

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

Course Details					
Code		Academic Year			Semester
KKW302		3			6
Title		T	U	L	ECTS
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	1-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 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	Assist. Prof. Dr. A. Elif Posos Devrani	
Lecturer(s)	Assist. 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 Gencil Bek, Kalkedon Yayınları 2010	
Other Sources	-	
Additional Course Material		
Documents	-	
Assignments	-	
Exams	-	
Course Composition		
Social Sciences	30	%
Field	70	%
Assessment		
	Count	Percentage (%)
Midterm Exam	1	40%
Quiz	-	-
Assignments	-	-
Attendance	-	-

Recitations	-	-
Projects	-	-
Final Exam	1	60%
Total		100%

ECTS Points and Workload

Activity	Count	Duration	Total Workload (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 Workload			130
ECTS Points (Total Workload/ 28)			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
Weekly Content	
1	Course Introduction: 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 performed 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	Media literacy 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	-	-

Contribution Level: 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

Compiled by:

Asisst. Prof. Dr. A. Elif Posos Devrani

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