



COURSE INFORMATION FORM

		SEMESTER		FALL		
COURSE CODE	141317022	COURSE NAME	MEDIA LITERACY			

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
7	2	0	0	2	2	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
			1	1

EVALUATION CRITERIA			
ASSESSMENT		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam	Written Exam	40
FINAL		Written Exam	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
BRIEF CONTENTS	Media literacy in the world and in Turkey, Communication process, elements and types of communication, Mass media, Political and economic dimension of media, The role of television, TV program genres, Family, children and television, Negative impact of television, TV program analysis, stimulating symbols, radio program genres and analysis, Basic concepts in newspaper and magazine publishing, photograph, Media and ethical principles
COURSE OBJECTIVES	To create awareness in media literacy, examine media through viewer and to supply media criticism
CONTRIBUTION TO VOCATIONAL EDUCATION	<ul style="list-style-type: none">Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.
LEARNING OUTCOMES	<ul style="list-style-type: none">Awareness in media literacy.Ability to define mass media and its functions.Ability to explain the impacts of mass media with examples.Comprehension of political economical structure of media.
TEXTBOOK	Türkoğlu, Nurçay (2011), Medya Okuryazarlığı, İstanbul: Porşümen
REFERENCES	-
MATERIALS	-



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Media literacy and its importance
2	Media literacy in the world and in Turkey
3	Communication process, elements and types of communication
4	Mass media
5	Political and economic dimension of media
6	The role of television as a mass media medium and television broadcasting in Turkey
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Television program genres
10	Family, child and television (TV watching habits)
11	Negative impact of television, TV program analysis, stimulating symbols
12	Radio, its function, radio program genres and analysis
13	Basic concepts in newspaper and magazine publishing
14	Media and ethical principles
15-16	FINAL EXAMS

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.			X
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.	x		
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.	x		
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			X
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.	x		
6	Ability to understand and practice the design process, its steps, and production techniques.	x		
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.	x		
8	Ability to utilize various artistic and industrial production techniques.	x		
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.		x	
10	Awareness for the protection of nature and the environment as well as eco-design,	x		
11	Ability to prepare social responsibility projects in order to raise design awareness.	x		

LECTURER	SIGNATURE	DATE
Ayşe SARITAŞ		23.04.2016