

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CREATIVE MEDIA and ANALYSIS	YMİ2210557	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Başak GEZMEN				
Name of Lecturer(s)	Assoc.Prof. Başak GEZMEN				
Assistant(s)					
Aim	CONCEPTUAL FRAMEWORK AND EXAMPLES OF MEDIA CONTENT AND CONTENT PRODUCTION AND IMPLEMENTATION EXPERIENCE.				
Course Content	This course contains; BASIC CONCEPTS, COURSE FLOW INFORMATION,NEWS STUDIES RECOGNIZING AND ANALYSIS NEWS,NEWS PRODUCTION STUDIES,INTERVIEW WITH JOURNAL FORMAT NEWS,PRESS RELEASE WRITING IN PUBLIC RELATIONS PRESS RELEASE ANALYSIS-PRODUCTION,RECOGNIZING AND ANALYSIS OF RADIO TEXTS RADIO TEXT TYPES ANALYSIS PRODUCTION,RADIO PROGRAM TYPES AND PROGRAM PRODUCTION STUDIES,MEDIA TYPES STUDY,PHOTOGRAPHY IN THE MEDIA, NEWS PHOTOGRAPHY ANALYSIS,CREATIVE PHOTO PRODUCTION SHOOTING TECHNIQUES CREATIVE PHOTOGRAPHY,ADVERTISING STUDIES ANALYSIS AND PRODUCTION, CONTENT PRODUCTION IN SOCIAL MEDIA SORYTELLING,SOUND TECHNIQUES AND PRODUCTION STAGES,DOCUMENTARY PRODUCTION IN MEDIACONTENT PRODUCTIO,DESIGN FOCUSED WORKS.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
IT MAKES APPLICATIONS FOR THE CREATIVE MEDIA FIELD WITH ITS THEORETICAL AND PRACTICAL DIMENSIONS.			16, 3, 37	A, D, H	
IT DOES ANALYSIS FOR ALL MEDIA MESSAGES.			37	A, D, E, F, H	
TÜM MEDYA İLETİLERİNE YÖNELİK ANALİZ ÇÖZÜMLEME ÇALIŞMALARI YAPAR.			10, 37	A, D, E, F	
IT PRODUCES CREATIVELY MEDIA CONTENT.			16, 4	A, E	
IT ANALYZES THE ELEMENTS NECESSARY FOR THE REALIZATION OF CREATIVITY IN CONTENT PRODUCTION.			10, 4	A, E	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 3: Problem Baded Learning Model, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	BASIC CONCEPTS, COURSE FLOW INFORMATION	Researching examples of relevant media content			
2	NEWS STUDIES RECOGNIZING AND ANALYSIS NEWS	Researching examples of relevant media content			
3	NEWS PRODUCTION STUDIES	Researching examples of relevant media content			
4	INTERVIEW WITH JOURNAL FORMAT NEWS	Researching examples of relevant media content			
5	PRESS RELEASE WRITING IN PUBLIC RELATIONS PRESS RELEASE ANALYSIS-PRODUCTION	Researching examples of relevant media content			
6	RECOGNIZING AND ANALYSIS OF RADIO TEXTS RADIO TEXT TYPES ANALYSIS PRODUCTION	Researching examples of relevant media content			
7	RADIO PROGRAM TYPES AND PROGRAM PRODUCTION STUDIES	Researching examples of relevant media content			
8	MEDIA TYPES STUDY	Researching examples of relevant media content			
9	PHOTOGRAPHY IN THE MEDIA, NEWS PHOTOGRAPHY ANALYSIS	Researching examples of relevant media content			
10	CREATIVE PHOTO PRODUCTION SHOOTING TECHNIQUES CREATIVE PHOTOGRAPHY	Researching examples of relevant media content			
11	ADVERTISING STUDIES ANALYSIS AND PRODUCTION, CONTENT PRODUCTION IN SOCIAL MEDIA SORYTELLING	Researching examples of relevant media content			
12	SOUND TECHNIQUES AND PRODUCTION STAGES	Researching examples of relevant media content			
13	DOCUMENTARY PRODUCTION IN MEDIACONTENT PRODUCTIO	Researching examples of relevant media content			
14	DESIGN FOCUSED WORKS	Researching examples of relevant media content			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Radyo Teknikleri, İstanbul Üniversitesi Yayınları: 2003. Nilgün Görür Tamer ve diğerleri, Temel Tasarım,Nobel Yayınları: 2012 Habercinin El Kitabı, Gazetecilik ve Habercilik, Derleyen Sevdâ Alankuş, IPS İletişim Vakfı Yayınları, 2003 Nevzat Kızılcan, Örneklerle Gazetecilik, Gazeteciler Cemiyeti Yayınları, 1988.