

Dentistry (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		
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 Content:	This course focuses on the basic concepts and approaches to gender and the relationship 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.

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) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.					
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.					
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.					
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.					
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.					
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.					
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.					

Course Learning Outcomes	1	2	3	4	5
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.					
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.					
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.					
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.					
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society					
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.					
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.					
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	

3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
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Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
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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