

**School of Communication / New Media and Communication Systems**

**2024 - 2025 Academic Year**

**MEDIA and LANGUAGE APPLICATIONS**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA and LANGUAGE APPLICATIONS	YMİ4174180	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	The art of being a compère and a presenterPhonetic skills & articulation of Turkish				
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Prof.Dr. Meliha Nurdan TAŞKIRAN				
<b>Name of Lecturer(s)</b>	Assist.Prof. Betül OK ŞEHİTOĞLU				
<b>Assistant(s)</b>	During the course, visual and audio / printed media and social media are used as resources and research objects.				
<b>Aim</b>	The aim of the course is to draw attention to the misuse -misspelling or abuse of the Turkish language, widely used in the media or in society; therefore to create an attitude on the way to protect the Turkish Language as a whole, in uniformity. Therefore, audio-visual and printed media research under the cover of correct media usages -focusing on common media use and specific usages of media language; precise Turkish pronunciation, and written forms in media usage. and to create awareness of language protection by drawing attention to the mistakes and usage in Mass Media, and ensuring that the truth is taught and implemented.				
<b>Course Content</b>	This course contains; Intro to the course (about the content, the way how the course works, mutual expectations, exam system and personal studying, etc) Language, the myth of origin of languages. language families in Asia and Europe,Language Families; Development of Turkish Language and its features; phonetically and literally,Characteristics of Turkish Language; Spelling- phonetical-articulatory examples and practices; The importance of language from the cultural point of view.,The significance of language usage in society;The significance and the reality of the proper use of language in mass media Political-ethical responsibilities of public sharing via communication media.,Written Language in MASS MEDIA : Written language in Press, Television, The internet, Radio, Blogs, Emogies,,Sharing documents related to the field,Reconstruction and representation of reality in Media; the importance of Language used in Media, lang parol culture relationship,Language misusages with examples; printed /spelling mistakes,Turkish Language skills; proper spelling, proper articulation, toning, intonation impacts; changes in meaning.,Creating proper written or oral discourses oriented persuasion within the ethical rules of business. ,Practical language skills,Practising with proper diction and pronunciation in Turkish,Language skills; spelling de da ki, tongue twisters, reading practices,Language practices reading and spelling.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
The student;			13, 14, 16, 37, 6, 9	C	
1-The student comprehends and applies the features of his native language that he is not aware of,			13, 14, 16, 37, 6, 9	C	
2-Examines the use of Turkish language commonly used in the media.			13, 14, 16, 37, 9		
3-Evaluates Visual, Audio and Written Media Reviews within the Framework of Correct Pronunciation, Spelling and Spelling Rules.			13, 14, 16, 9	C	
4-Finds errors in written, verbal and audio language usage in mass media.			10, 13, 14, 16, 37, 9		
5- improves the awareness of preserving the language			11, 13, 16, 37, 4, 9	C	
<b>Teaching Methods</b>	10: Discussion Method, 11: Demonstration Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	C: Multiple-Choice Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Intro to the course (about the content, the way how the course works, mutual expectations, exam system and personal studying, etc) Language, the myth of origin of languages. language families in Asia and Europe				
2	Language Families; Development of Turkish Language and its features; phonetically and literally	-			
3	Characteristics of Turkish Language; Spelling- phonetical- articulatory examples and practices; The importance of language from the cultural point of view.	-			
4	The significance of language usage in society;The significance and the reality of the proper use of language in mass media Political-ethical responsibilities of public sharing via communication media.				
5	Written Language in MASS MEDIA : Written language in Press, Television, The internet, Radio, Blogs, Emogies,	Students try to explore and define the characteristics of written, broadcasting,blogspot,emogy language; willing students can raise their visa or final mark +10 points added.			
6	Sharing documents related to the field				
7	Reconstruction and representation of reality in Media; the importance of Language used in Media, lang parol culture relationship				
8	Language misusages with examples; printed /spelling mistakes	Class must present some examples from media, visual or written			
9	Turkish Language skills; proper spelling, proper articulation, toning, intonation impacts; changes in meaning.				
10	Creating proper written or oral discourses oriented persuasion within the ethical rules of business.	Students must preview some cds or youtube channel datas or other written or virtual media media			
11	Practical language skills	Students must review and study well the course notes and ref books related, must be prepared for the lesson.			
12	Practising with proper diction and pronunciation in Turkish	studying correct articulation, intonation and spelling of special words			
13	Language skills; spelling de da ki, tongue twisters, reading practices				
14	Language practices reading and spelling				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			

(Midterm Exam) Midterm and final exams are in the form of 20 multiple-choice, fill-in-the-blank tests. Students who score 40 points or less before or after the midterm and final exams will be granted 15 points added to their exam grades for successful course presentation (willingness is a must) Each student can catch it once!). In order to make a successful presentation, it is necessary to have only keywords in the slides, and it should be a classroom interactive presentation enriched with examples, showing that you have mastered the subject.	%40
Midterm Exam	40
(General Exam) written exam / depending on the total amount of students final exam could be oral ( +optional research presentation project+10 points)	%60
General Exam	60

<b>Resources</b>
<p>Şenbay, Nüzhet, The art of speech and Articulation/Diction, 2017, YKY</p> <p>-MEDYADA DİL KULLANIMI Anadolu Üniversitesi Yayınları</p> <p>RESULTS AND RECOMMENDATIONS OF MEDIA AND PRESS LANGUAGE RESEARCH PREPARED BY RTÜK COMMISSION PRINTED NOTES</p> <p>+A good compilation of Course notes collected via various media. accompanied by YouTube videos and reference books, as well. Bilginer, Neşe, 2011, Dikkat Yayındayız, Sokak Kitapları</p> <p>Gülizar, Jülide, Where Are You Going Türkçe?, 2004, Sinemis Yayınları</p> <p>Gülizar, Jülide, Burası Türkiye Radyoları, 2008, Sinemis Yayınları</p> <p>Gülizar, Jülide, TR+Tv=TRT, 2008, Sinemis Yayınları</p> <p>Yıldız, Doğan, Spikerlik ve Güzel Konuşma Sanatı, 2007, Telebasım Yayıncılık</p>