

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**DIGITAL MEDIA LITERACY**

**Syllabus**

| <b>Course Description</b>   |  |                                |                         |                           |             |
|---|--|--------------------------------|-------------------------|---------------------------|-------------|
| <b>Name</b>   | <b>Code</b>  | <b>Semester</b>                | <b>T+A Hour</b>         | <b>Credit</b>             | <b>ECTS</b> |
| DIGITAL MEDIA LITERACY  | PR4112022  | Fall Semester                  | 3+0                     | 3                         | 5           |
| <b>Prerequisites Courses</b>  |  |                                |                         |                           |             |
| <b>Recommended Elective Courses</b>   | Media Literacy   |                                |                         |                           |             |
| <b>Language of Instruction</b>  | English  |                                |                         |                           |             |
| <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>  | Lect.Dr. Neşe MESUTOĞLU KIRIM  |                                |                         |                           |             |
| <b>Assistant(s)</b>   |  |                                |                         |                           |             |
| <b>Aim</b>  | This course is within the framework of Media Literacy. New media environment, new media concepts. The effects of digital media and digital media on society and individual. Understanding the impact of the 21st century and digitalization on society and It aims to make the student gain competence in these structures. (E -STATE , E Law E-education E journalism e film and TV platforms search engines and access to information, Advertising and technology AR) DüzenleDiger Kaynaklar   |                                |                         |                           |             |
| <b>Course Content</b>   | This course contains; A general Outlook on to Media Literacy and its process , mass media communication process,"ideology in media constructions,Media institutions and their structures,The Structural composition of Media: encoding and decoding,Digital Age and Technological Advancements,Sharing documents related to the field,society and technology in the 21 th cen: digital immigrants and digital natives,Digital Literacy Fields e government e education e commerce e advertising,Digital environments and rules,"Google" as the most comprehensive search engine; knowns and unknowns,The largest resource on the Internet: a "Wikipedia" review,Internet journalism and deceptive reporting; fiction tricks,Sharing of documents related to the field. |                                |                         |                           |             |
| <b>Course Learning Outcomes</b>   |  |                                | <b>Teaching Methods</b> | <b>Assessment Methods</b> |             |
| The student;  |  |                                |                         |                           |             |
| 1- Can understand and interpret the concepts of Media Literacy and Digitallity.   |  |                                | 16, 9                   | A                         |             |
| 2-Separates traditional and digital concepts.   |  |                                |                         |                           |             |
| 3-Discovers and applies e-structures.   |  |                                |                         |                           |             |
| 4-Explains digital media and its effects on society and individuals, and the effects of the 21st century and digitalization on society. |  |                                |                         |                           |             |
| 5-Defines new media environment and new media concepts within the framework of Media Literacy   |  |                                |                         |                           |             |
| 6-Explores digital environments, search engines and digital media tools.  |  |                                |                         |                           |             |
| <b>Teaching Methods</b>   | 16: Question - Answer Technique, 9: Lecture Method   |                                |                         |                           |             |
| <b>Assessment Methods</b>   | A: Traditional Written Exam  |                                |                         |                           |             |
| <b>Lecture Schedule</b>   |  |                                |                         |                           |             |
| <b>Sequenc e</b>  | <b>Topics</b>  | <b>Preliminary Preparation</b> |                         |                           |             |
| 1   | A general Outlook on to Media Literacy and its process   |                                |                         |                           |             |
| 2   | mass media communication process   |                                |                         |                           |             |
| 3   | "ideology in media constructions   |                                |                         |                           |             |
| 4   | Media institutions and their structures  |                                |                         |                           |             |
| 5   | The Structural composition of Media: encoding and decoding   |                                |                         |                           |             |
| 6   | Digital Age and Technological Advancements   |                                |                         |                           |             |
| 7   | Sharing documents related to the field   |                                |                         |                           |             |
| 8   | society and technology in the 21 th cen: digital immigrants and digital natives  |                                |                         |                           |             |
| 9   | Digital Literacy Fields e government e education e commerce e advertising  |                                |                         |                           |             |
| 10  | Digital environments and rules   |                                |                         |                           |             |
| 11  | "Google" as the most comprehensive search engine; knowns and unknowns  |                                |                         |                           |             |
| 12  | The largest resource on the Internet: a "Wikipedia" review   |                                |                         |                           |             |
| 13  | Internet journalism and deceptive reporting; fiction tricks  |                                |                         |                           |             |
| 14  | Sharing of documents related to the field  |                                |                         |                           |             |
| <b>Evaluation Methods</b>   |  | <b>Weight(%)</b>               |                         |                           |             |
| Midterm Exam  |  | 40                             |                         |                           |             |
| General Exam  |  | 60                             |                         |                           |             |

| <b>Resources</b>   |
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| Medya Okuryazarlığına Giriş MN Taşkıran, Umuttepe Yayınları 2010<br>IGI Global Publishing "Multidisciplinary Approaches to Literacy" articlesDigital Literacy links online<br><a href="https://www.commonsemmedia.org/news-and-media-literacy/what-is-digital-literacy">https://www.commonsemmedia.org/news-and-media-literacy/what-is-digital-literacy</a><br>medialit.org<br>MEJ |