ADVERT	ISING	S TEXT WRITING								
1 Course Title:	ADVERT	ISING TEXT WRITING								
2 Course Code:	GSY2116									
3 Type of Course:	Optional									
4 Level of Course:	First Cycle									
5 Year of Study:	2									
6 Semester:	4									
7 ECTS Credits Allocated:	3.00									
8 Theoretical (hour/week):	1.00									
9 Practice (hour/week):	1.00									
10 Laboratory (hour/week):	0									
11 Prerequisites:	none									
12 Language:	Turkish									
13 Mode of Delivery:	Face to f	ace								
14 Course Coordinator:	Doç. Dr. MİNE ARTU MUTLUGÜN									
15 Course Lecturers:										
16 Contact information of the Course Coordinator:	Doç.Dr. Mine ARTU MUTLUGÜN									
17 Website:										
	The aim of the course is to equip students with the skills required for the profession of Advertising writing. At the end of the semester, all students are expected to complete all the stages of an original radio play and write it.									
Professional Development:	The aim of the course is to equip students with the skills required for the profession of. At the end of the semester, all students are expected to complete all the stages of an original radio play and write it.									
20 Learning Outcomes:										
	1	Knows the history of radio broadcasting in Turkey and the World								
	2	Knows the differences between advertising and scenario								
	3	Has command of the formal issues in advertising writing								
	4	Can grasp the technical problems of advertising text								
	5	Can write a advertising text								
	6	Can interprete advertising text								
	7	Can comment on Advertising								
1	8									
	9									
	10									
21 Course Content:										
	Co	urse Content:								
Week Theoretical		Practice								
1 Definition of Radio Play										
2 History of Radio Play										

3	Radio play and radio sector										
4	differences between radio play and s	script									
5	Formulas in Radio plays	Soript									
6											
7											
		,	Analysis on Radio Play								
8		,	Analysis on Radio Play								
9		,	Analysis on Radio Play								
10		;	Sample Radio Play writi	ng							
11		,	Analysis on Radio Play								
12		Ş	Sample Radio Play writi	ng							
13		;	Sample Radio Play writi	ng							
14			Sample Radio Play writi	ng							
22	Textbooks, References and/or Other Materials:] S	Screenplay:The Foundations of Screenwriting Syd Field, Dell Publishing, USA, 1984 The Screenwriter's Workbook, Syd Field, Dell Publishing, USA, 1984 Writing Dialogue for Scripts, Rib Davis A&C Black, London, 1998 1-Senaryo-Wendel Wellman 2-Senaryoda diyalog Micheal Korz 3-Sinema ve Tv için senaryo yazmak Alan A. Armer								
Activit	es		Number	Duration (hour)	Total Work Load (hour)						
Theore	tical		0.00	1.00	14.00						
Quiz	als/Labs	0 (14	1.00	14.00						
	idy and preperation			10.00	50.00						
Homew	•	10 16	60 ² 00 0	0.00	0.00						
			1	5.00	5.00						
Confrib Field S	s ution of Term (Year) Learning Activitie tudies	es to L	40 ¹ 00 0	0.00	0.00						
	น เชิงสิติ SFinal Exam to Success Grade	, (60.00	0.00	0.00						
Others	ution of Final Exam to Success Grade	; [0	0.00	0.00						
	xams rement and Evaluation Techniques Us										
	rament and Evaluation Techniques Us Fork Load	ed in thell	Measurement and evalu	ation are performed	83.00						
	ork load/ 30 hr		Undergraduate Education	n.	2.77						
	Credit of the Course				3.00						
25		QU	RNING OUTCOMES ALIFICATIONS		IME						

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ1 0	PQ11	PQ12	PQ1 3	PQ14	PQ15	PQ16
ÖK1	4	3	3	4	4	3	5	0	0	0	0	0	0	0	0	0
ÖK2	3	5	5	4	5	3	4	0	0	0	0	0	0	0	0	0
ÖK3	4	3	5	4	4	3	4	0	0	0	0	0	0	0	0	0
ÖK4	3	3	3	4	5	4	4	0	0	0	0	0	0	0	0	0

ÖK5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contrib 1 very low ution Level:			2 low		3 Medium			4 High			5 Very High					