



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Journalism Techniques							
Course Code		HIT102		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		News gathering and news writing techniques which promote and how to create, and to be submitted yazılacağına information on how to give students access to written and electronic news kaynaklarına, interview techniques and develop its skills.							
Course Content		What is the story about how to prepare and equip students with the basic knowledge							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Seçil UTMA							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	1. Haber Yazma, Doç.Dr.Atilla Girgin
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Week	Weekly Detailed Course Contents	
1	Theoretical	What is News?
2	Theoretical	News Items
3	Theoretical	News Assessment Criteria
4	Theoretical	News Production Process
5	Theoretical	Language News
6	Theoretical	News Structure
7	Theoretical	News Writing Rules
8	Theoretical	News Writing Rules
9	Theoretical	Values and Ethics in Journalism
10	Theoretical	News Samples
11	Theoretical	Mistakes in Screenwriting News
12	Theoretical	Press Release Preparation
13	Theoretical	Press Release News Production
14	Theoretical	Examination of Samples of Daily Newspapers,
15	Theoretical	Assessment
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	7	1	8
Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1. What news is and how to give students basic information on the preparation of
2	To interview, news, press release preparation and gain competence in reading
3	Apply news writing techniques of police-judicial journalism.



4	Apply different news writing techniques of economy-finance journalism.
5	Apply different news writing techniques of culture and art journalism.

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	3	3	5
P2	5	4	3	4	4
P3	4	4	3	3	3
P4	3	3	4	3	3
P5	2	2	2	2	2
P6	3	3	3	3	3
P7	3	4	3	4	4
P8	4	4	4	4	4

