Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM376	Arts and Culture Journalism	6	2	0	0	2	5

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	The course aims to enable students, while following the cultural and artistic agenda, to take into account storytelling, dramaturgical reading, and the economic-political as well as socio-emotional context of the cultural field. Through this course, students are expected not only to acquire theoretical knowledge about a branch of journalism that requires various sub-specializations, but also to gain an insider's perspective on the field of arts and culture through practical engagement. Throughout the semester, students are encouraged to combine journalistic practices—such as news reporting, promotion, impressions, interviews, and criticism—with contemporary media tools; and through the active participation of experienced professionals in the field, students are supported in entering the arts-and-culture ecosystem.
Content	This course introduces students to arts and culture journalism through a combined theoretical and practical framework. It focuses on storytelling, dramaturgical reading, and the economic, political, social, and emotional contexts of the cultural field while following the contemporary cultural agenda. Throughout the semester, students engage with various journalistic genres—such as news, interviews, criticism, promotion, and feature writing—through hands-on assignments related to theatre, literature, exhibitions, and festivals. By interacting with field professionals and producing content for different media platforms, students gain insight into the arts and culture ecosystem and develop the skills necessary to create journalistic content across both traditional and digital media.
References	Anne Ben Düştüm mü?, Beliz Güçbilmez, Kolektif Kitap Sanat Neye Yarar, John Carey, Vakıfbank Kültür Yayınları Sanat Başkaldırır, Jeanette Winterson, Sel Yayıncılık Zihinde Bir Dalga, Ursula K. Le Guin, Metis Yoruma Karşı, Susan Sontag, Can Yayınları Hayatın Gizli Hazları, Theodore Zeldin, Ayrıntı Şu Edebiyat Denen Şey Okumak, Düşünmek, Yazmak, Andrew Bennett, Nicholas Royle, Notos Sanat ve Siyaset Konuşmaları, Edouard Louis, Ken Loach, Can Tellek Boş Mekân, Peter Brook, Hayalperest Kitap (içinden bölümler) Alternatif Tiyatrolar, Cansu Karagül, Habitus Kitap.

Theory Topics

Week	Weekly Contents
1	Introduction. Discussion on why we need stories and arts & culture journalism. Presentation of the semester program. Conversation on the cultural and artistic fields we follow.
2	An overview of the recent history and current state of arts & culture journalism in Turkey (examples from Radikal newspaper and Milliyet Sanat magazine). Contemporary arts & culture publications (Sanat Atak, BantMag, ArtDog, etc.). The functioning of an arts & culture desk; the position of capital groups within the arts & culture ecosystem. Examples of arts & culture journalism in the Turkish press (Radikal, Radikal Kitap, Milliyet Sanat, Bluejean, Hürriyet Kitap Sanat, Gösteri magazines).
3	News genres in the arts & culture field: interview, impression, short news, profile, agenda, selection, feature story, criticism, promotion. Producing news from a press release. Developing story ideas based on the current arts & culture agenda. Explaining how a news pitch is presented in an editorial meeting and how visibility is managed across platforms.
4	Developments in Turkish theatre after 2000. Differences between promotion and criticism. Why do we need criticism? Ethical boundaries of the critic. The technical and emotional tone of a critical review. Participation of a theatre practitioner in the class. In the following days, a visit to an independent theatre play organized by the instructor.
5	Discussion of the watched play; mapping the dramaturgy; preparing questions; writing short news, a promotional text, and a press release about the play. Taking collective notes for writing a critical review.

Week	Weekly Contents
6	Book supplements (Radikal Kitap, Cumhuriyet Kitap, etc.). Their revenue-generating potential. Examination of new-generation book journalism. Instruction on writing book reviews, interviews, and critical essays. Students will prepare a short promotional text in class by examining a book they bring with them.
7	Midterm week.
8	Contemporary art/exhibition journalism. A class visit to an exhibition, followed by discussion with students on artworks, curation, and the socio-political context of the exhibition. Students will be asked to produce a news piece/content based on the visit.
9	Independent local festivals. Examples of theatre festivals in Bergama, Borçka, and Kaş (content, funding model, relationship with the local community). The meaning of “organizing a festival at the local level.”
10	Preparing interview questions, writing opening paragraphs, turning a question–answer text into a feature story; communication with arts & culture institutions; headline crafting; examples of high-quality and low-quality interviews and profiles. Under the instructor’s guidance, selecting individuals or institutions from the arts & culture world to conduct short interviews/profile studies. Initial preparations will be carried out during class.
11	Production of new-generation arts & culture content. How the content prepared by students so far can be presented across different platforms. Current examples of newsletters, reels, etc.
12	Division into groups to create an arts & culture platform as the final project. Determining the platform’s content, name, purpose, medium, ideas for community-building with readers/viewers, funding models, and thematic scope.
13	Continuation of arts & culture platform development.
14	Group project presentations.