

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP210	Media Relations	4	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	This course aims to teach the various methods and techniques of writing. During the course, the purpose and importance of media relations, writing in public relations, written and visual material used for public relations, media relations, web pages will be studied.
Content	The following issues will be analysed: Introduction to media relations, writing press article, press releases, press articles, corporate publications materials. invitation letters. writing for web, audio-visuals writing.
References	Erdoğan, İrfan. Teori ve Pratikte Halkla İlişkiler. Ankara, Erk Yayınları, 2006. Girgin, Atilla. Haber Yazmak. İstanbul, Der Yayınları, 2002. Kazancı, Metin. Kamuda ve Özel Kesimde Halkla İlişkiler. 7. Basım, Ankara, Turhan Kitabevi, 2007. Peltekoğlu, Filiz Balta. Halkla İlişkiler Nedir. 5. Baskı, İstanbul, Beta Yayınları, 2007. Smith, Ronald. Becoming a Public Relations Writer. 4. Basım, United Kingdom, Routledge, 2012. Okay, Ayla ve Okay, Aydemir. Halkla İlişkiler ve Medya. 6. Bası, İstanbul, Derin Yayınları, 2013. Aydede, Ceyda. Profesyonel Bir İlişki: Medya ve Halkla İlişkiler. İstanbul, Rota Yayınları, 2004. Sayımer, İdil. Sanal Ortamda Halkla İlişkiler. 2. Basım, İstanbul, Beta Yayınları, 2012. Aşman AliKılıç, Özmen. Halkla İlişkiler 2.0. Ankara, Efil Yayınevi, 2011. Sandra C. Duhé. New Media and Public Relations. Peter Lang, 2012. Ferah Onat. Dijital Çağda Halkla İlişkiler Yazarlığı. Ankara, Nobel Yayınları, 2014. Yeşim Güçdemir. Sanal Ortamda İletişim. 2. Basım, İstanbul, Derin Yayınları, 2012.

Theory Topics

Week	Weekly Contents
1	Introduction.
2	Writing press article
3	Press Release
4	Press article
5	Corporate newspapers ,books, other corporate materials.
6	Invitation letters.
7	Midterm exam
8	Presentation technics
9	Writing for web,
10	Audio-visuels writing.
11	Presentations and case study
12	Presentations and case study
13	Presentations and case study
14	Presentations and case study