



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 (*Business Administration Management*)

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	3
P9	3	3	3	3	3
P10	3	3	3	3	3

