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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Halkla İlişkiler Metin Yazarlığı** | |  | 2 | 2+1 | 2,5 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencilere halkla ilişkilerde basın bülteni yazımının ve örnek metinlerin incelemesinin öğretilmesi, yine kurum içi ve kurum dışı halkla ilişkiler amaçlarını gerçekleştirmek için bülten, makale, dergi, bildiri, vb. yazımının öğrenilmesi. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonucunda öğrenci;   1. Halkla ilişkiler açısından basından yararlanmanın yollarını öğrenir ve basın bültenleri hazırlar. 2. Çeşitli halkla ilişkiler etkinliklerini düzenleme yollarını bilir. 3. Halkla İlişkiler alanı ile ilgili uygulamalarda karşılaşılan ve öngörülemeyen karmaşık faaliyetlerin yürütülmesinde ekip üyesi olarak sorumluluk alır. 4. Halkla ilişkiler alanı ile ilgili konularda sahip olduğu temel bilgi ve becerilerle düşüncelerini yazılı ve sözlü iletişim yoluyla aktarır. 5. Halkla ilişkiler alanıyla ilgili verilerin toplanması, uygulanması ve sonuçlarının duyurulması aşamalarında bilimsel ve etik değerlere uygun hareket eder. | | | | | | | Dersin İçeriği | Ders; yazarlık ve ikna; haber bülteni, basın makalesi, kurumsal dergi gibi içeriklerin incelenmesi; basın bülteni yazma, geleneksel ve dijital medya araçları ve yazarlık, basın dosyası hazırlama, kriz zamanlarında iletişim ve yazarlık konularını kapsar. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Halkla İlişkilere giriş | | | | | | | 2 | Halkla İlişkiler yazarlığı | | | | | | | 3 | Halkla İlişkiler yazarlığında mesaj oluşturma ve ikna | | | | | | | 4 | Yazmaya hazırlık | | | | | | | 5 | Yazım süreci ve ilkeleri | | | | | | | 6 | Geleneksel medya ve yazarlık | | | | | | | 7 | Örnek basın bültenleri incelemesi | | | | | | | 8 | Basın bülteni yazımı | | | | | | | 9 | Basın bülteni yazımı | | | | | | | 10 | Sosyal medya ve yazarlık | | | | | | | 11 | Kurum içi yazılı araçlar | | | | | | | 12 | Kurum dışı yazılı araçlar | | | | | | | 13 | Basın dosyası oluşturma | | | | | | | 14 | Kriz zamanlarında yazarlık | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Bayçu, Z.U., Elden, M., Yurdakul, N.B., Solmaz, B., Süher, İ. (2013) *“Halkla İlişkiler Yazarlığı”*, Anadolu Üniversitesi Yayınları, Eskişehir.  Onat, F. (2014*) Dijital Çağda Halkla İlişkiler Yazarlığı*, Nobel Akademik Yayıncılık | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 4 | | 5 | 5 | | 2 | 4 | | 4 | - | | 2 | 4 | | 1 | | **ÖÇ2** | 4 | | 5 | 5 | | 2 | 4 | | 5 | - | | 3 | 3 | | 1 | | **ÖÇ3** | 4 | | 5 | 5 | | 2 | 4 | | 4 | - | | 2 | 4 | | 1 | | **ÖÇ4** | 4 | | 5 | 5 | | 2 | 4 | | 4 | - | | 2 | 4 | | 1 | | **ÖÇ5** | 4 | | 5 | 5 | | 4 | 4 | | 4 | - | | 2 | 4 | | 1 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Halkla İlişkilerde Metin Yazarlığı | 4 | 5 | 5 | 2 | 4 | 4 | - | 2 | 4 | 1 | |