



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Journalism Techniques							
Course Code		HAT102		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		To introduce news gathering and writing techniques. Giving information about news writing rules. To improve students' ability to access written and electronic news sources. Explaining the basic elements of interviewing and writing interview news. To help students write news texts in accordance with the 5 N-1 K Rule.							
Course Content		Investigation of News Concept and News Elements, Ethical Rules in Journalism and Basic Characteristics of Journalist, News Evaluation Criteria, Types of News, News Production Stages, Language of News - News Entry Techniques, News Structure - Reverse Pyramid Technique, Plain Pyramid Technique, Free Writing Technique, News Writing Rules, Errors in News Writing, Interview and Interview Techniques, Audit and Verification in News Writing: Correction Signs and Correction Rules, News Production from Press Release, Magazine Journalism, Economy Journalism, Sports Journalism, Courthouse Journalism, Internet Journalism, Local Journalism, Local Journalism , Public Relations Journalism, Radio and Television Journalism, News Writing Applications							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Haber Yazmak, Girgin, A., İstanbul, 2005.
2	Gazeteciliğin Temel İlkeleri, Girgin, A., İstanbul, 2007.
3	Televizyon Haberlerinde Etik: Karşılaştırmalı Haber İçerik Analizleri, Çil, S., İstanbul, 2007.
4	Temel Gazetecilik, Tokgöz, O., Ankara, 2012.

Week	Weekly Detailed Course Contents	
1	Theoretical	Analysis of News Concept and News Elements
2	Theoretical	Ethical Rules in Journalism and Basic Characteristics of Journalists
3	Theoretical	News Assessment Criteria, News Types
4	Theoretical	News Production Process
5	Theoretical	Language of News - News Login Techniques
6	Theoretical	Structure of the News - Basic Facts About Inverted Pyramid Technique
7	Theoretical	News Writing Guidelines
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Radio and Television Journalism / Making News Writing Applications
10	Theoretical	Errors in News Writing / Making News Writing Applications
11	Theoretical	Interview and Interview Techniques
12	Theoretical	News writing Auditing and Verification: Signs of Correction and Correction Rules
13	Theoretical	News Production from Press Release
14	Theoretical	Magazine Journalism, Economy Journalism, Sports Journalism, Courthouse Journalism
15	Theoretical	Internet Journalism, Journal Journalism, Local Government Journalism, Public Relations Journalism
16	Final Exam	Final Exam
17	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Lecture - Practice	14	1	1	28
Assignment	5	2	1	15
Midterm Examination	1	5	1	6
Final Examination	1	8	1	9
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to comprehend what news is and learn how it is prepared
2	To be able to gain competence in matters of news reading and interview ,preparation of news, press release.
3	To be able to comply with the basic rules of writing news clutch.
4	Be able to write news in accordance with 5 N 1 K rules.
5	To be able to comprehend news values.

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess 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	To be able to own 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	To be able to possess a competence to carry the accumulation of the interdisciplinary knowlence to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaings and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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	3	3	3	2	3
P2	3	3	3	2	3
P3	3	3	3	3	3
P4	2	2	2	2	3
P5	1	1	1	2	3
P6	3	3	3	2	3
P7	2	2	2	3	3
P8	4	4	4	4	3
P9	2	2	2	4	3

