

## MEDIA LITERACY

1	Course Title:	MEDIA LITERACY
2	Course Code:	MOYS242
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. Dr. Emel KARADAĞ
15	Course Lecturers:	MYO'ların Yönetim Kurulları'nın görevlendirdiği diğer öğretim elemanları
16	Contact information of the Course Coordinator:	ekaradag@uludag.edu.tr U.Ü. Orhaneli Meslek Yüksekokulu 02242842686/62418
17	Website:	
18	Objective of the Course:	Media literacy aims to synthesize the communication media and all kinds of messages that the individual encounters in communication tools.
19	Contribution of the Course to Professional Development:	Call center services program is carried out with communication technologies. Especially recently, it continues with the technologies we call new media and new communication technologies. In this context, the media literacy course will contribute to the graduates by adding the ability to produce content in new media, provide information, and evaluate existing content by questioning.
20	Learning Outcomes:	
	1	Knows to think critically and analyze media texts.
	2	Learn about the structure of media tools.
	3	It combines mass media with organizational culture.
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	The Concept of Media and Society	Discussion, comments and examples
2	Media in Turkey	Discussion, comments and examples

<b>3</b>	Media Types and Communication Styles in Media	Discussion, comments and examples
<b>4</b>	Meaning Construction in Media: Language, Culture	Discussion, comments and examples
<b>5</b>	Media Culture	Discussion, comments and examples
<b>6</b>	Media and Public	Discussion, comments and examples
<b>7</b>	Topic Repetition	Subject repetition for the exam
<b>8</b>	Popular Culture and Media	Discussion, comments and examples
<b>9</b>	Media Violence and Gender Differences	Discussion, comments and examples
<b>10</b>	Social Media and Social Media Language	Discussion, comments and examples
<b>11</b>	Media Literacy	Discussion, comments and examples
<b>12</b>	Media Messages Content Analysis	Examining case studies
<b>13</b>	Media Messages Content Analysis	Examining case studies
<b>14</b>	Media Messages Content Analysis	Examining case studies

22	Textbooks, References and/or Other Materials:	<ul style="list-style-type: none"> <li>• Anadolu University Open Education Faculty Publications;</li> <li>1. Media Sociology</li> <li>2. Media and Communication</li> <li>3. Media and Ethics</li> <li>• Nurçay Türkoğlu, Melda Cinman Şimşek "Media literacy"</li> <li>• Mine Gencel Bek, Mutlu Binark "Critical Media Literacy"</li> </ul>
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23	Assesment
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Activities	Number	Duration (hour)
Homework-project	0	14.00
Practicals/Labs	14	28.00
Self study and preparation	2	24.00
Homeworks	9	18.00
Projects	0	0.00
Field Studies	0	0.00
Midterm exams	1	1.00
Others	0	0.00
Final Exams	1	1.00
Total Work Load		86.00
Total work load/ 30 hr		2.87
ECTS Credit of the Course		3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	1	5	1	1	5	1	1	5	1	1	5	1	1	1	1
ÖK2	5	1	5	1	1	5	1	1	5	1	1	5	1	1	1	1
ÖK3	5	1	5	1	1	5	1	1	5	1	1	5	1	1	1	1
LO: Learning Objectives    PQ: Program Qualifications																

<b>Contribution Level:</b>	<b>1 very low</b>	<b>2 low</b>	<b>3 Medium</b>	<b>4 High</b>	<b>5 Very High</b>
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