ISTINYE UNIVERSITY
FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES
DEPARTMENT OF RADIO, TELEVISION AND CINEMA
COURSE DESCRIPTIONS

1st SEMESTER

Basic Photography | ECTS (2+2) 5
In media enterprises, the content generator now has multiple job descriptions Producing only one program alone is not enough. Presentation of the produced content, preparation and packaging of multimedia content are required. In order to introduce the content produced in the radio, television and cinema industry in today's media, the visualization comes into prominence in the use and texting of all digital media platforms, especially in social media. Photography is the primary factor in the preparation phase of this visualization. In this course where the importance of photography in the media is explained, basic knowledge that a media employee has to know about photography is presented.

Introduction to Radio and Television | ECTS (3+0) 5
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.

Introduction to Cinema | ECTS (3+0) 4
Historical development of cinema, features of cinema industry, artistic cinema and commercial cinema. Development from the silent cinema to today's Dolby surround cinema, the development of cinema from black and white to 4K. A basic overview of the cults and industry.

Introduction to Media & Communication Theories | ECTS (3+0) 5
The historical development of the concept of communication. Communication theories and their application in the media industry. Basic knowledge ensuring the ability to understand, interpret and analyze the media industry through communication theories.

Fundamentals of Visual Language | ECTS (3+0) 4
With the use of multimedia, visuality in the media has become more important than it is in its history. Expecting the success of contents that do not contain visuality is impossible in today's media conditions. In this course, the importance of visuality in communication will be presented from the perspective of the indicator science.

2nd SEMESTER

Digital Photography | ECTS (2+2) 5

Developments in the transition from analog photography to digital photography, technical knowledge about the photography. Cameras, light and shooting angles in the photo, settings in digital cameras, basic image processing, taking pictures in different compositions.

Cinematography | ECTS (3+0) 5

To distinguish the main components of cinematography which is the most important subject of the products produced for the cinema industry techniques used in how to understand the message to be given in cinema. Shooting - Sequence - Terminological concepts such as technique, Color - the importance of sound and light in cinema, shooting scales and camera movements.

Basic Design | ECTS (2+2) 4
Visual design principles, line - light - texture definition and applications. Basic knowledge is provided required for projection of observations, feelings and thoughts through art by using creative power and revealing a media product. Basic knowledge about design software and their use in industry.

Film History | ECTS (3+0) 5
The development of the cinema industry with examples from world cinema, art movements, the course where cinema history is examined in artistic, critical and sectoral aspects, economic, technological, contextual and industrial development of cinema industry.

3rd SEMESTER

Screenwriting 1 | ECTS (3+0) 5
Text writing basic factors to be considered when writing text, the importance of text writing in content production in the media, text writing with industrial perspective of consumer-advertiser. Stages of text writing in the process from basic text writing to screenwriting.

Camera Techniques | ECTS (2+2) 6
From large cameras to smartphones, the camera has gone through very important stages in everyday life. With the development of technology, the use of cameras by content producers has gained importance. Basics of camera use, to uncover the media employee who will produce their own content. In-depth examination of camera shooting techniques and application in studio.

Editing Techniques | ECTS (2+2) 6
Today, radio and television have become a multimedia platform thanks to digital media. In the production of content in the media, the importance of video as well as photography has increased. The most important subject of visual media named montage is one of the most important issues a communicator needs to know. Montaging made by a media professional for content produced by him with his own knowledge shall give him a competitive advantage. In the montage techniques, the basic editing knowledge that each communicator needs to know will be presented as their applications. Presentation of the most widely used software in the industry, practical presentation and ensuring each student reaching the level of making his own edition are all aimed in this course that gives opportunity to each student to make application one-to-one.

Radio Broadcasting | ECTS (2+2) 5
The stages of the radio from traditional radio broadcasting to digital radio broadcasting, radio formats, selection of music in radio, news in radio, radio units, radio and digital media, internet radio, position of radio in media industry, radio and advertising, agenda-making effect of the radio

4th SEMESTER

Screenwriting II | ECTS (3+0) 5
Screenwriting in the series and cinema industry, the relationship between narrative and everyday life, traditional narrative forms and new narrative forms, writing a scenario text based on an opinion, analysis on case studies and scenarios from the sector,

Sound Design | ECTS (2+2) 6
Examination of audio recording technologies, stereo- mono recording, Dolby stereo, surround sound concepts, how to make sound recording, which global software are used, sound montage, sound processing and editing, sound processing software used in radio and television enterprises in Turkey, a practical expression of the software, knowledge of sound editing, which requires a graduate student to record audio on his own and have the knowledge to montage that sound.

Lighting Design | ECTS (2+2) 6
Knowledge needed to use the light in shooting images, light types, light settings, to make the best image capture by using correct light.

Studio Production | ECTS (2+2) 5
The devices used in the studios in the radio, television and production companies, the duties of the studio workers, the features of a qualified production staff, the software and equipment used in the studio.

5th SEMESTER

Advance Editing Techniques I | ECTS (2+2) 5
Basic knowledge about Final Cut, which is one of the basic software required for professional editing. Rendering, effect use, plug in use, application to make editing that can be used in qualified and professional areas

Directing for Film and Video | ECTS (2+2) 5
In the course of film and video regulation, directing short films, documentaries, music video clips, feature films, analysis of sample applications from the sector, creative directing, storyboard, short film scenario applications, video clip scenario applications, art direction, actor/actress management, digital film directing, editing concepts

Turkish Cinema | ECTS (3+0) 5
History of Turkish cinema, applications and examples from Turkish cinema history from Fuat Uzkinay to today, Yesilcam cinema, melodrama, Turkish cinema history co-productions, Turkish cinema history genres, Turkish cinema industry development - economy, place of Turkish cinema in global world, movements in Turkish cinema.

Research Methods | ECTS (2+2) 4
Research methods in social sciences, research project - basic knowledge required in the preparation of scientific papers, qualitative research, quantitative research, sampling, survey creation, field research development, reporting, application of research methods in the media industry, the relationship between rating and research methods.

6th SEMESTER

Advance Editing Techniques II | ECTS (2+2) 5
Practice will be given for the formation of professional editing with Adobe After Effects software in this course aiming at making high level editing.

Documentary Film | ECTS (2+2) 5
Basic knowledge about documentary film production. The concept of documentary film, documentary film materials, language and scenario used in documentary films, music usage, sound and light use, the angles used in documentary film shooting, differences in documentary film editing. Analysis and the examination of documentary films that have been successful in the world and Turkey.

Political Economy of Media | ECTS (2+0) 4
Basic concepts of media industry to understand the economic structure, the difference between the media economy and the general economy, the basic players of media economy, advertisers, media bosses, consumers, media market types, media monopolization - competitive market - oligopoly Market and its effects on media producers and consumers of these market types, ownership structure in the media, media models of income.

7th SEMESTER

Media Management | ECTS (3+0) 5
Basic knowledge about the structure of enterprises that produce radio, television, cinema and digital content, the difference of a media business from other businesses, management in media enterprises, financing management, marketing management, 4P applications in media marketing, strategy development in media management, Human Resources models, organizational models in media enterprises.

8th SEMESTER

International Media | ECTS (3+0) 5
The concept of globalization, the impact of globalization on the world, globalization in media - advantages and disadvantages, global media enterprises, international radio - television channels, synergy of the entertainment industry with international media, functions of international media

ELECTIVE COURSES

Advanced Screenwriting | ECTS (3+0) 5
In the course giving training to those who would like to take training in the field of cinema and series screenwriting, the main goal is to train the film screenwriters of the future cinema and series

Advertising | ECTS (3+0) 5
The concept of advertising, the history of advertising, the importance of advertising in the media and its function, the types of advertising, the structure of the advertising industry.

Advertising Production | ECTS (3+0) 5
The definition of advertising production, advertising production formats, text writing, advertising music, radio-television advertising, print media and digital advertising types.

Arts Management | ECTS (3+0) 5
Strategies used in the access of art products to the consumer, art marketing, presentation of art products in traditional media and digital media, economic evaluation of art products.

Brand Management | ECTS (3+0) 5
The definition of brand, brand creation process, the importance of the brand in the media, branding the media, the brand types, brand licensing, the creation of brand identity, visual brand, brand management and public relations, brand marketing, analysis of the major media brands in the world and Turkey.

Digital Visual Effects | ECTS (3+0) 5
Digital effects production, ready-to-use template applications, 3D image, greenbox system, typographic storyboard preparation, storyboard application in After effects software, music plugin to effects, successful and effective rendering methods.

National Cinema | ECTS (3+0) 5
Historical development of national cinema, types and functions of national cinema, cinema and propaganda, cinema and entertainment.

Film and Genre | ECTS (3+0) 5
Detailed examination of film genres, distinctive features of genres, film genres which are the most popular in cinema industry, changing film types in changing world and everyday life

Film Theories and Criticism | ECTS (3+0) 5
Theory in cinema, first theoretical approaches in cinema, formalist and realistic film theories, Auteur theory, Theory of Genetics, Structuralism and Post-structuralism, popular cinema criticism.

Gender, Class, Ethnicity and Media* | ECTS (3+0) 5
Gender, class and ethnic origin class differences in media, class differences, media diversity, the view of entertainment-oriented media on gender - class and class differences, media and stereotype, sexism in journalism and the processing of class differences, participatory media culture.

Independent Filmmaking | ECTS (3+0) 5
The stages necessary for independent filmmaking applications, writing process, workflow planning, preparation of the shooting team, shooting plan, the importance of cinematography and quality sound recording, the completion of the montage and presentation of the produced film to the audience, the advertisement of the film, the presence of sponsor income support, the marketing of the film.

Integrated Marketing Communications | ECTS (3+0) 5
The application of integrated marketing communication to the media is aimed. Definition of marketing communication, media use in marketing communication, e-media and marketing communication.

Introduction to Philosophy | ECTS (3+0) 5
Definition and characteristics of philosophy, philosophical problems, some of the most important philosophers of history, approach to these problems, ethics, political philosophy, metaphysics and philosophy of knowledge.

Issues in Contemporary Media | ECTS (3+0) 5
The reflections of the technological and social developments in the media. Postmodern media, social values and cultural differences in media, globalization and media, social media and media, digitalization and media, media democracy.

Music in Film and Television | ECTS (3+0) 5

The use of music in cinema and television products, film music, soundtrack concept, series music, music application to the scenario, music types used in cinema and television productions, the importance of music selection, the sectoral effects of the meeting of film and television and music, the advertisement of music through film and television productions.

Film and Politics | ECTS (3+0) 5

It aims to explain the development of political cinema from past to present with examples. The use of cinema for propaganda purposes, the meeting of politics and film during the Cold War.

Television and Everyday Life | ECTS (3+0) 5

The role of television in daily life, a philosophical look at the use of television, satisfaction of television viewers from television medium, the role of television in shaping popular culture.

Video Art and New Genres | ECTS (3+0) 5

The transformation of video art in the millennium, digitalization and video art.

Viral Advertising | ECTS (3+0) 5

Definition, scope and importance of viral advertising in today's advertising industry, Norömarketing method, Growth Hacking Method, Guerrilla Marketing Method, Content Marketing, Viral advertising analysis and applications.

Digital Culture | ECTS (3+0) 5

The definition of digital culture, the development of digital culture and its importance in social life, digital media literacy, digital culture and globalization.