ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Fall

COURSE CODE	141317017	**COURSE NAME**	Media Literacy

SEMESTER	**WEEKLY COURSE PERIOD**			**COURSE OF**			
	Theory	**Practice**	**Labratory**	**Credit**	**ECTS**	**Type**	**Language**
8	2	0	0	2	2	COMPULSORY ( ) ELECTIVE (x)	Turkish

COURSE CATEGORY				
Basic Education	**Art**	**Design**	**Visual Communication**	**Social Science**
			1	1

ASSESSMENT CRITERIA			
MID-TERM	**Evaluation Type**	**Quantity**	**%**
	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (………)		
FINAL EXAM		1	60

PREREQUIEITE(S)	None
COURSE DESCRIPTION	Media literacy and its importance, mass media and its impact, political economy of media and ethical principles are covered within the course.
COURSE OBJECTIVES	The aim of the course is to create awareness in media literacy, examine media through viewer and to supply media criticism.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	The course provides students to know media literacy and mass media who will be employed in any field of media sector.
COURSE OUTCOMES	1-Will be able to have awareness in media literacy. 2-Will be able to define mass media and its functions. 3-Will be able to explain the impacts of mass media with examples. 4-Will be able to comprehend political economy structure of media.
TEXTBOOK	Türkoğlu, Nurçay (2011), Medya Okuryazarlığı, İstanbul: Porşümen
OTHER REFERENCES	Videos, visual material, presentations, sample works.
TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Media literacy and its importance
2	Media literacy in the world and in Turkey
3	Communication process, elements and types of communication
4	Mass media
5	Political economy of media
6	The role of television as a mass media medium and television broadcasting in Turkey
7	Television program genres
8	MIDTERM EXAM
9	Family, child and television (TV watching habits)
10	Negative impact of television, TV program analysis, stimulating symbols
11	Radio, its function, radio program genres and analysis
12	Basic concepts in newspaper and magazine publishing
13	Importance of photography and news in newspapers
14	Digital Games
15	Media and ethical principles
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	x		
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers			x
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs			x
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems			x
5	The ability to recognize design technique and technology, to comprehend application areas and methods			x
6	The ability to comprehend and apply the design process and production techniques		x	
7	The ability to update design knowledge in line with the requirements of the age and technological developments			x
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal			x
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems			x

1: None. **2**: Partially contribution. **3**: Completely contribution.

Instructor(s): Öğr. Gör. Ayşe SARITAŞ

Signature: **Date:**