

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

Course Introduction and Application Information

Course Code:	NMC004		
Course Name:	Gender and Media		
Semester:	Spring		
Course Credits:	ECTS 5		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	Bachelor TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree		
Mode of Delivery:	E-Learning		
Course Coordinator:	Doç. Dr. HASAN GÜRKAN		
Course Lecturer(s):	Assoc. Prof. Dr. Hasan Gürkan		
Course Assistants:			

Course Objective and Content

Course Objectives:	The purpose of this course is to examine the role of media in constructing gender and its intersections with race, ethnicity, class, and sexuality. This course recognizes the importance of diversity in media industries and addresses the role of new media technologies in challenging and/or reaffirming traditional constructions of gender
Course	This course examines representations of race, class, gender, and sexual identity in the media. In

Content:	the course, the students will be considering issues of authorship, spectatorship, audience and the ways in which various media content (film, television, print journalism, advertising) enables, facilitates, and challenges these social constructions in society. Moreover, the students will examine how gender and race affects the production of media and discuss the impact of new media and digital media and how it has transformed access and participation, moving contemporary media users from a traditional position of readers to writers and/or commentators. Students will analyze gendered language and embodiment as it is produced online in blogs and vlogs, avatars, and in the construction of cyberidentities. The course provides an introduction to feminist approaches to media studies by drawing from work in feminist film theory, journalism, cultural studies, gender and politics, and cyberfeminism.
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Learning Outcomes

The students who have succeeded in this course;

- 1) Recognize diversity across audiences, content and producers of media
- 2) Identify stereotypes of gender, race, class, and sexual identity in media portrayals
- 3) Locate examples of framing, intersectionality, and symbolic annihilation in media
- 4) Analyze texts in context of cultural and social identities, considering how reality is socially and discursively constructed by media
- 5) Discuss media literacy in contemporary terms, in light of 21st century developments in online cultural production and new media
- 6) Understand key theories and methods of studying media, power, and social identities

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to the course and discussion on 'Why Study Gender and Media?'	
2)	Sex/Gender and the Media: From Sex Roles to Social Construction and Beyond"	
3)	Feminist Perspectives on the Media	
4)	Feminist Perspectives on the Media / Assignment 1: Performing Gender	
5)	Gender in Media Industries (Media Organizations, Film Industry, Public Relations and Advertisement)	
6)	Gender in Media Industries (Media Organizations, Film Industry, Public Relations and Advertisement)	
7)	Men, Women, and Queer Individuals and Visibility in the Media	
8)	Men, Women, and Queer Individuals and Visibility in the Media / Assignment 2: Visibility	

9)	Gender and Representation	
10)	Gender and Representation	
11)	Bodies, Celebrity and Self-Branding	
12)	Discussions	
12)	Discussions	
12)	Discussions	
13)	Digital Culture: Gender and Online Self-Presentation	
14)	Gender and Online Activism	

Sources

Course Notes / Textbooks:	- David Gauntlett (2008), Media, Gender and Identity: An Introduction, Routledge. - Cynthia Carter and Linda Steiner (2004), Critical Readings: Media and Gender. Open University Press.
References:	Books, Articles, Films, TV series, and new media contents

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6
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. Course Learning Outcomes	1	2	3	4	5	6
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.						

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
Attendance	14	% 10
Homework Assignments	2	% 55
Final	1	% 35
total		% 100
PERCENTAGE OF SEMESTER WORK		% 65
PERCENTAGE OF FINAL WORK		% 35
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	3	6			18
Project	3	9			27
Homework Assignments	2	10			20
Final	1	7			7
Total Workload					114