspective on the political economy approach to the media. This course covers the basic concepts of political economy, the historical basis of the political economy approach. Moreover, in this course, it is discussed the contributions of this theory to the media and communications field, and it is analysed various studies based on political economy approach.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5040	International Television Broadcasting	E	3	0	3	6
	This course focuses on the historical, technological and institutional development of television broadcasting, its international structure and broadcasting characteristics. By comparing broadcasting in the world and in Turkey, it is aimed to examine how the legal, sectoral and technical features of television broadcasting operate at national and international levels today.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5050	European Art Cinema	E	3	0	3	6
	In this course, the concept of art cinema will be examined and the films which are called art films will be analyzed. In addition, the lesson of the classical directors of European art cinema will be to analyze the artistic understandings, and the themes of Italian New Realism, New Wave movie movements and representatives of these movements will be covered.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5060	Auteur Cinema	E	3	0	3	6
	Within the scope of this course, the concept of auteur in cinema and the theory of auteur will be discussed. In this context, the cinematography, film languages and aesthetics of auteur directors will be evaluated. In addition, analyzes will be made on the films of auteur directors.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5070	Third World Cinemas	E	3	0	3	6
	The anti-imperialist struggles of the Third World countries after the Second World War constitute the mainstream of Third Cinema and of course Third World Cinemas. The Third Cinema theory, the only cinema theory originating from the Third World, begins with Solanas and Getino's manifesto "Towards a Third Cinema" in the late 1960s. Third Cinema Filmmakers and directors of Third World Cinemas are fundamentally critical of the ideology of mainstream cinema (Hollywood) and oppose entertainment-based cinema. At the same time, it is another point that the Third Cinema criticizes Europe's individual-oriented art cinema. There has been a transition from a more militant and political cinema language (from third cinema) to a process that has become prominent in different countries of the world over time, emphasizing that it is a new cinematic language outside of mainstream and art cinema, focusing on an advanced cinema language (third world cinemas). In this course, Third World Cinemas will be evaluated through sample films from Latin America, Sub-Saharan Africa and North Africa, Far East Asian countries, India and Iran.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5080	Social Media Sociology	E	3	0	3	6
	This course aims to approach to the social media with sociological perspective, in the course; historical and social development of social media, individual and social effects of social media, significance of social media in social change, the identity strategies of social media users, various sociological causes of social media usage, organization in social media and social movemnets, forms of social representation in social media, social media and politics, surveillance and privacy in social media, ethical issues in social media will be investigated.					
CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5090	Documentary Films	E	3	0	3	6
	In this course, the history of documentary cinema films; analyzing the films analytically and critically; critical perspectives about history of documentary film making in different cultural, political and social environments; American, European and Turkish documentaries will be discussed.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5100	Consumer Society and Media	E	3	0	3	6
	In this course, aims to explain that consumer society and culture with the sociological perspective and the role of media on the formation and spread of consumer culture. In this context; consumption theories, the birth and development of the consumer society; connection of identity, fashion, spare time and shopping centers with consumer society will be examined. Consumer society and media relations will be discussed in the framework of media products.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5110	Semiotics in Communication Studies	E	3	0	3	6
	Within the scope of the course, the development of semiotics, the basic concepts of semiotics and the work of leading semiotic theorists will be evaluated. The relationship between art and semiotics will be discussed. Handling of semiotic analysis methods, semiotic analysis of media contents will be discussed.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5120	Creative Strategy Process in Television Advertisements	E	3	0	3	6
	This course focuses on basic issues such as creative views in advertising, advertising institutions, planning of advertising campaigns, advertising copy writing, advertising creation for print media, media planning and selection, advertising budget, advertising types, text writing principles.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5130	Cultural Studies and Media	E	3	0	3	6
	Cultural Studies today is a diverse, interdisciplinary field focusing on diverse perspectives on culture. In this course, cultural studies approach is introduced in the framework of its intellectual roots and influential thinkers; mass communication and culture, mass culture, popular culture, the commodification of culture, gender and subcultures are discussed. Also, certain concepts underlying of the basis of the cultural studies such as media representations, identity, ideology, discourse, power, and hegemony are dealt.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5140	Media Studies and Ideology	E	3	0	3	6
	Under this course, the ideology concept is dealt with in the framework of media studies, and it is discussed through certain concepts such as consciousness, economic infrastructure, language, and the subject and hegemony. Ideology discussion is based on the differences between the factual reality and its representation in the media. It is also focused on how this fact is transformed by the mass media and the media and ideology relationship through the various examples.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5150	Film Analysis and Cinema Researches	E	3	0	3	6
	This course aims to create a basic framework for how cinema films can be analyzed and examined. It is aimed to provide students with the ability to understand the key points in interpreting and reading films, to analyze the main elements in films, and to interpret them from a theoretical framework.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5160	Modernism and Communication	E	3	0	3	6
	Under this course, it is aimed to discuss the development process of mass media in the basis of modernism theories in the capitalist societies. Also, it is dealt with the modernism and modernity concept and the role of the mass media in modernism process.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
*RTC5170	Rhetoric	E	3	0	3	6
	In this course, it is aimed to carry out sentence analysis, expression and sentence errors and their correction, correct and beautiful speaking and writing practices, related rhetorical practices and phonetic diction studies based on sample texts selected from Turkish and world literature and the history of thought.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5180	Audience Research	E	3	0	3	6
	By defining the audience in the media since the beginning of the course communication studies, to determine the role and position of the viewer and viewer-oriented work tackles					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5190	Basic Issues of Mass Communication Process	E	3	0	3	6
	This course focuses on the development and basic characteristics of the mass communication process. It is aimed to make evaluations about the basic technical, economic and institutional structure of the mass communication process, its meaning in terms of social and cultural life, and the roles it plays in the development and transformation of communication styles.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5200	Media Politics	E	3	0	3	6
	In this course, basic issues such as analysis of the understanding of broadcasting, examination of the relationship between the concepts of media and ideology, developments in the media in the light of social and political events in Turkey, laws regarding press and broadcasting, censorship and self-censorship, public broadcasting, RTÜK, the status of advertisements and copyrights are discussed.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5210	Social Problems and Media	E	3	0	3	6
	Interaction between media and society; the symbolic interaction theory; how media deals with the social issues under the frame of communication models; mass media organizing; the style of mass media in informing and orienting the public; the effect of media on political establishments; the ideological appliances of the government; reproduction of the society; popular culture in the sense of postmodernism constitutes the main topics of this course.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5220	Method in Media and Communication Research	E	3	0	3	6
	This course focuses on the basic methods in the field of communication research, which is informed by the fields of social sciences and humanities and therefore has a very diverse structure in terms of methods, theories and objects of study. Within the scope of the course, in addition to the quantitative social scientific methods used in communication research, qualitative research methods used especially on the basis of linguistic and textual analyzes will be discussed with examples. The aim of this course is to understand how to conduct a communication research using these methods.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5230	Cultural Modernism	E	3	0	3	6
	What is modernism? Characteristics of modern society. Theoretical transformation of modernism. Politic and economical transformation of modernism. The rise of cultural modernism. New aspects in production, consumption, communication and life styles. Modernism and postmodernism discussions. Theoretical approaches and thinkers of last period. Global culture and it's consequences.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5240	Cultural Modernization of Turkey	E	3	0	3	6
	Traditional society structure of ottoman. Cultural modernization processes in Ottoman: reasons and it's results. Cultural vision and cultural policy. Socio-cultural life in period of one-party. Socio-cultural life, before 1980. New socio-economic changes and Socio-cultural life, after 1980. Turkey in teh 2000 s:policy, economy, new Technologies and new triends.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5250	Visual Culture and Ideology	E	3	0	3	6
	Studying on and comparing the different fields of visual environment and production which is an important source of the daily experiments, culture and media; the relations in between the audiences and the visual culture under the frame of individual and society; the styles of ideologies in using the visual cultural components to influence the groups; the efficiency of visual communication in imposing the ideology.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5260	New Communication Technologies	E	3	0	3	6
	This course will be discussed in communications and technology concepts. Technological determinism, symptomatic technology, social determination of technology and the social construction of technology approaches will be discussed. It is also intended to ensure that students understand the new communication technologies and features.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5270	Media and Cultural Memory	E	3	0	3	6
	Within the scope of the course, the relationship between communication and memory, media and collective cultural memory will be discussed. The effects of media on social memory will be discussed in the context of memory theories in social sciences.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5280	Alfred Hitchcock Cinema	E	3	0	3	6
	This course follows a trajectory that explores both the thematic and formal elements of Alfred Hitchcock's cinema. Within the scope of the course, Hitchcock's cinema will be examined by dividing it into three periods: the German, British and Hollywood periods. By delving into Hitchcock's cinematic productions during these periods, the course aims to open discussions on the progression of his filmography and to explore the characteristic features of Hitchcock's cinema. The course is designed to enable graduate students to discuss how a director, through prominent films in Hitchcock's cinema, has influenced both mainstream and art cinema in the history of film and to describe the impact he left on the history of cinema.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5290	Cinema, Politics and Ideology	E	3	0	3	6
	In this course, the direct relationship of cinema with politics and ideology will be revealed, and examples from the first periods of cinema history to the present will be discussed. Especially since the 1960s, it is seen that Hollywood movies are closely linked with politics and ideology. Radicalism in the 1960s, the failure of liberalism, and the rise and victory of the New Right in the 1970s; The hegemony of the Right in the 1980s is discussed in this course. In many films of the 1960s, anti-war discourses, New Left student movements and feminist, black power, sexual liberationist approaches and counter-cultural movements, the strategy of representation in films based on the cold war period, the Iranian Revolution, the production of films as an ideological argument, Its analysis takes place in terms of ideology.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5300	TV Studies	E	3	0	3	6
	In this course, television is considered as a separate field of study based on different theoretical approaches within communication studies. It focuses on all aspects of television, ranging from its historical development as a form of technology and broadcasting, to its roles in social and cultural life, from program production processes to schedule, from institutional and technological developments to interaction processes with the audience and forms of reception. In this context, it is aimed to make multidimensional evaluations of the technological, economic, institutional and textual analyzes of television.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5310	Film Noir Works	E	3	0	3	6
	The main theme of this course revolves around the film noir genre, which emerged as a distinct genre in the 1940s after World War II. Within the scope of the course, the evolving and transformin structure o the film noir genre in the history of cinema will be examined through two periods. The film noir genre will be divided into classic film noirs and modern film noirs (neo-noir) during the course, an their differences will be analyzed. This course aims to enable graduate students to describe the origins, characteristic features, and distinctive aspects of the film noir genre compared to other genres through the study of both classic and modern film noir Works.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5320	Media Narratives	E	3	0	3	6
	The aim of this course is to introduce the strategies used in narratives across a range of different media platforms such as stories, novels, films, television series, audio media, video games, comics, websites. The types of narratives used in the media, especially the press. Types of narrative used in print and broadcast media. Types of narratives such as news, news interviews, interviews, panel discussions, etc. The conceptual dimension of transmedia narratives, historical process, story creation stages, intermedia communication; elements such as media and brand interaction of postmodern narratives constitute the content of this course.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
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RTC5330	Current Approaches in Communication	E	3	0	3	6
	In this course, it is aimed to explain the emergence, development and basic concepts of concepts, approaches and trends emerging in line with current developments in the field of communication and to follow and analyze current approaches, especially strategic communication practices, thematic communication practices, especially new media-based approaches.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5340	Digital Platforms and Culture	E	3	0	3	6
	In this course, the development of digital platforms that have become the main actors of the media sector, the way they structure the media sector and transform the forms of cultural production, distribution and consumption are discussed. In particular, the interaction of global digital platforms with national media industries and the consequences of this in terms of local cultural production and consumption processes are analyzed within the framework of the basic theoretical approaches of media and communication studies.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5350	Communication Theories	E	3	0	3	6
	In this course, basic approaches in the field of communication studies are discussed. It focuses on how communication and media are discussed and analyzed based on mainstream and critical approaches. It is aimed to make sense of the conceptual and theoretical foundations of the approaches discussed and to evaluate them in connection with the historical social conditions in which they emerged.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5360	Popular Culture and Media	E	3	0	3	6
	This course focuses on popular culture based on the relationship between media and culture. The course covers the definition of the concept of popular culture, the differences between popular culture products and other artistic and literary products, and the ways in which popular culture is discussed on the basis of different approaches. It aims to make sense of the structural features of popular culture products and the way they are analyzed.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5370	Periods and Directors in Turkish Cinema	E	3	0	3	6
	In this course, all periods of Turkish cinema are discussed within their historical development and socio-cultural conditions. It aims to discuss the basic characteristics of different periods and the directors of the period.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5380	Global Media Industries	E	3	0	3	6
	Today, the media environment is largely shaped by global media companies. In this course, the development, basic characteristics and current problems of global media industries are discussed. In particular, it is aimed to make an evaluation on the basis of the phenomenon of globalization and its transformative effects in the media field.					
CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5390	Artificial Intelligence, Algorithmic Culture and Media	E	3	0	3	6
	This course focuses on the ways in which the development of artificial intelligence and algorithmic systems are transforming the production, distribution and consumption processes of media. It aims to analyze social and cultural phenomena based on artificial intelligence, algorithms, data and informatics from different perspectives.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5400	Graphic Design in Cinema and Television	E	3	0	3	6
	This course deals with the adaptation of graphic design principles to cinema and television. It analyzes the use of principles such as figure-background relationship, balance, isomorphic harmony, perceptual grouping, similarity-dissimilarity in cinema and television and their narrative effects.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5410	History of Radio and Television Broadcasting	E	3	0	3	6
	In this course, a comprehensive historical and theoretical framework will be drawn regarding the emergence, development and positioning of radio and television broadcasting in socio-cultural life. In the context of broadcasting history studies, a theoretical discussion will be held on the historical development of broadcasting as well as how broadcasting history can be written.					

CODE	COURSE NAME	R/E	T	U	T	ETCS Credit
RTC5420	New Media Theories	E	3	0	3	6

	<p>In this course, how the transformations in the field of media, especially on the basis of digital and internet-based technologies, and their reflections in socio-cultural life are examined at a conceptual and theoretical level are discussed. It aims to examine the main theoretical approaches to analyze the new media environment.</p>
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