



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Literacy							
Course Code		HIT206		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Knowledge of media literacy, place of media in the cultural environment, provide critical and creative thinking skills ,problem solving skills, ability to gain information technologies.							
Course Content		Media Training, methods and techniques used in the training of media							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Burak GÜRSSES							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Lecturer's Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Communication
2	Theoretical	Mass Communication
3	Theoretical	What is media literacy ?
4	Theoretical	Media and Ethics
5	Theoretical	How to Become Media Literate?
6	Theoretical	Television
7	Theoretical	Family, Children and Television
8	Theoretical	Children and Television
9	Theoretical	Newspaper and magazine
10	Theoretical	Newspaper and Magazine
11	Theoretical	Internet
12	Theoretical	TV Programs Analysis
13	Theoretical	Discovering the Properties of the Internet
14	Theoretical	Discovering the Properties of the Internet
15	Theoretical	Assessment / Evaluation
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	5	8	13
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To gain competency about using the Methods and techniques in media training
2	Discusses the media's role and importance of the cultural environment
3	Analyze media messages by considering the characteristics of the media.
4	Examine the impact of media on social, cultural and economic life.



5	Recognize the concept of media literacy.
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Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	3	3	3	2
P2	4	4	3	4	3
P3	3	3	3	4	4
P4	4	4	2	3	2
P5	1	1	1	1	1
P6	1	1	1	1	2
P7	4	4	3	3	3
P8	3	3	5	4	5

