

**School of Communication / New Media and Communication Systems**

**2024 - 2025 Academic Year**

**TV BROADCASTING**

**Syllabus**

| Course Description                  |   |   |                         |                           |      |
|-------------------------------------|---|---|-------------------------|---------------------------|------|
| Name                                | Code  | Semester  | T+A Hour                | Credit                    | ECTS |
| TV BROADCASTING                     | YMİ3110958  | Fall Semester   | 1+2                     | 2                         | 5    |
| <b>Prerequisites Courses</b>        |   |   |                         |                           |      |
| <b>Recommended Elective Courses</b> |   |   |                         |                           |      |
| <b>Language of Instruction</b>      | Turkish   |   |                         |                           |      |
| <b>Course Level</b>                 | First Cycle (Bachelor's Degree)   |   |                         |                           |      |
| <b>Course Type</b>                  | Elective  |   |                         |                           |      |
| <b>Course Coordinator</b>           | Assist.Prof. Saadet UĞURLU  |   |                         |                           |      |
| <b>Name of Lecturer(s)</b>          | Lect. Betül SOYSAL BOZDOĞAN   |   |                         |                           |      |
| <b>Assistant(s)</b>                 |   |   |                         |                           |      |
| <b>Aim</b>                          | The course aims to familiarize students with the basic concepts and theories of television broadcasting, the historical development of broadcasting and its current forms. In addition, the course aims to enable students to gain practical skills in presentation techniques.   |   |                         |                           |      |
| <b>Course Content</b>               | This course contains; Basic concepts of publishing,Development of television technology,Models in television theory: Mc Luhan television theory,Public service broadcasting and commercial broadcasting,'news and program' in television broadcasting,Preparing a television program format,Practical program presentation,Practical program presentation,Practical program presentation,Interview techniques,Terrestrial and satellite broadcasts, Interactive TV applications,Thematic channels on TV,Past and future vision in mass communication,A critical view of the information society and TV Broadcasting; The concept of 'Manufacturing Consent'.. |   |                         |                           |      |
| <b>Course Learning Outcomes</b>     |   |   | <b>Teaching Methods</b> | <b>Assessment Methods</b> |      |
|                                     |   |   | 10, 16, 9               | A, E, F                   |      |
|                                     |   |   | 12, 2, 6, 9             | A, E                      |      |
|                                     |   |   | 12, 2, 6, 9             | A, E                      |      |
| <b>Teaching Methods</b>             | 10: Discussion Method, 12: Problem Solving Method, 16: Question - Answer Technique, 2: Project Based Learning Model, 6: Experiential Learning, 9: Lecture Method  |   |                         |                           |      |
| <b>Assessment Methods</b>           | A: Traditional Written Exam, E: Homework, F: Project Task   |   |                         |                           |      |
| <b>Lecture Schedule</b>             |   |   |                         |                           |      |
| <b>Sequence</b>                     | <b>Topics</b>   | <b>Preliminary Preparation</b>  |                         |                           |      |
| 1                                   | Basic concepts of publishing  | A. Aziz, Televizyon ve Radyo Yayıncılığı,Hiperlink, 2013.   |                         |                           |      |
| 2                                   | Development of television technology  | N. Bay, Radyo ve Televizyon Yayıncılığı, Nüve, 2007.  |                         |                           |      |
| 3                                   | Models in television theory: Mc Luhan television theory   | The first chapter of the book 'Kadife Karanlık' can be read   |                         |                           |      |
| 4                                   | Public service broadcasting and commercial broadcasting   | A. Aziz, Televizyon ve Radyo Yayıncılığı,Hiperlink, 2013.   |                         |                           |      |
| 5                                   | 'news and program' in television broadcasting   | A. Aziz, Televizyon ve Radyo Yayıncılığı,Hiperlink, 2013.   |                         |                           |      |
| 6                                   | Preparing a television program format   | A. Aziz, Televizyon ve Radyo Yayıncılığı,Hiperlink, 2013.   |                         |                           |      |
| 7                                   | Practical program presentation  | Practice  |                         |                           |      |
| 8                                   | Practical program presentation  | Practice  |                         |                           |      |
| 9                                   | Practical program presentation  | Practice  |                         |                           |      |
| 10                                  | Interview techniques  | A. Aziz, Televizyon ve Radyo Yayıncılığı,Hiperlink, 2013.   |                         |                           |      |
| 11                                  | Terrestrial and satellite broadcasts, Interactive TV applications   | A. Aziz, Televizyon ve Radyo Yayıncılığı,Hiperlink, 2013.<br>www.emo.org.tr/ekler/e4b798b0961975c_ek.pdf (Özgür Coşar - Makale)   |                         |                           |      |
| 12                                  | Thematic channels on TV   | A. Aziz, Televizyon ve Radyo Yayıncılığı,Hiperlink, 2013.   |                         |                           |      |
| 13                                  | Past and future vision in mass communication  | Baudrillard-Noam Chomsky-Neil Postman-Slavoj Zizek-Marshall McLuhan, Kadife Karanlık 21. Yüzyıl İletişim Çağını Aydınlatan Kuramcılar (Der: Prof. Dr. Nurdoğan Rigel), Su, 2005 |                         |                           |      |
| 14                                  | A critical view of the information society and TV Broadcasting; The concept of 'Manufacturing Consent'.   | Chomsky: Power and Propaganda (Article)   |                         |                           |      |
| <b>Evaluation Methods</b>           |   | <b>Weight(%)</b>  |                         |                           |      |
| Midterm Exam                        |   | 40  |                         |                           |      |
| General Exam                        |   | 60  |                         |                           |      |

| Resources  |  |
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| A. Aziz, Televizyon ve Radyo Yayıncılığı,Hiperlink, 2013.  |  |
| 1. N. Bay, Radyo ve Televizyon Yayıncılığı, Nüve, 2007.  |  |
| 2. G. Orwell, Bin Dokuz Yüz Seksen Dört  |  |
| 3. A. Huxley, Cesur Yeni Dünya   |  |
| 4. N. Postman, Televizyon Öldüren Eğlence  |  |
| 5. Baudrillard-Noam Chomsky-Neil Postman-Slavoj Zizek-Marshall McLuhan, Kadife Karanlık 21. Yüzyıl İletişim Çağını Aydınlatan Kuramcılar (Der: Prof. Dr. Nurdoğan Rigel), Su, 2005 |  |