



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Critical Media Literacy							
Course Code		EYT515		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	128 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In this course it is aimed to explain the importance, benefits and methods of critical media literacy and to gain knowledge about media literacy by a critical viewpoint							
Course Content		Media, Media tools today, Critical theory, critical evaluation of the news in media							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Eleştirel Medya Okuryazarlığı: Abdurrahman Şahin, Anı Yayıncılık, Ankara, 2011.
2	Medya Okuryazarlığı El Kitabı, Kemal İnal, Ütopya Yayınevi, Ankara, 2009.
3	Eleştirel Medya Okuryazarlığı, Mutlu Binark, M.Gencel Bek, , Kalkedon Yayınları, İstanbul, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the course
2	Theoretical	Why media literacy? Why Critical PEducation? Why critical media literacy?
3	Theoretical	Critical pedagogy: Concepts, historical development
4	Theoretical	The structure of of media messages
5	Theoretical	Media literacy in the context of communication process
6	Theoretical	Media literacy: Theories and principles
7	Theoretical	Media literacy studies in the world
8	Intermediate Exam	Midterm Exam
9	Theoretical	Media literacy in Turkey
10	Theoretical	The structure of the programme and basic approach
11	Theoretical	Media literacy and education
12	Theoretical	Critical theory in education



13	Theoretical	News from media
14	Theoretical	News from media
15	Theoretical	General Evaluation
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	3	112
Midterm Examination	1	5	3	8
Final Examination	1	5	3	8
Total Workload (Hours)				128
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Investigates the effects of media on social, cultural and economic life
2	Comprehends the importance of perceiving and analysis of media messages
3	Interprets TV watching habits and results by scientific researches
4	Comprehends the importance of critical theory in education
5	Analyzes the news in the media critically

Programme Outcomes (Educational Administration Supervision Planning and Economics Master's Without Thesis)

1	To be able to deepen the collected knowledge related to education toward basic theories and applications of Educational Administration and evaluate the relationships between the theories and applications related to educational administration and supervision.
2	To be able to comprehend the relationships between Educational Administration and psychology, sociology, philosophy, management, economy, political sciences and other related disciplines and to carry out interdisciplinary studies by using gained knowledge and abilities related to Educational Administration
3	To be able to apply the knowledge obtained to different level educational organizations in order to be developed and be managed effectively
4	To be able to identify the problems of educational administration and supervision by using the knowledge obtained in Educational Administration and to develop new point of views by using the knowledge obtained from related disciplines
5	To be able to propose solutions to the problems of educational system by using qualitative and quantitative research methods and by mounting the problems of Educational Administration in the problem-solving framework.
6	To be able to develop necessary skills of using statistical softwares in order to carry out a scientific research and to use knowledge and communication technologies necessary for sharing knowledge and data
7	To be able to develop solution models toward the problems of Educational Administration by using related theories and approaches and to apply these solution models to the total system
8	To be able to gain the knowledge necessary for carrying out independent studies in Educational Administration and to apply teamwork skills in order to reach effective results in interdisciplinary studies

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	2	5	5	4
P2	3	2	5	5	4
P3	3	2	5	5	4
P4	3	2	5	5	4
P5	3	2	5	5	4
P6	3	2	5	5	4
P7	3	2	5	5	4
P8	3	2	5	5	4

