

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>
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	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	
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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) 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.	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.	
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	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