

Management Information Systems (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI276		
Course Name:	Gender and Media		
Semester:	Fall Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. SADI KERİM DÜNDAR		
Course Lecturer(s):	Ceren Saran Doğan		
Course Assistants:			

Course Objective and Content

Course Objectives:	This course aims to question the role of the media in constructing representations of gender, race, class, ethnicity and sexuality, etc. This course examines these industries' function in producing and reproducing gender roles by the medium.
Course	This course focuses on the basic concepts and approaches to gender and the relationship

Content:	between gender and media. This course draws attention to the importance of the media industry in the production of ideology and meaning and examines the role of the media industry in the production and reproduction of gender roles. The basic theoretical approaches to gender are discussed in their historical context. In this course, gender representations in cultural products produced by the media and culture industries are analyzed.
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Learning Outcomes

The students who have succeeded in this course;

- 1) • Distinguish between the concepts of sex and gender.
- 2) • Comprehends the media industry's role in the production and reproduction of ideology and gender.
- 3) • Be informed about the basic approaches to the media industry, ideology production, audience and reception studies in the field of media and communication studies
- 4) • Analyze gender discrimination in content produced in different media mediums.
- 5) • Determine gender, race, class and sexual identity stereotypes in cultural products produced by the media industry.

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction: Basic Concepts Why should we discuss gender and media relations?	
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2)	Media Industries and Ideology: Mainstream Studies, Political Economy, Cultural Studies	
3)	Sex and Gender: Social and Cultural Construction	
4)	Women's Movement, Body and Power	
5)	Feminism, Patriarchy and Capitalism	
6)	Masculinity Studies	
7)	Queer Theory	
8)	Representation, Reception, and Stereotypes	
9)	Gender Representation on Television	
10)	Gender Representation in Advertising	
11)	Gender Representation in Cinema	

12)	Gender Representation in News Media and Online Journalism	
13)	Digital Platforms, Algorithms, Bias and Discrimination	
14)	Social Media: Presentation of digital-self in everyday life	

Sources

Course Notes / Textbooks:	<ul style="list-style-type: none"> • Dines, G., Humez, J.M. (2015) Gender, Race, and Class in Media: A Critical Reader (4th ed.). SAGE. • Critical Media Project (CMP), https://criticalmediaproject.org/ • Feminist Principles of the Internet (2016). https://feministinternet.org/en
References:	<ul style="list-style-type: none"> • Dines, G., Humez, J.M. (2015) Gender, Race, and Class in Media: A Critical Reader (4th ed.). SAGE. • Critical Media Project (CMP), https://criticalmediaproject.org/ • Feminist Principles of the Internet (2016). https://feministinternet.org/en

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.					
2) Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.					
3) Uses different information technologies and systems for understanding and solving various business problems.					
4) Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.					
5) Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.					
6) Gains technical and managerial contributions to IT projects and takes responsibility.					
7) Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.					

8) Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	1	2	3	4	5
9) Develops teamwork, negotiation, leadership and entrepreneurship skills.					
10) Has universal ethical values, social responsibility awareness and sufficient legal knowledge.					
11) Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.					
12) Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.					
13) It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.	3
2)	Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.	3
3)	Uses different information technologies and systems for understanding and solving various business problems.	2
4)	Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.	3
5)	Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.	3
6)	Gains technical and managerial contributions to IT projects and takes responsibility.	2
7)	Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.	3

8)	Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	3
9)	Develops teamwork, negotiation, leadership and entrepreneurship skills.	3
10)	Has universal ethical values, social responsibility awareness and sufficient legal knowledge.	3
11)	Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.	2
12)	Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.	3
13)	It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	3

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
total		%
PERCENTAGE OF SEMESTER WORK		% 0
PERCENTAGE OF FINAL WORK		%
total		%

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	3			42
Study Hours Out of Class	3	6			18
Project	3	9			27
Homework Assignments	2	10			20
Final	1	7			7
Total Workload					114