



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Literacy							
Course Code		SBE588		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	126 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of course is to increase the capacity of students and evaluation of a critical perspective on the media.							
Course Content		What is communication? Mass media, the media, society and culture, the media and the economy, media and ethics, media education, media literacy in the world, in Turkey, media literacy, media literacy course, television, children and family, the Internet and social media, media literacy education problems and solutions.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Mavi AKKAYA YILMAZ							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	20
Final Examination	1	60
Assignment	1	10
Term Assignment	1	10

Recommended or Required Reading

1	"Etkili İletişim ve Beden Dili" (2007) Recep Tayfun, Nobel Yayınları, Ankara
2	"İnsanları Tanıma Sanatı / Etkili İletişimin 6 Temel Yolu" (2007) Oğuz Saygın, Yakamoz Yayınevi, İstanbul
3	"Etkili İletişim" (2008) Pegem A Yayınları, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is communication?
	Preparation Work	"Etkili İletişim ve Beden Dili" (2007) Recep Tayfun, Nobel Yayınları, Ankara
2	Theoretical	Mass media
3	Theoretical	Media, society and culture
4	Theoretical	Media and economy
5	Theoretical	Media and ethics
6	Theoretical	Media training
7	Theoretical	Media training
8	Theoretical	Media training
9	Intermediate Exam	Mid-term exam
10	Theoretical	Media literacy in Turkey
	Preparation Work	"İnsanları Tanıma Sanatı / Etkili İletişimin 6 Temel Yolu" (2007) Oğuz Saygın, Yakamoz Yayınevi, İstanbul
11	Theoretical	Television, child and family
12	Theoretical	Media literacy course
13	Theoretical	Media literacy course
14	Theoretical	Media literacy education problems and solutions
	Preparation Work	"İnsanları Tanıma Sanatı / Etkili İletişimin 6 Temel Yolu" (2007) Oğuz Saygın, Yakamoz Yayınevi, İstanbul
15	Theoretical	Media literacy education problems and solutions
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42



Assignment	2	1	2	6
Reading	5	5	7	60
Midterm Examination	1	2	7	9
Final Examination	1	2	7	9
Total Workload (Hours)				126
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Communication and knowledge about the types.
2	To obtain information about the effects of the media
3	The development of media literacy in Turkey and in the world knows.
4	Knows that media literacy course program
5	Knows that media literacy course program

Programme Outcomes (Social Studies Education Master)

1	To be able to gain subject knowledge of profession in theory and practice in the learning process.
2	To be able to make plans related to the subject-matter and gain the competence of using the appropriate approach, strategy, technique for the plans in the learning process
3	To be able to gain teaching skills of the profession throughout the learning process.
4	To be able to implement teaching profession knowledge, skills, attitudes and habits related to the subject-matter in a real teaching and learning environment in the learning process
5	To be able to comprehend contemporary approaches of education and the philosophies they are based on.
6	To be able to gain the basic skills such as comprehending, expressing, commenting, evaluating, being aware and enterprising, communicating, acknowledging the individual related to the subject-matter.
7	To be able to be individuals faithful to the Principles and Revolutions of Atatürk, modern democratic, secular, protecting and developing one's country, being alive to the nation, respecting human rights, preserving the nature, not being discriminatory, giving importance to the traditions and customs, protecting the values
8	To be able to improve oneself in terms of sport, art and culture.
9	To be able to be individuals believing in lifelong learning
10	To be able to educate individuals who keep up with developments in social, economic, technological and scientific areas, who investigate the main reasons of World problems and try to contribute to the solution of these problems.

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

	L1	L2	L3	L4
P1	5	4		
P2	5	3	3	4
P3	4	4	4	

