

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

Course Introduction and Application Information

Course Code:	UNI045		
Course Name:	Heuristik Optimization		
Semester:	Fall Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
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:	Prof. Dr. AYBIKE SERTTAŞ		
Course Lecturer(s):	Assoc Prof Aybike Serttaş		
Course Assistants:			

Course Objective and Content

Course Objectives:	In the Television and Daily Life Criticism course, television, which is a mass communication medium, different media products such as television series, news, advertisements and current shows transmitted to the audience in an uninterrupted flow, will be critically evaluated.
Course	"Why are we watching TV?" Starting from the question, many issues will be scrutinized, from the

Content:	function of spreading ideology to the uniformization of the masses, from the ability to create opinion and obedience, to being a commercial tool. In this context, the main topics of the course are television and representation, sexism, speciesism, television as a popular culture producer, rating system, television dramatization, TV's contribution to social memory and television narrative in general.
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Learning Outcomes

The students who have succeeded in this course;

- 1) Theoretically explains the question of why we watch television.
- 2) Describes the culture industry on television.
- 3) Knows the rating system.
- 4) Knows TV narrative.
- 5) Evaluates TV broadcasts in terms of speciesism, ageism, sexism and representation.

Course Flow Plan

Week	Subject	Related Preparation
1)	General analysis of television as a mass medium	
2)	Functioning of the rating system and its effect on TV productions	
3)	The change of television news from past to present within the framework of economic, social and political developments in the world.	
4)	Where are the ads in the television narrative?	
5)	CNN Effect, Vietnamese effect, commercialization, liberalism and other concepts.	
6)	Why do we watch TV? Uses and gratification theory and other theories.	
7)	Midterm studies	
8)	Television and social memory	
9)	Television and sexism	
10)	The use of children as television products and consumers of TV products at the same time	
11)	Narrative of TV shows	
12)	Agism on TV	
13)	TV critiques on TV	

14)	TV as a movie character	
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Sources

Course Notes / Textbooks:	Erol Mutlu, Televizyon ve Toplum Sevilay Çelenk, Televizyon Temsil Kültür
References:	Nilgün Chevignon, Televizyon ve İçimizdeki Şiddet

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.					

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.	1	2	3	4	5
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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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	% 50
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	3			42
Study Hours Out of Class	14	5			70
Homework Assignments	1	6			6
Final	1	7			7
Total Workload					125