

## İndirilme Tarihi

07.09.2026 15:24:10

### GCM227 - MEDIA LITERACY - Gülşehir Sosyal Bilimler Meslek Yüksekokulu - Büro Hizmetleri ve Sekreterlik Bölümü General Info

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#### Objectives of the Course

The aim of this course is to enable students to develop their media and digital literacy skills by examining the effects of media and digital platforms on thoughts, beliefs, attitudes, values, and lifestyles. The course will discuss sexist, racist and discriminatory discourse in media and digital content, as well as algorithmic biases; it will focus on visual communication, online information, the social value of information and the need for lifelong learning.

#### Course Contents

This course covers the concepts of media and digital literacy, their development globally and in Turkey, their fundamental models, and their areas of application. Topics such as digital citizenship, data security, cyberbullying, values, and moral development are discussed with the aim of helping students develop a critical perspective on media and digital content.

#### Recommended or Required Reading

İnal,K. (2014) Medya Okuryazarlığı, İstanbul: Say yayınları Çeşitli dijital kaynaklar

#### Planned Learning Activities and Teaching Methods

#### Face to face education

#### Recommended Optional Programme Components

It is recommended that students follow the lessons and then review to the concepts and lectures afterwards.

#### Instructor's Assistants

Lecturer Mehmet Yaşar Arca

#### Presentation Of Course

face to face education

#### Dersi Veren Öğretim Elemanları

Inst. Mehmet Yaşar Arca

#### Program Outcomes

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1. Ability to explain the concepts of media and digital literacy, their theoretical foundations and historical development process.
2. The ability to apply skills in accessing, verifying and assessing the reliability of information in a digital environment.
3. The ability to critically analyse traditional and digital media content.
4. The ability to produce original content while observing ethical principles and social responsibility awareness in the use of digital media.

| Order | PreparationInfo                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Laboratory TeachingMethods                | Theoretical                                                                                         | Practise |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------------------------------------------------------------------|----------|
| 1     | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | The examination of<br>the media and<br>literacy concepts                                            |          |
| 2     | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Basic Definitions and<br>Concepts of Media<br>Literacy                                              |          |
| 3     | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Media Literacy in<br>Türkiye and World                                                              |          |
| 4     | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Medya Okuryazarlığı<br>Modelleri ve Analiz<br>Teknikleri                                            |          |
| 5     | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Digital literacy and<br>digital citizenship                                                         |          |
| 6     | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Ensuring Data<br>Security                                                                           |          |
| 7     | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Digital Games,<br>Violence and<br>Cyberbullying<br>Values, moral<br>development and the<br>internet |          |
| 8     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                           | Visa exam                                                                                           |          |
| 9     | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Student<br>presentations and<br>discussions                                                         |          |
| 10    | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Student<br>presentations and<br>discussions                                                         |          |
| 11    | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Student<br>presentations and<br>discussions                                                         |          |
| 12    | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Student<br>presentations and<br>discussions                                                         |          |
| 13    | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Student<br>presentations and<br>discussions                                                         |          |
| 14    | <a href="http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf">http://auzefkitap.istanbul.edu.tr/kitap/kok/medya_okuryazarligi_u137.pdf</a><br><a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a> | lecturing,<br>discussion,<br>presentation | Student<br>presentations and<br>discussions                                                         |          |
| 15    | <a href="https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3">https://www.medyakuryazarligi.gov.tr/hizlierisim_goster.php?Guid=0C335123-C850-458C-ABD6-E9BC8C43106D&amp;Id=3</a><br><a href="https://medyakuryazari.org/">https://medyakuryazari.org/</a>                                                                                                                                                                    | lecturing,<br>discussion,<br>presentation | Student<br>presentations and<br>discussions                                                         |          |

Workload

| Activities                   | Number | PLEASE SELECT TWO DISTINCT LANGUAGES |
|------------------------------|--------|--------------------------------------|
| Vize                         | 1      | 1,00                                 |
| Ödev                         | 2      | 2,00                                 |
| Final                        | 1      | 1,00                                 |
| Uygulama / Pratik            | 7      | 2,00                                 |
| Derse Katılım                | 0      | 0,00                                 |
| Ders Öncesi Bireysel Çalışma | 7      | 2,00                                 |
| Ara Sınav Hazırlık           | 1      | 2,00                                 |
| Final Sınavı Hazırlık        | 1      | 2,00                                 |
| Ev Ödevi                     | 3      | 4,00                                 |
| Bütünleme                    | 1      | 1,00                                 |
| Teorik Ders Anlatım          | 7      | 2,00                                 |
| Gösterim                     | 7      | 2,00                                 |

Assesments

| Activities | Weight (%) |
|------------|------------|
| Final      | 60,00      |
| Vize       | 40,00      |

|        | P.O. 1 | P.O. 2 | P.O. 3 | P.O. 4 | P.O. 5 | P.O. 6 | P.O. 7 | P.O. 8 | P.O. 9 | P.O. 10 | P.O. 11 | P.O. 12 | P.O. 13 | P.O. 14 | P.O. 15 | P.O. 16 | P.O. 17 | P.O. 18 | P.O. 19 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| L.O. 1 |        |        |        | 1      |        | 1      | 1      |        |        |         |         |         |         |         |         |         | 1       |         |         |
| L.O. 2 |        | 2      |        | 2      | 2      | 2      |        |        |        |         |         |         |         |         |         |         |         |         |         |
| L.O. 3 |        |        |        |        |        | 3      | 3      |        |        |         |         |         |         |         |         |         |         |         |         |
| L.O. 4 |        |        |        |        |        | 4      | 4      |        |        |         |         |         |         |         |         |         |         |         |         |

Table :

- P.O. 1 : Call Center Services have information about the basic level in the field.
- P.O. 2 : Decision, implementation, and their behavior has the ability to use information acquired in the field of Call Center Services.
- P.O. 3 : Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- P.O. 4 : Students perform assigned duties and responsibilities.
- P.O. 5 : Students take responsibility for unforeseen problems encountered in practice or as a team member .
- P.O. 6 : Critically evaluates the acquired knowledge and skills.
- P.O. 7 : Shows the need for continuity of learning and understanding.
- P.O. 8 : Programs for the learning needs are open for accession.
- P.O. 9 : Call Center Services related to the field at the level of acquired knowledge and skills transfers in written and oral opinions and proposals relevant .
- P.O. 10 : Likely to help his colleagues.
- P.O. 11 : Call Center Services field required by the European Computer User License Key Level at least in conjunction with computer software uses information and communication technologies.
- P.O. 12 : Knows Atatürk's principles and interests, and have them.
- P.O. 13 : Communicate effectively in oral and written Turkish.
- P.O. 14 : Using The European Language Portfolio A2 Level General English in the field of call center services follows information.
- P.O. 15 : Organization / the Authority, labor and act in accordance with social ethics.
- P.O. 16 : The universality of social benefits, social justice, quality and cultural values ??and environmental protection, occupational health and safety issues has enough conscious.
- P.O. 17 : Open to change and innovation.
- P.O. 18 : Know the basic mathematical terms and use in problem-solving.
- P.O. 19 : Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- L.O. 1 : Ability to explain the concepts of media and digital literacy, their theoretical foundations and historical development process.
- L.O. 2 : The ability to apply skills in accessing, verifying and assessing the reliability of information in a digital environment.
- L.O. 3 : The ability to critically analyse traditional and digital media content.
- L.O. 4 : The ability to produce original content while observing ethical principles and social responsibility awareness in the use of digital media.