



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|                                                  |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |                                          |   |                                 |   |            |   |
|--------------------------------------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------------------------|---|---------------------------------|---|------------|---|
| Course Title                                     |   | Media Literacy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |                                          |   |                                 |   |            |   |
| Course Code                                      |   | EFS162                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            | Course Level                             |   | First Cycle (Bachelor's Degree) |   |            |   |
| ECTS Credit                                      | 3 | Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 75 (Hours) | Theory                                   | 2 | Practice                        | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | <p>The rapid development in science and technology, which started in the 20th century and still continues, has also been effective in the field of communication as it has been in every field and led scientists to define the past century as gelişme information age bilim. In parallel with the development of mass media, the increase in the diversity of communication channels has brought about the problem of content filling, while on the other hand, the problem of how to reach the in right information içerik in the abundance of taraf information ir and u information K has been revealed. The fact that the quantitative increase in communication channels is not reflected to the quality at the same rate is seen as one of the important factors triggering the problem described above. With the support of the electronic media, the diversity of the channels offered by the technology creates a center of attraction for children from adults to adults. Under this intense information, especially children, without the chance to choose the material presented and unconsciously directly receive and are affected at that rate. The easy accessibility of mass media means that various publications, which can be effective in every field from individual to society, come into our house and cause not only adults but also children to be influential. The aim of this course is to explain the effects of popular culture and consumption culture on individuals, to inform them about how social media and other media should be affected by individuals and to inform them about how they should use social media in order to reach the right information.</p> |            |                                          |   |                                 |   |            |   |
| Course Content                                   |   | <p>Course Content; to provide information literacy to prospective teachers; conscious use of internet and social media; effects of social media on individuals; dissemination and dissemination power; power of news dissemination; media and perception management; legal rights and responsibilities for media and the Internet; Copyright; the right to personality; information confidentiality; privacy violation; use of language in the media; value of news and quality analysis; popular culture; male and female roles in the media; consumer culture and advertising; to have an idea about stereotyping in media</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |                                          |   |                                 |   |            |   |
| Work Placement                                   |   | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |                                          |   |                                 |   |            |   |
| Planned Learning Activities and Teaching Methods |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            | Discussion, Case Study, Individual Study |   |                                 |   |            |   |
| Name of Lecturer(s)                              |   | Assoc. Prof. Mehmet Taha ESER, Lec. Fulya TORUN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |                                          |   |                                 |   |            |   |

### Assessment Methods and Criteria

| Method              | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1        | 40             |
| Final Examination   | 1        | 70             |

### Recommended or Required Reading

|   |                                      |
|---|--------------------------------------|
| 1 | Medya okuryazarlığı, Nurçay türkoğlu |
|---|--------------------------------------|

| Week | Weekly Detailed Course Contents |                                                                           |
|------|---------------------------------|---------------------------------------------------------------------------|
| 1    | Theoretical                     | What is communication, types of communication, what is mass communication |
| 2    | Theoretical                     | What is media literacy                                                    |
| 3    | Theoretical                     | Why is media literacy necessary?                                          |
| 4    | Theoretical                     | The historical process of media literacy                                  |
| 5    | Theoretical                     | Theoretical and practical approaches in media literacy                    |
| 6    | Theoretical                     | Media society and culture                                                 |
| 7    | Theoretical                     | Media literacy and learning                                               |
| 8    | Intermediate Exam               | midterm                                                                   |
| 9    | Theoretical                     | Media literacy and child education                                        |
| 10   | Theoretical                     | Internet literacy and digital fate                                        |
| 11   | Theoretical                     | A political view of media literacy                                        |
| 12   | Theoretical                     | Media and economy                                                         |
| 13   | Theoretical                     | Media and ethic                                                           |



|    |             |                                        |
|----|-------------|----------------------------------------|
| 14 | Theoretical | Afis preparation-newspaper preparation |
| 15 | Theoretical | General evaluation                     |
| 16 | Final Exam  | Final                                  |

**Workload Calculation**

| Activity                              | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory                      | 14       | 1           | 2        | 42             |
| Assignment                            | 10       | 1           | 1        | 20             |
| Midterm Examination                   | 1        | 4           | 1        | 5              |
| Final Examination                     | 1        | 7           | 1        | 8              |
| Total Workload (Hours)                |          |             |          | 75             |
| [Total Workload (Hours) / 25*] = ECTS |          |             |          | 3              |

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

|    |                                                                                                                    |
|----|--------------------------------------------------------------------------------------------------------------------|
| 1  | Recognize the basic concepts about media                                                                           |
| 2  | Classify functions by recognizing the media.                                                                       |
| 3  | Examines the effects of media on social, cultural and economic life.                                               |
| 4  | Believes in the importance of adhering to ethical rules in media publications.                                     |
| 5  | Recognizes the importance of perceiving and analyzing media messages by recognizing the concept of media literacy. |
| 6  | Analyze the relationship between news and photos in the newspaper                                                  |
| 7  | Recognize the elements of communication.                                                                           |
| 8  | Classify the mass media by describing the mass communication.                                                      |
| 9  | Recognize the relationship between communication and mass communication                                            |
| 10 | Classify communication types and give examples.                                                                    |

**Programme Outcomes (Social Studies Teacher Education )**

|    |                                                                                                                                                                                                                                                                                                                                             |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 skills of the teaching profession in 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 become individuals faithful to the Principles and Revolutions of Atatürk, be 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 become 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 | L5 | L6 | L7 | L8 | L9 | L10 |
|-----|----|----|----|----|----|----|----|----|----|-----|
| P1  |    | 4  |    |    |    |    |    |    |    |     |
| P2  |    | 4  |    |    |    |    | 4  |    |    |     |
| P3  |    |    |    |    | 4  |    | 4  |    |    | 4   |
| P4  | 4  |    |    |    | 4  |    |    | 4  |    | 4   |
| P5  | 4  |    |    |    | 4  | 4  |    | 4  |    | 4   |
| P6  |    |    | 4  |    |    | 4  |    | 4  |    |     |
| P7  |    |    | 4  |    |    |    |    |    | 4  |     |
| P8  |    |    | 4  | 4  |    |    |    |    | 4  |     |
| P9  |    |    |    | 4  |    |    |    |    |    |     |
| P10 |    |    |    | 4  |    |    |    |    |    |     |

