AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Media Literacy						
Course Code	İPZ299		Couse 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

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	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 *(Plant Protection)*

1	To be able to learn about systematics, morphological, biological, ecological and epidemiological information about diseases, pests and weeds that cause the loss of the crop at every stage of production,
2	To be able to become familiar with agricultural management control methods and their use in control of plant diseases, pests and weeds in cultivated agricultural crops,
3	To be able to diagnose and identify plant diseases, insect, mite or nematode pests or weeds that cause economical losses in stored crops and products,
4	To be able to use pesticides safely and effectively and informed about their hazardous non-target effects on the environment and human health.
5	To be able to learn plant protection products and their practice in organic agriculture,
6	To be able to evaluate the information obtained throughout the learning process with cause-effect relations, to be able to collect data and transfer the results to practice, and to predict where, when and why to use the information
7	To be able to comply with professional, cultural, social ethic rules in his / her field and to be entrepreneurial
8	To be able to have conscious of the universality of social rights, social justice, quality and cultural values, environment protection, occupational health and safety issues
9	To be able to use information and communication technologies together with the required computer software of his / her field
10	To be able to have the necessary background and qualifications to work in public and private agriculture sectors, to be able to conduct a study independently / as a team member and to be able to comply with the relevant legislation

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	3	3	3	3	3
P7		3	3	3	3
P8		3	3	3	3
P9		3	4	5	5
P10		3	3	3	2