

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

Course Introduction and Application Information

Course Code:	UNI149		
Course Name:	Media and Society		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
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. PEYAMI ÇELİKCAN		
Course Lecturer(s):	Peyami Çelikcan		
Course Assistants:			

Course Objective and Content

Course Objectives:	This course aims to provide a comprehensive understanding of media and society relations in accordance with communication theories
Course Content:	The course will be covered by following topics: development of mass media, the effects of mass media, mass communication, functions of mass communication, communication theories

Learning Outcomes

The students who have succeeded in this course;

- 1) Understanding mass media and mass communication
- 2) Understanding effects of mass media on society
- 3) Understanding communication theories

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to communication	
2)	Basic terms of mass communication and mass media	
3)	Mass media and society	
4)	Paul Lazarsfeld	
5)	Harold Laswell	
6)	1st Quiz	
7)	Walter Lippman	
8)	Agenda Setting	
9)	Technological Determinism	
10)	International Communication	
11)	Cultural Imperialism	
12)	2nd Quiz	
13)	Uses and Gratification Theory	
14)	Final Evaluation	
15)	Final	

Sources

Course Notes / Textbooks:	Mass Communication Theory, Denis McQuail, 6th Edition, Sage Publication, 2010.
References:	Course Slides

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3
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.			
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.	1	2	3
Course Learning Outcomes			
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
Quizzes	2	% 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	2		70
Study Hours Out of Class	14	0	2		28

Midterms	2	8			16
Final	1	10			10
Total Workload					124