

DEPARTMENT OF CULTURAL AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

Course Details				
Code		Academic Year		Semester
KKW 302		3		6
Title		T	A	L
Media Literacy		2	1	6
Language	Turkish			
Level	Undergraduate	x	Graduate	Postgraduate
Department / Program	Cultural and Communication Sciences			
Forms of Teaching and Learning	Face to Face			
Course Type	Compulsory	x	Elective	
Objectives	It is aimed to acquire the ability to reach, analyze, evaluate and transmit the messages in the media and gain a critical viewpoint towards the written, audiovisual media			
Content	Media literacy, communication processes and types 2-Mass communication from communication 3-Structure of media institutions 4-Creating a media message: encoding and encoding 5-The phenomenon of magazineization 6-Popular culture 7-Countries' media literacy experiences 8- Media literacy theories 9- Media literacy principles 10-Media literacy in Turkey 11-Case analysis; Roughening and sensation 12-Case analysis; Ads, entertainment, sports, and travel			
Prerequisites	-			
Coordinator	Assoc. Prof. Dr. A. Elif Posos Devrani			
Lecturer(s)	Assoc. Prof. Dr. A. Elif Posos Devrani			
Assistant(s)	Research Assist. İpek Kesici			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Eleştirel Medya Okuryazarlığı, Mutlu Binark, Mine Gencel Bek, Kalkedon Yayınları 2010			
Other Sources	-			
Additional Course Material				
Documents	-			
Assignments	-			
Exams	-			
Course Composition				
Mathematics und Basic Sciences				%

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Engineering		%
Engineering Design		%
Social Sciences	30	%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge	70	%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz	-	-
Assignments	-	-
Attendance	-	-
Recitations	-	-
Projects	-	-
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	10	10	100
Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
Total Work Load			130
ECTS Points (Total Work Load / Hours)			4

Learning Outcomes

1	Learn the importance of media literacy.
2	Recognizes the mass media.
3	Experience the evolution and influences of media organs in the historical process.
4	Analyze the effects of the media on the individual and society.
5	Analyze different theories, approaches and debates in media literacy

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6	
7	
8	
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11	
12	

Weekly Content

1	Course Intriduction: Content – Importance – Policies and Requirements.
2	Traditional Literacy- 21. Century Literacy, Media Literacy, Visual Literacy
3	The basic principles of Media Literacy – Image and the power of image
4	Discussion of the case studies with the key content of the media literacy
5	Europe –US and world studies preformed on media literacy and historical process
6	The ability to produce audio-visual and written media messages
7	Analysis of Media Texts – Critical Reading of TV and Film Arts outputs
8	Midterm
9	Analysis of Media Texts – Critical Reading of TV and Film Arts outputs
10	Values Analysis on Media Literacy
11	Media literacy and journalism
12	Film and Media Literacy
13	Medialiteracy and internet
14	Media Literacy and Advertising
15	Final

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1	4	3	3	4	4		
2	4	3	3	4	4		
3	4	3	3	4	4		
4	4	3	3	4	4		
5							
6							
7							
8							
9							
10							



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11							
12							
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High						
https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&curSunit=209							
Compiled by:	Research Assist. İpek Kesici						
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