

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>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>		
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:	<p>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,</p> <p>2- Understanding the effects of media on societies, readers and listeners</p> <p>3- Propaganda-persuasion techniques and public opinion formation, perceptions, prejudices and stereotypes (stereotypes) to be noticed, to distinguish between reality and fiction (interpretation,</p>
--------------------	--

	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)	Literacy and Information Literacy - Basic Definitions and Concepts	
2)	Media General status- History, Development Process, Current Situation in the World and Turkey	
3)	The Communication Age and Economic-Political and Sociocultural Effects of Media as a Medium of Culture Industry	
4)	Media Message Types and Their Effects	
5)	Information and News: Agenda Setting, Propaganda, Manipulation	
6)	Power of dissemination and deception: Media and perception management, Persuasion, Proof, Background	
7)	Literacy and Approaches of Bloom, Bandura, Gerbner and McLuhan	
8)	Critical reading concept - critical viewership	
8)	Critical reading concept - critical viewership	
9)	Midterm Exam	

10)	Consumer culture and media: Stereotyping in the media	
11)	Female and male roles in the media	
12)	Female and male roles in the media	
13)	New Media and Digital Critical literacy	
14)	The Right to Be Forgotten - Media Literacy Research, Effects of Media Usage, Discussion	

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) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.					
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.					
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.					
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.					
5) can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.					

6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	1	2	3	4	5
7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.					
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.					
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.					
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.					
11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.					
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.					
13) can collect health data, analyze them, present them in summary, and prepare forensic reports.					
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.					
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.					
16) knows health policies and is able to evaluate their effects in the field of application.					
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.					
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.					

Course - Learning Outcome Relationship

--	--	--	--	--	--

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	
2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
8)	knows the clinical decision-making process, evidence-based medicine practices and current approaches.	
9)	knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	
10)	knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.	
11)	is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.	

12)	knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.	
13)	can collect health data, analyze them, present them in summary, and prepare forensic reports.	
14)	knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.	
15)	knows employee health, environment and occupational safety issues and takes responsibility when necessary.	
16)	knows health policies and is able to evaluate their effects in the field of application.	
17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	
18)	applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.	

Assessment & Grading

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

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42

Study Hours Out of Class	14	14
Homework Assignments	14	14
Midterms	14	22
Final	14	26
Total Workload		118