



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication Skills							
Course Code		SPYB514		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To introduce the field of media literacy, a new discipline in communication sciences; to draw attention to media texts and sexist, racist, discriminatory discourses / structures in the media sector and to comprehend its importance in media literacy.							
Course Content		This lesson focuses on the necessity, nature of media literacy, basic approaches in the field, principles, critical media literacy and media literacy education, critical thinking, civics, gender, relationship with hate speech and new media literacy.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Problem Solving					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	All kinds of scientific studies and publications related to the field.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Teaching Methods, Techniques and Strategies
2	Theoretical	Importance Of Human Relations In Social Life
3	Theoretical	Characteristics and elements of communication process
4	Theoretical	Communication Types and Features
5	Theoretical	Self-Recognition Process in Communication
6	Theoretical	Communication Barriers
7	Theoretical	Active Listening
8	Intermediate Exam	Midterm
9	Theoretical	You Language and I Language in communication
10	Theoretical	Empathy In Communication
11	Theoretical	Effective Family Communication
12	Theoretical	Effective Communication In-House
13	Theoretical	Effective Communication In Class
14	Final Exam	Final Exam.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	3	10	2	36
Individual Work	2	12	1	26
Midterm Examination	1	9	1	10
Final Examination	1	10	1	11
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Explain the basic components of media by classifying
2	Knows that media texts, including news, are fiction.



3	He / she understands that the media reproduces the inequalities and distortions in the current social structure through the representations and discourses presented by the media; he / she recognizes the role the media plays in the shaping of mental maps and criticizes the discriminatory, racist, militaristic and sexist discourses circulated in the media texts.
4	He realizes that media literacy is part of a critical sense of civics.
5	Understands that the media is structurally biased because of its economic and industrial functioning.

**Programme Outcomes (Sports Management Sciences Master)**

1	To be able to explain the elements of management and organization and to apply management functions to sports organizations
2	Focus on strategic approach in the management of sports organizations
3	To comprehend the ethical and legal elements of sports industry
4	To have social responsibility in the solution of responsible issues in private and public spheres
5	To understand the importance of the global environment on the practices of sports organizations
6	To develop research, planning, execution and conclusion skills.
7	To be able to identify and explain the internal and external factors that shape and affect sports both in our country and in the world.
8	To be able to work independently in the process of solving problems, using initiative, developing creativity skills and making teamwork

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

	L1	L2	L3	L4	L5
P2				3	
P4		4			
P5			3		
P6	4				
P7					4
P8					4

