



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Literacy							
Course Code		HİT206		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		About the effects of the media and the media, the purpose of this course is to give information on the theories.							
Course Content		This course covers topics related to public relations and publicity / problem identification, scientific research methods and rules (content and format), scientific research, prepare proposals, includes topics such as scientific research and prepare the report. The purpose of this course, students work in the preparation of seminars to gain the basic rules and methods.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Esin ÇINAR							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Kitle İletişim Kuramları Egemen ve Eleştirel Yaklaşımlar, Levent Yaylagül, Dipnot Yayınları
2	Medya Çalışmaları Teoriler ve Yaklaşımlar, Dan Laughey, Kalkedon Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Science Insights: positivism, realism, positivism, criticism, critical theory
2	Theoretical	Explaining the operation of the basic models of communication
3	Theoretical	Strong impact studies
4	Theoretical	Mass society and the passive viewer
5	Theoretical	
6	Theoretical	Limited impact studies
7	Theoretical	The two-stage flow and opinion leaders
8	Theoretical	Audience-Centered Communication Studies
9	Theoretical	Activity of the viewer's thesis
10	Theoretical	Use Satisfaction Approach, Analysis of reception
11	Theoretical	Early critical approaches in the United States
12	Theoretical	UK critical cultural and media
13	Theoretical	Critical Theory and Habermas
14	Theoretical	Repetition

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Students will learn the historical research and studies conducted on the media.
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2	Learn the theory and the theories that have been raised about the media in general.
3	To be able to convert the passive relationship of media literacy with the mass media
4	Strengthen the critical view and develop new individual discourses
5	To think critically on media texts

Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowlegde related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3	L4
P1	5	5	4
P2	5	5	4
P3	5	5	5
P4	5	5	5
P5	5	5	4
P6	5	5	4
P7	5	5	4
P8	5	5	5
P9	5	5	5
P10	5	5	5
P11	5	5	5

