

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

## Course Introduction and Application Information

Course Code:	UNI023		
Course Name:	Media Literacy		
Semester:	Spring Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:			
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF-EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. OYA HACER ADIGÜZEL		
Course Lecturer(s):	Dr. Şükran Pakkan		
Course Assistants:			

## Course Objective and Content

Course Objectives:	1- To examine the impact of mass media and the content offered on the social, cultural and economic life depending on the consumption habits of the target audience, 2- Understanding the effects of media on societies, readers and listeners 3- Propaganda-persuasion techniques and public opinion formation, perceptions, prejudices and stereotypes (stereotypes) to be noticed, to distinguish between reality and fiction (interpretation,
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	opinion, etc.), 4- To teach the ability of critical reading and interpretation-analysis of messages with media literacy in visual, written and auditory media.
Course Content:	With the power of the media, the effect of the mass media on societies, the shaping of the changing and developing mass media in the globalization process according to the new world order and new discourses, the pressures on the media, the influence of the states, the democratization of the media and the censorship mechanisms, freedom of expression, personality rights, information public interest, written and visual media critical reading / viewing in the world and approach to media literacy in Turkey.

## Learning Outcomes

The students who have succeeded in this course;

- 1) . Have knowledge about the functioning of media, the basic concepts and effects of news and messages.
- 2) Learn to understand and analyze the language of media correctly.
- 3) Learns the production processes of the contents prepared in the media and can read critically.
- 4) Instead of passively absorbing the media messages, he sees what is being actively absorbed into him and becomes difficult to persuade.
- 5) Becomes an active reader, can produce alternative media content.

## Course Flow Plan

Week	Subject	Related Preparation
1)	Media and Communication	
2)	Media Education and Media Studies	
3)	Basic Concepts, Literacy, Media Literacy	
4)	Overview of Media Literacy	
5)	Approaches to Media Literacy	
6)	Principles of Media Literacy Education	
7)	Models of Media Literacy	
8)	Midterm Exam	
9)	A Critical Approach to the Media	
10)	Active Audience & Theories and Approaches	
11)	Media Literacy Education and Practices Around the World	
12)	Media Literacy Education and Practices in Turkey	

13)	Digital Rights and Responsibilities	
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## Sources

Course Notes / Textbooks:	İletişimin ABC'si- Ünsal Oskay, İletişim Araştırma ve Kuramları Prof. Dr. Şermin Tekinalp, Temel Gazetecilik Prof. Dr. Oya Tokgöz, Medya Okuryazarlığı El Kitabı-Kemal İnal
References:	Temel Gazetecilik Prof. Dr. Oya Tokgöz, Medya Okuryazarlığı El Kitabı-Kemal İnal

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.					
2) The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.					
3) The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.					
4) The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.					
5) In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.					
6) The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.					
7) While carrying out her/his profession, the graduate fulfils her/his duties and					

obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.	1	2	3	4	5
8) The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.					
9) The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.					
10) To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.					
11) The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.					
12) The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.					
13) During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.					
14) The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.					
15) The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.					
16) The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.					
17) The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.					
18) The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.					

19) When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.	1	2	3	4	5
20) The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.					
21) The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.					
22) The graduate effectively manages individual study and learning processes and career development.					
23) The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.					
24) The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.					

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.	
2)	The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.	
3)	The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.	
4)	The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.	

5)	In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.	
6)	The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.	
7)	While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.	
8)	The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.	
9)	The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.	
10)	To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.	
11)	The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.	
12)	The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.	
13)	During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.	
14)	The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.	
15)	The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.	
16)	The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.	
17)	The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including	

	individuals and groups that require a special approach and have different sociocultural characteristics.	
18)	The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.	
19)	When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.	
20)	The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.	
21)	The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.	
22)	The graduate effectively manages individual study and learning processes and career development.	
23)	The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.	
24)	The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.	

## Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 15
Project	1	% 10
Midterms	1	% 25
Final	1	% 50
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
<b>total</b>		<b>% 100</b>

**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	1	3		56
Homework Assignments	1	1	1	14	16
Midterms	2	1	1	14	32
Final	1	5	2	14	21
Total Workload					125