

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

THEMATIC BROADCASTING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
THEMATIC BROADCASTING	YMI3174640	Fall Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Olga UNTİLA KAPLAN				
Name of Lecturer(s)	Assoc.Prof. Kemal ÇELİK				
Assistant(s)	Lect. Bahtiyar Sis				
Aim	To provide students with information about thematic television and radio broadcasting which has become increasingly important in recent years.				
Course Content	This course contains; Introduction to thematic broadcasting,Broadcasting type in Turkey,Television Channel Contents,Digitalization and Development of Thematic Channels,Thematic Channels and Televiewers,TV Expectation-Value Model of Satisfaction,Uses and Associating with Satisfaction Theory,Midterm Exam,News, Documentary and Sports Channels,Cinema, TV Series, Music and Entertainment Channels,Children and Religious Publications,Advertising Policies in Thematic Channels,Application Processes of Thematic Publishing,Group Project Creation and Evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Description of basic concepts related to thematic publishing			20, 23, 9	A	
2. Giving examples from thematic publications			11, 13, 20, 21, 37, 9	A	
3. Ability to perform audience positioning analysis in thematic channels			12, 13, 19, 20, 21, 5	A	
4. To be able to evaluate thematic publishing in the light of uses and satisfaction theory			12, 19, 20, 23, 3, 9	A	
5. To distinguish the types and channels of television broadcasting in Turkey			16, 20, 4, 9		
6. Discuss the role and importance of advertising policies in thematic channels			10, 16, 19, 20, 37, 4, 9		
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 20: Reverse Brainstorming Technique, 21: Simulation Technique, 23: Concept Map Technique, 3: Problem Baded Learning Model, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to thematic broadcasting	Examination of course materials and articles			
2	Broadcasting type in Turkey	Examination of course materials and articles			
3	Television Channel Contents	Examination of course materials and articles			
4	Digitalization and Development of Thematic Channels	Examination of course materials and articles			
5	Thematic Channels and Televiewers	Examination of course materials and articles			
6	TV Expectation-Value Model of Satisfaction	Examination of course materials and articles			
7	Uses and Associating with Satisfaction Theory	Examination of course materials and articles			
8	Midterm Exam	Repeating the subjects studied			
9	News, Documentary and Sports Channels	Examination of course materials and articles			
10	Cinema, TV Series, Music and Entertainment Channels	Examination of course materials and articles			
11	Children and Religious Publications	Examination of course materials and articles			
12	Advertising Policies in Thematic Channels	Examination of course materials and articles			
13	Application Processes of Thematic Publishing	Examination of course materials and articles			
14	Group Project Creation and Evaluation	Application of theoretical knowledge in practice			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Course notes and thematic publications about thematic publishing(1) Emine Sayılın, Medya Sektöründe Bir Uzmanlaşma Olgu Olarak Tematik Kanallar ve İzleyici Çeşitliliğinin Tematik Kanal Oluşumundaki Rolü, Gümüşhane Üniversitesi Elektronik Dergisi, Cilt: 2, Sayı: 3, Mart 2014.
(2) Mihalıs Kuyucu, Türkiye'de Tematik TV Yayıncılığı: Gençlerin Tematik Televizyon İzleme Alışkanlıklarının Televizyon Yayıncılığına Olan Yansımaları, International Journal of Social Science, Nr: 32, p. 249-265, Winter III, 2015.