Course Syllabus

Code - Course Title	**STV203 - Media Literacy**
Course Type	III. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. DR. ESRA FIRATLI TÜRKER

Mode of Delivery	The mode of delivery of this course is face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Şimşek Cinman, M., Türkoğlu, N., (2016) Media Literacy, İstanbul, Pales Press
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction and discussion of basic concepts	
Week - 2		Communication process and elements	
Week - 3		Dynamics that shape mass communication	
Week - 4		The media's language and its reconstruction of reality	
Week - 5		The contemporary equivalent of the media's agenda-setting theory	
Week - 6		The contemporary equivalent of the spiral of silence theory in the media	
Week - 7		Contemporary equivalents of cultivation theory in the media	
Week - 8		Definition and historical development of media literacy	
Week - 9		What is media literacy? What is not?	
Week - 10		Media literacy in the transition from mass society to network society	
Week - 11		Digital media and changing audience roles	
Week - 12		Perception management and media literacy	
Week - 13		An analysis of current media issues from a critical media literacy perspective	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		General discussions and assessments about media literacy	

Learning Outcomes

#	Learning Outcome
1	Explains Basic Concepts: Defines the concepts of communication process, dynamics of mass communication and media literacy and summarizes the historical development of these concepts.
2	Adapting Media Theories to the Present Day: Interprets fundamental mass communication theories (Agenda Setting, Spiral of Silence, Enculturation) through the lens of today's digitized media ecosystem.
3	It analyzes the fictional structure of media: It examines how media reconstructs "reality" using its own language and how it operates perception management processes.
4	It evaluates audience transformation: In the transition from traditional mass society to network society, it compares the roles of those who transform from passive viewers to active digital media users.
5	It conducts critical media analysis: It questions current media agendas, news, and content from a critical media literacy perspective, producing its own independent assessments.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**