



**AYDIN ADNAN MENDERES UNIVERSITY
SULTANHISAR VOCATIONAL SCHOOL
PLANT AND ANIMAL PRODUCTION
SEEDLING PRODUCTION
COURSE INFORMATION FORM**

Course Title	Media Literacy								
Course Code	İPZ299			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	To be able to provide information about what is the concept of media literacy. To be able to bring critical and creative thinking skills to students. To be able to interpret students' problem solving skills and information technology skills. To be able to teach the correct interpretation of advertising messages. To be able to provide students with a critical perspective on the topics presented in the mass media.								
Course Content	Media Education, Media Education Methods and Techniques to be used, Theories of Mass Communication, Family, Children and Television Relations, Semiotics, TV Programmes Analyzing, newspapers and magazines Analyzing, Analyzing the Internet, Cartoon Analysis, Ad Analysis								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)	Ins. Alper Turan DEVLİ								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Lecturers Lesson Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Communication
2	Theoretical	Mass Communication Theories
3	Theoretical	Media
4	Theoretical	Media and Ethics
5	Theoretical	How to Become Media Literate?
6	Theoretical	Television
7	Theoretical	Family, Children and Television / Cartoon Analysis
8	Intermediate Exam	midterm
9	Theoretical	İnternet
10	Theoretical	Newspaper and Magazine / Investigation of the news published in the newspaper
11	Theoretical	Tv Programs Analysis
12	Theoretical	Newspapers and Magazines Inspection
13	Theoretical	İnternet (Virtual World) / Analysis of the texts published on the İnternet
14	Theoretical	evaluation
15	Theoretical	An overview

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	5	1	0	5
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*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 Introduce media education
3	To be able to gain the importance of the location of the media, and discuss the importance of the cultural environment
4	To be able to bring about the competence about media used in the training methods and techniques
5	Follows the developments in the field of media in the world

Programme Outcomes (Seedling Production)

1	Having knowledge of physiology and morphology characteristics, growth, development and biochemical events occurred in fruits, vegetables and ornamentals plants
2	Having knowledge of soil, climate and irrigation conditions grown fruits, vegetables and ornamentals plants
3	Having knowledge of identification, classification and the use areas of fruits, vegetables and ornamentals plants
4	Having practical and theoretical knowledge of production techniques of fruits, vegetables and ornamentals plants
5	Having ability to identify and to maintain diseases and pests of fruits, vegetables and ornamentals plants
6	Having knowledge of marketing techniques, standards, contributions to the economy of fruits, vegetables and ornamentals plants, legal issues
7	Having knowledge of facilities and builds grown fruits, vegetables and ornamentals plants, and tools and materials used.
8	Having ability to use effective own language and having knowledge of language in order to communicate own colleagues and own customers,
9	Having knowledge of Atatürk Principle and Revolutions and, ability to assimilate Atatürk Principle and Revolutions
10	Having an enough foreign language to able to follow new development in relation with nursery production

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

	L1	L2	L3	L4	L5
P6	4	4	4	4	4
P8	4	4	4	4	4

