Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM420	Digital Storytelling	8	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	What is Storytelling? The activity of telling or writing stories. relating to the telling or writing of stories. Storytelling is the oldest method of communication.
Content	1.Week: What is Digital Storytelling? 2.Week: Old cultures and Digital Storytelling. 3.Week: Mythology and Storytelling. 4.Week: Literatüre and Storytelling. 5.Week: Digital Storytelling and Digital Platform. 6.Week: Digital Literacy 7.Week: personel stories. 8.Week: News and Stortelling. 9.Week: Advertising and Storytelling. 10.Week: Brands and Storytelling. 11.Week: Stortelling and "21-K" Method. 12.Week: 2 or 3 minute digital shooting 13.Week:Digital Storytelling and Digital shooting. 14.Week: Digital Storytelling and Digital Presentation
References	BEAUGRANDE Robert (2005) The Story of Grammers and the Grammer of Story. BOYD Brian (2010) On the Origin of Stories. Evolution. Cognition and Fiction. BROOKS Peter (2016) Psikanaliz and Storytelling. Boğaziçi Press. Istanbul. ÇOMAK Akgün Nebahat (1995) Yazının İşlevsel Kullanımı. Der Yayınları. İstanbul. ÇOMAK Akgün Nebahat (2005) "21-K" Method and Keloğlan Story.Istanbul. ECK Jill (2006) An Anaysis of the Effectiveness of Stortelling (Master of Science Degree) The graduate School. University of Wisconsin. ERGİN Muharrem (2009) Dede Korkut Hikayeleri. Boğaziçi Yayınları. İstanbul. VAYNERCHUK Gary (2014) Sosyal medya Çağında Hikaye Anlatmak. Mediacat Yayıncılık. İstanbul.

Theory Topics

Week	Weekly Contents
1	What is Digital Storytelling?
2	Old cultures and Digital Storytelling.
3	Mythology and Digital Storytelling.
4	Literature and Storytelling.
5	Digital Storytelling and Digital Platforms.
6	Digital literacy
7	Personel stories.
8	News and Storytelling.

Week	Weekly Contents
9	Advertising and Storytelling.
10	Brands and Storytelling.
11	Storytelling and "21-K" Method.
12	2 or 3 minute Digital shooting.
13	Digital Storytelling and Digital Shooting.
14	Digital Storytelling and Digital Presentations.