



AYDIN ADNAN MENDERES UNIVERSITY 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		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
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	70

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	Internet
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	Internet (Virtual World) / Analysis of the texts published on the Internet
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 (*Medical and Aromatic Plants*)

1	Having the recognition, classification and the use areas knowledge of medical and aromatic plants
2	Having practical and technical knowledge about cultivation and production of medical and aromatic plants
3	Having knowledge of morphology, anatomy, cytology, physiology and biochemical structures of medical and aromatic plants
4	Having knowledge of importance of soil conditions to grow medical and aromatic plants
5	Having information and the ability to use materials related with basic math and basic chemistry founded on qualifications gained in secondary education
6	Having ability to use effective own language and having knowledge of foreign language in order to communicate own colleagues and own customers
7	Having ability to collect medical and aromatic plants, having knowledge of seed technology, drying and conservation of these plants
8	Having ability to identify and to fight diseases and pests of medical and aromatic plants
9	Having knowledge of all Agricultural activities
10	Having knowledge of Atatürk Principle and Revolutions and to assimilate Atatürk Principle and Revolutions
11	Having consciousness of quality
12	Having knowledge and accumulation of investigative and evaluation
13	Ability to work as an individual capable of independent decision-making ideas verbally and in writing, stating the figure to communicate in a clear and concise
14	Ability to identify plants used for medical purposes and to obtain mixtures from drugs acquired these plants
15	Having skill and knowledge of marketing techniques medical and aromatic plants

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

	L1	L2	L3	L4	L5
P13	5	5	5	5	5
P15	5	5	5	5	5

