

Electrical and Electronic Engineering (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 Fall						
Course Credits:	<table border="1"> <tr> <td>ECTS</td> </tr> <tr> <td>5</td> </tr> </table>			ECTS	5		
ECTS							
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Language of instruction:	English						
Course Condition:							
Does the Course Require Work Experience?:	No						
Type of course:	University Elective						
Course Level:	<table border="1"> <tr> <td>Bachelor</td> <td>TR-NQF-HE:6. Master`s Degree</td> <td>QF- EHEA:First Cycle</td> <td>EQF-LLL:6. Master`s Degree</td> </tr> </table>			Bachelor	TR-NQF-HE:6. Master`s Degree	QF- EHEA:First Cycle	EQF-LLL:6. Master`s Degree
Bachelor	TR-NQF-HE:6. Master`s Degree	QF- EHEA:First Cycle	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 Content:	This course examines representations of race, class, gender, and sexual identity in the media. In 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) Adequate knowledge in mathematics, science and Electrical and Electronics engineering; the ability to use theoretical and practical knowledge in these areas in complex engineering problems.						
2) Ability to identify, formulate, and solve complex electrical and electronics engineering problems; ability to select and apply appropriate analysis and modeling methods for this purpose.						
3) Ability to design a complex circuit, device or system to meet specific requirements under realistic constraints and conditions; ability to apply modern design methods for this purpose.						
4) Ability to develop, select and use modern techniques and tools necessary for the analysis and solution of complex problems encountered in electrical and electronics engineering applications; ability to use information technologies effectively.						
5) Ability to design, conduct experiments, collect data, analyze and interpret						

results for the study of complex engineering problems or electrical and electronics engineering research topics. Course Learning Outcomes	1	2	3	4	5	6
6) Ability to work effectively within and multidisciplinary teams; individual study skills.						
7) Ability to communicate effectively orally and in writing; knowledge of at least one foreign language; ability to write effective reports and understand written reports, to prepare design and production reports, to make effective presentations, to give and receive clear and understandable instructions.						
8) Awareness of the necessity of lifelong learning; ability to access information, to follow developments in science and technology and to renew continuously.						
9) To act in accordance with ethical principles, professional and ethical responsibility; information on the standards used in electrical and electronics engineering applications.						
10) Information on business practices such as project management, risk management and change management; awareness of entrepreneurship and innovation; information about sustainable development.						
11) Knowledge of the effects of electrical and electronics engineering practices on health, environment and safety in the universal and social scale and the problems of the era reflected in electrical and electronics engineering; awareness of the legal consequences of electrical and electronics engineering solutions.						

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Adequate knowledge in mathematics, science and Electrical and Electronics engineering; the ability to use theoretical and practical knowledge in these areas in complex engineering problems.	
2)	Ability to identify, formulate, and solve complex electrical and electronics engineering problems; ability to select and apply appropriate analysis and modeling methods for this purpose.	

3)	Ability to design a complex circuit, device or system to meet specific requirements under realistic constraints and conditions; ability to apply modern design methods for this purpose.	
4)	Ability to develop, select and use modern techniques and tools necessary for the analysis and solution of complex problems encountered in electrical and electronics engineering applications; ability to use information technologies effectively.	
5)	Ability to design, conduct experiments, collect data, analyze and interpret results for the study of complex engineering problems or electrical and electronics engineering research topics.	
6)	Ability to work effectively within and multidisciplinary teams; individual study skills.	
7)	Ability to communicate effectively orally and in writing; knowledge of at least one foreign language; ability to write effective reports and understand written reports, to prepare design and production reports, to make effective presentations, to give and receive clear and understandable instructions.	
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9)	To act in accordance with ethical principles, professional and ethical responsibility; information on the standards used in electrical and electronics engineering applications.	
10)	Information on business practices such as project management, risk management and change management; awareness of entrepreneurship and innovation; information about sustainable development.	
11)	Knowledge of the effects of electrical and electronics engineering practices on health, environment and safety in the universal and social scale and the problems of the era reflected in electrical and electronics engineering; awareness of the legal consequences of electrical and electronics engineering solutions.	

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