

Radio, Television and Cinema (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	RTC103		
Course Name:	Introduction to Radio and Television		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	Compulsory Courses		
Course Level:	<div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div>		
Mode of Delivery:	Face to face		
Course Coordinator:	Prof. Dr. PEYAMİ ÇELİKCAN		
Course Lecturer(s):	Prof. Dr. AYBİKE SERTTAŞ		
Course Assistants:			

Course Objective and Content

Course Objectives:	The aim of this course is to introduce radio and television as a means of mass communication and to gain a critical point of view to media.
Course Content:	Historical development of radio and television mediums, importance of mediums in media industry, basic knowledge about radio and television industries, content production, content types, factors affecting content production. Basic concepts related to radio and television mediums and

programming will be presented in the course.

Learning Outcomes

The students who have succeeded in this course;

- 1) Knows the history of radio
- 2) Knows the history of television
- 3) Knows the basic rules of content production for radio and television.
- 4) Learn the effects of radio and television on society.
- 5) Learn the functions of radio and television.
- 6) Evaluates media products with a critical point of view.

Course Flow Plan

Week	Subject	Related Preparation
1)	General information about the course, book suggestions. a general discussion about the radio and television industry	
2)	History of television	
3)	public broadcasting	
4)	The emergence of private televisions	
5)	The emergence of private televisions	
6)	Social movements, political and economic developments in the transition to private television in America and Europe	
7)	Social movements, political and economic developments in the transition to private television in America and Europe	
8)	midterm exam	
9)	the transformation of television with examples from first broadcasts	
10)	Examination of the major media formations in the world	
11)	Discussion of the question "Is television idealistic as a mass communication tool?"	
12)	Current status of Turkish television	
13)	European and American televisions	
14)	Watching and discussing Truman Show	
15)	Watching and discussing Dead Set	

16)	Watching and discussing Black Mirror, season 1, episode 2	
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Sources

Course Notes / Textbooks:	Neil Postman, Televizyon Öldüren Eğlence
References:	Erol Mutlu, Televizyon ve Toplum, Ünsal Oskay, İletişimin A B C'si

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6
Program Outcomes						
1) By providing both theoretical and practical education, it prepares students for academic and business life.	2	2	2	2	2	2
2) It provides a critical perspective on mass media.	3	3	3	3	3	3
3) With the English curriculum, it allows students to follow the international market and academic studies from original sources.	1	1	2	2	1	1
4) Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.	1	2	2	2	1	1
5) Thanks to the media professionals, the students will be ready for the sector.	2	2	2	2	1	1
6) Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.	1	1	1	1	1	1
7) Have the basic knowledge and experience of image technologies.	3	3	3	3	3	3
8) Thanks to sectoral cooperation, professional business life will be started.	1	1	1	1	2	1
9) Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.	2	2	3	1	1	1
10) With the technical training to be taken in studio environment, students gain experience in the sector.	2	2	2	2	2	2
11) They will have skills such as negotiating with the group, taking initiative.	2	2	2	2	2	1
12) Acquire basic values related to media and business ethics.	3	3	3	3	3	3
13) Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.	1	1	1	1	1	1

Course Learning Outcomes		1	2	3	4	5	6
14)	Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	2	1	1	1	1	1

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	By providing both theoretical and practical education, it prepares students for academic and business life.	3
2)	It provides a critical perspective on mass media.	3
3)	With the English curriculum, it allows students to follow the international market and academic studies from original sources.	3
4)	Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.	1
5)	Thanks to the media professionals, the students will be ready for the sector.	2
6)	Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.	2
7)	Have the basic knowledge and experience of image technologies.	2
8)	Thanks to sectoral cooperation, professional business life will be started.	2
9)	Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.	3
10)	With the technical training to be taken in studio environment, students gain experience in the sector.	1
11)	They will have skills such as negotiating with the group, taking initiative.	2
12)	Acquire basic values related to media and business ethics.	2
13)	Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.	
14)	Students use information and communication technologies together with computer	

software at the advanced level of European Computer Driving License required by the field.	
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Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Project	1	% 20
Midterms	1	% 30
Final	1	% 50
total		% 100
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	16	48
Study Hours Out of Class	14	84
Project	1	6
Midterms	1	2
Final	1	10
Total Workload		150