

**School of Communication / Public Relations and Advertising**  
**2023 - 2024 Academic Year**  
**DIGITAL MEDIA LITERACY**  
**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL MEDIA LITERACY	HR4110495	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Ahmet Serkan OKAY				
<b>Name of Lecturer(s)</b>	Assist.Prof. Ahmet Serkan OKAY				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of the course is to enable students to recognize and use digital media and tools effectively. It is provided that students find, process, organize, share, evaluate and analyze information in digital environment				
<b>Course Content</b>	This course contains; New media environment, concepts evaluating events and phenomena in new media environment, Digital media and the effects of digital media on society, individual, Conceptual framework of media literacy, The historical development of media literacy in the world and Turkey, Digital citizen, digital literacy concepts, Critical reading and alternative content production processes which are the elements of critical media literacy, Internet journalism in the field of new media and communication, Critical Discourse Analysis, Digital Democracy, Big Data, New Media and Social Movements, Digital Media and Art, Digital media and politics, New media and gender discourse.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Gains digital content analysis skills			16, 37, 9	A	
Recognizes the digital environment and gains the ability to use digital skills competently.			37, 9	A	
<b>Teaching Methods</b>	16: Question - Answer Technique, 37: Computer-Internet Supported Instruction, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	New media environment, concepts evaluating events and phenomena in new media environment	Related reading			
2	Digital media and the effects of digital media on society, individual	Related reading			
3	Conceptual framework of media literacy	Related reading			
4	The historical development of media literacy in the world and Turkey	Related reading			
5	Digital citizen, digital literacy concepts	Related reading			
6	Critical reading and alternative content production processes which are the elements of critical media literacy	Related reading			
7	Internet journalism in the field of new media and communication	Related reading			
8	Critical Discourse Analysis	Related reading			
9	Digital Democracy	Related reading			
10	Big Data	Related reading			
11	New Media and Social Movements	Related reading			
12	Digital Media and Art	Related reading			
13	Digital media and politics	Related reading			
14	New media and gender discourse	Related reading			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Digital literacy: A primer on media, identity and the evolution of technology, Susan Wiesinger, Ralph Beliveau
Bilici E. İbrahim(2014) Medya Okuryazarlığı ve Eğitimi. Nobel Kitapevi. Ankara.
Mebis ders kaynakları