



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Media Literacy and Education							
Course Code		SBÖ455		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Students ' television, radio, print media, internet etc. to gain the ability to analyze, evaluate and communicate messages in media, as well as to gain critical perspectives on written, visual and audio media.							
Course Content		1-media literacy, communication process and types 2-Mass Communication from communication to communication 3-structure of media institutions 4-media message creation: coding and decoding 5-phenomenon of magazine 6-popular culture 7-media literacy experiences of countries 8-theories of Media Literacy 9-principles of media literacy 10-media literacy in Turkey 11-Case Study Analysis; audience and sensationalism 12-case study							
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	40
Final Examination	1	70

### Recommended or Required Reading

1	Öztürk, Cemil ve Otluoğlu, Rahmi. (2002). Sosyal Bilgiler Öğretiminde Edebi Ürünler ve Yazılı Materyaller, Pegem Akademi Yayınları. Ankara
2	Arvas, Ahmet Sırrı (2004). Ottoman, Historical Thought Books. İstanbul.
3	Şeker, Mustafa (2018). Değer Sizseniz Değer Sizsiniz. Babıali Kültür Yayıncılık, İstanbul.
4	Oral, Ertuğrul (2002). Tarihimizden nükteler, Veli Yayınları. İstanbul. -Kaplan, Mehmet.(1995) Hikâye Tahlilleri, Dergah Yayın. İstanbul

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction And Media Literacy Course Information
2	Theoretical	Introduction to audiovisual literacy
3	Theoretical	Responsibilities Of Media And The Importance Of Conscious Media Literacy
4	Theoretical	Introduction To Semiotics And Indicator Analysis
5	Theoretical	Definition Of Media Literacy Ad Banner Analysis
6	Theoretical	Critical media literacy historical background and ideology
7	Theoretical	Why Is Media Literacy Education Necessary?
8	Theoretical	Ad And Ad Analysis
9	Theoretical	intermediate
10	Theoretical	Visual Forms And Effects Of Media
11	Theoretical	How should we read and evaluate the news? How to ensure regular follow-up of columnists and agenda?
12	Theoretical	The movies, the series and the place in our lives. What is the full value of movies and shows in real life? Requirements to be conscious audience...
13	Theoretical	Social media use in Turkey and in the world...
14	Theoretical	The effects of social, visual and written media on Turkish cultural life and family factor, case studies and discussion



15	Theoretical	The effects of social, visual and written media on Turkish cultural life and family factor, case studies and discussion
16	Final Exam	final

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	1	0	8	8
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	Understand the importance of media literacy.
2	Recognizes mass media
3	Understand the evolution and effects of media organs in the historical process
4	Analyzes the effects of media on individual and society.
5	Analyzes different theories, approaches and discussions in media literacy.

**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	L4	L5
P1				4
P2				4
P3				4
P4			5	
P5			5	
P6			5	
P7	5			
P8	5			
P9		4		
P10		5		

