MEDIA LITERACY

1	Course Title:	MEDIA LITERACY
2	Course Code:	GKS0011
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Dr. Ögr. Üyesi ERKAN ŞENŞEKERCİ
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Dr.Öğr.Üyesi Erkan Şenşekerci erkans@uludag.edu.tr
17	Website:	
18	Objective of the Course:	This course aims to help pre-service teachers gain awareness about the position of the individual in front of the media, acquire the media literacy qualifications that the modern media consumer should have and develop a critical approach to media culture.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	

	1	Defines the concept of communication and relates communication to its social, economic and political dimensions.
	2	Explain the relationship and interaction between communication age and cultural changes.
	3	Comprehend the structure and functions of the media industry as the basic industry of the communication age
	4	Understands the positive and negative effects of media on economy, political and social life, and culture.
	5	Establishes a relationship between the effects of industrial culture and the new qualifications and literacy types that an individual should acquire.
	6	Define different literacy types and understand the importance of media literacy
	7	Explains and exemplifies the basic principles of media literacy.
	8	Comprehend the basic competencies and skills required by media literacy
	9	Briefly explains the history of media literacy and education in the world and in our country.
	10	Makes sample media analysis and evaluation studies on news, advertisements, social media, movies and TV series.

21	Course Content:	
	Course Content:	

Week	Theoretical	Practice
1	Orientation (Basic concepts, purpose, content, weekly plan and basic resources of the course)	
2	Communication age	
3	Culture industry	
4	Media as a cultural industry production tool	
5	Media types in the light of various theories	
6	The economic-political and socio-cultural effects of the media	
7	From freedom of the press to freedom of communication	
8	New types of literacy as the premise of the cultural industry	
9	Basic principles of media literacy	
10	Media user control and media literacy competencies and skills	
11	Historical context and media literacy education	
12	Media Literacy Curriculum	
13	Media analysis studies: News and advertisements	
14	Media analysis studies: Movies, TV series and social media	

Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical		14	2.00	28.00
Practicals/Labs		0	0.00	0.00
Self study and preperation		0	0.00	0.00
Homeworks		1	14.00	14.00
Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		3	14.00	14.00
Others		0	0.00	0.00
Final Exams		1	28.00	28.00
Total Work Load				84.00
Total work load/ 30 hr		100.00		2.80
ECTS Credit of the Course				3.00

23. Assesment

TERM LEARNING ACTIVITIES	NUMBE	WEIGHT
Midterm Exam	1	30000
Homework-project	1	10000
Total		
Success Grade		
Course		

24	ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16

LO: Learning Objectives   PQ: Program Qualifications

Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High