



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Literacy							
Course Code		HAT206		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	76 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		1. To enable the student who is passive in front of the mass media to activate the sub-texts within the information complex. 2. To give students the ability of problem solving and the ability to interpret information technologies. 3. To give students the ability to read and write advertising messages correctly. 4. To help students gain the ability to distinguish between “reality” and “fiction”.							
Course Content		21st Century Literacy: An Evaluation on Education and Teaching in Globalizing Media Culture, Concept of Media Literacy, Importance of Media Literacy, Concept of Media, Types of Media, Reading and Writing Media, Stages of Media Production, Form in Media, Content in Media, Writing, Sound and Sound Effects , Photography / Image / Illustration / Cartoon / Graphic, Media Literacy Approaches, Theoretical Approaches to Media Literacy, Evaluation of Impacts of Mass Media and Impact Theories, Media Impact Periods, Media Impact Theories, Media Message Types: Text Analysis, Visual Literacy, Semiotics, Semiotics Types, Semiotics Concepts: Metaphor, Metaphor, Metaphor, Metanomy, Myth, Semantic, Myth							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Aydan BAŞÇALIŞKAN DEVLİ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Medya Okuryazarlığı, Türkoğlu, N., İstanbul, 2010.
2	Medya Okuryazarlığı El Kitabı, İnal, K., Ankara, 2009.
3	Eleştirel Medya Okuryazarlığı, Şahin, A., Ankara, 2011.
4	Medyayı Okumak, Erdoğan, Eda; Akbulut, Nesrin; Mutlugün, Mine, Cinius Yayınları, 2017.
5	Göstergebilim Uygulamaları / Metinleri, Görselleri, Sanat Yapıtlarını ve Olayları Okuma, Sığırcı, İ., Seçkin Yayınları, Ankara, 2017.

Week	Weekly Detailed Course Contents	
1	Theoretical	21st Century Literacy: An Evaluation on Education and Teaching in Globalizing Media Culture, Media Literacy Concept, Importance of Media Literacy
2	Theoretical	Concept of Media, Types of Media
4	Theoretical	Reading and Writing Media, Media Production Stages
5	Theoretical	Format in Media, Content in Media: Text, Sound and Sound Effects, Photography / Image / Illustration / Cartoon / Graphic
6	Theoretical	Media Literacy Approaches: Inoculatory Approach, Conservative Approach, Empowering Approach, Critical Approach, Analytical Approach
7	Theoretical	Theoretical Approaches to Media Literacy: Benjamin Blomm - "Bloom's Classification Albert, Albert Bandura - " Social Learning Theory ", George Gerbner - " Cultural Cultivation Theory ", Marshall McLuhan - " Global Village Theory "
8	Intermediate Exam	Midterm Exam
9	Theoretical	Evaluation of Impacts of Mass Media and Impact Theories
10	Theoretical	Media Impact Periods



11	Theoretical	Media Impact Theories
12	Theoretical	Media Message Types / Text Analysis: News, Advertising, Video, Film / Series
13	Theoretical	Visual Literacy: Examination of Symbols on Visual Texts
14	Theoretical	Through Semiotics Analysis of Ads, Semiotics, Types of Semiotics, Analysis of Ads by Semiotics
15	Theoretical	Semantics Concepts: Metaphor, Metonymy, Straight Meaning / Semantic Meaning, Myth, Analysis of Ads by Semiotics
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	3	2	1	9
Midterm Examination	1	4	1	5
Final Examination	1	5	1	6
Total Workload (Hours)				76
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to define the concept of media.
2	To be able to dominate reading and writing media.
3	To be able to discuss the place and importance of media in cultural environment.
4	To have the ability to analyze the structure of the messages presented by the media.
5	To be able to edit advertising texts and analyze ads semiotically.

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess 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	To be able to own 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	To be able to possess 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	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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	4	2	2	2	4
P2	2	2	4	2	4
P3	4	4	4	4	4
P4	4	3	4	4	4
P5	4	3	4	4	4
P6	4	3	4	4	3
P7	4	3	4	4	4
P8	5	5	4	4	5
P9	4	3	4	3	5

