

## Alan içi Seçmeli Dersler/ Area Elective Courses

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| CATV202                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Single Camera Production |
| <b>Course Description:</b> This course aims to provide students with the opportunity to apply single-camera video production techniques. The course primarily covers topics such as maintaining continuity in single-camera productions, directing and producing for single-camera productions, concept development, aesthetic elements, advanced digital video camera operation, location lighting, on-camera sound recording, and cinematography techniques. |                          |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CATV224                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Voice in Acting |
| <b>Course Description:</b> Professional voice performance is not an innate talent; it is a skill that can be learned, developed, and mastered through practice. As a fundamental instrument in the storytelling processes of cinema and television, the voice requires continuous and creative attention. Students participating in the course will focus on discovering their unique vocal characteristics while taking into consideration their habitual and previously established ways of using their voices. As they develop their vocal potential, students will work on their vocal range, pitch, tone, and timbre. The materials used in the course will be drawn from radio plays, poetry, children's stories, theatrical plays, and novels. The overall aim is to train voices that are flexible, empathetic, expressive, and harmonious, with a distinctive timbre, enabling them to effectively connect the audience with the text in both cinema and television. |                 |

|                                                                                                                                                                                                            |                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CATV254                                                                                                                                                                                                    | Art Director in Cinema |
| <b>Course Description:</b> This course provides students with both theoretical and practical knowledge of set design, costume selection, and makeup techniques required throughout the filmmaking process. |                        |

Alan içi Seçmeli Dersler/ Area Elective Courses

|                                                                                                                                                                                                                                                                                                                                                                             |                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| CATV301                                                                                                                                                                                                                                                                                                                                                                     | Directing and Producing in Cinema |
| <b>Course Description:</b> Directing and producing are two of the most important professional positions in the fields of cinema and television. This course aims to prepare students for these professions by exploring and applying the various responsibilities, skills, organizational abilities, and management competencies required to become a director or producer. |                                   |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| CATV302                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Creative Video |
| <b>Course Description:</b> This course constitutes a fundamental component of the core curriculum. The Creative Video course provides students with the essential foundation for developing the skills required to create professional-level audiovisual designs. The course aims to guide and encourage students to develop and produce their own audiovisual designs with confidence. Throughout the course, students will learn concept development, material management, editing and design tools, as well as the fundamental principles of creating visual and audio designs for specific purposes and effective communication. During the semester, students will be introduced to basic terminology, concepts, and audiovisual production techniques. Through assigned projects and homework, students will be encouraged to develop their creativity through practical application. |                |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| CATV321                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Turkish Cinema |
| <b>Course Description:</b> This course examines different periods of Turkish cinema, focusing on the changing themes, narrative styles, forms, and characteristics specific to each period, while highlighting the fundamental characteristics of Turkish cinema. The course also explores key concepts and approaches that have shaped Turkish cinema, as well as films and directors that have marked significant transformations in its development. In |                |

## Alan içi Seçmeli Dersler/ Area Elective Courses

addition, important examples of Turkish cinema will be screened, and discussions will be held on issues and debates specific to Turkish film culture.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CATV322                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Hollywood Cinema |
| <p><b>Course Description:</b> Within the scope of this course, students will learn about the brief history of Hollywood cinema, its cultural, ideological, and economic structure, and the fundamental characteristics of genre cinema that underpin this structure. Students will also gain detailed knowledge of the distinctive narrative features and social functions of major genres such as musicals, film noir, westerns, horror, and science fiction. They will reinforce this knowledge through discussions of selected films examined in class. The course aims to help students develop an awareness of the dynamics between popular cinema, social conditions, and audiences through an examination of the structures and conventions of Hollywood cinema.</p> |                  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| CATV324                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Making of Short Film |
| <p><b>Course Description:</b> This course is a practical workshop and short film production course in which students work collaboratively as a team in areas such as camera, lighting, sound, and editing. The course aims to provide students with hands-on experience of the various stages of short film production. Students will learn about the roles and responsibilities of the entire film production crew, including the director, director of photography, art director, lighting and sound crew, costume designer, set photographer, and line producer. The course also aims to help students develop the knowledge and practical skills necessary to work in these different areas of film production.</p> |                      |

## Alan içi Seçmeli Dersler/ Area Elective Courses

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| CATV352                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | TV Programming |
| <b>Course Description:</b> The conditions of the global media market increasingly encourage students to pursue professional rather than purely academic career paths in areas such as television series, documentaries, and advertising. This course prepares students to understand the dynamics of these types of content, develop writing skills appropriate to different content formats, and acquire techniques for format development. At the same time, this market-oriented approach will be balanced with discussions on ethical issues and social responsibility. |                |

|                                                                                                                                                                                                                                                                |                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| CATV361                                                                                                                                                                                                                                                        | Media and Language |
| <b>Course Description:</b> The Media and Language course examines how media texts are produced and understood through language. It covers both quantitative and qualitative approaches to analyzing the language of texts in new media and mass communication. |                    |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| CATV382                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Newcast Announcement |
| <b>Course Description:</b> This course aims to equip students with the skills required for news reading and news bulletin presentation in television and radio newsrooms through the accurate, effective, and eloquent use of language. The course covers key elements such as the importance of diction, correct pronunciation, effective speaking, rational expression techniques, phonetic rules, emphasis, intonation, emotional control, crisis management in broadcasting, and the ability to speak fluently and clearly while adhering to broadcasting standards. The theoretical knowledge acquired throughout the course can be put into practice using the technical infrastructure of DAÜTV and Radio DAÜ. |                      |

Alan içi Seçmeli Dersler/ Area Elective Courses

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| CATV423                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Contemporary Cinema |
| <p><b>Course Description:</b> This course traces the transformations taking place in contemporary world cinema, focusing on technological, aesthetic, political, conceptual, and cultural changes through close analyses of selected examples from the recent past, regional and national cinemas, and significant films and approaches. Within specific cultural frameworks and in relation to the local, national, and regional experiences and practices of an increasingly “globalized” world—including distribution networks—one film and/or director will be examined each week through a range of analytical concepts.</p> |                     |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CATV462                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Media Management |
| <p><b>Course Description:</b> The Media Management course is designed to provide students with the managerial and commercial skills required in today’s media industry. By adapting the principles and practices necessary for managing a commercial enterprise to the media sector, the course aims to train professionals who can specialize in areas such as overall organizational management, the management of teams consisting of media professionals, and the general management of various mass communication channels and media production companies. The course covers topics including general management methods, the functionality of different media channels, communication and competition-based strategies, marketing models, corporate responsibilities, copyright, and related issues.</p> |                  |

|                                                                                                                                                                                                                                                                                                                                                                                                                        |                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| CATV463                                                                                                                                                                                                                                                                                                                                                                                                                | Social Psychology of Media |
| <p><b>Course Description:</b> This course uses theories and research from social psychology to understand media use, development, and effects. Existing evidence and debates concerning the psychological effects of media will be examined. Both traditional and new media are included within the scope of the course. The course explores media motivation and adaptation, mass communication theories, and, in</p> |                            |

particular, the influence of media on social identity formation and socialization processes.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| CATV471                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Public Service Video: Theory and Practice |
| <p><b>Course Description:</b> Public service announcements (PSAs) are messages and texts produced for the public benefit and/or distributed free of charge by the media with the aim of raising public awareness about social issues. This course covers the production processes involved in creating public service announcements. Within this framework, students will reflect on social issues and concerns such as “human rights,” “women’s rights,” “gender and equality,” “LGBT rights,” “freedom of expression,” “children’s rights,” “animal rights,” “minorities,” “human trafficking,” “occupational safety,” and “labor exploitation,” and produce public service announcement films addressing these issues and raising awareness of related sensitivities.</p> |                                           |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| CATV472                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Guerilla Filmmaking |
| <p><b>Course Description:</b> Guerilla filmmaking can be considered an alternative to mainstream film production, although it may occasionally exist within the broader spectrum of conventional production. It can be understood as an “immediate,” “unplanned,” “ordinary,” and “natural” aesthetic and, at times, a political choice or possibility. With the development of digital technologies in recent years, this approach has become increasingly accessible. Based on this new reality, the course seeks to explore how films can be made with small crews and limited budgets, using only the resources available. By the end of the course, students are expected to produce their own short films using their personal resources and alternative filmmaking methods.</p> |                     |