

| | | | |
|-----------|--------------------|----------------------|------------------|
| Dentistry | | | |
| Bachelor | TR-NQF-HE: Level 6 | QF-EHEA: First Cycle | EQF-LLL: Level 6 |

Course Introduction and Application Information

| | | | |
|---|---|--|--|
| Course Code: | UNI023 | | |
| Course Name: | Media Literacy | | |
| Semester: | 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: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. 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, opinion, etc.),</p> |
|--------------------|--|

| | |
|-----------------|---|
| | 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 | |
| | | |

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) 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. | | | | | |
| 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. | 1 | 2 | 3 | 4 | 5 |
| Course Learning Outcomes | | | | | |
| 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. | |
| 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. | |

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 | 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 |