

COURSE INFORMATION					
Course Title	Code	Semester	T+L+P Hour	Credits	ECTS
Presentation of Medicine on Media	MED 627	Phase 1/2/3	28	2	2*

\* ECTS credits are the university credits of the courses in Yeditepe University, Faculty of Medicine, Undergraduate Medical Education Program

<b>Prerequisites</b>	None
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<b>Language of Instruction</b>	English/Turkish
<b>Course Level</b>	Second Cycle including First Cycle Degree (One Tier Programme)
<b>Course Type</b>	Free Elective
<b>Course Coordinator</b>	Mehtap Kaçar, Assoc. Prof.
<b>Instructors</b>	Sevil Çörekçi
<b>Assistants</b>	
<b>Goals</b>	To teach deep understanding to approaches & visual methods/tools available as community communication media in conveying medical knowledge. To analyze technical features and to develop an understanding of aesthetics behind. To develop skills in conveying messages presented via media tools.
<b>Content</b>	Sensual and perceptual theories of visual communication. Analysis and reading the meaning of the images presented in the media as a PR tool.

<b>Learning Outcomes:</b> At the end of this course, the student should be able to:	<b>Program Outcomes</b>	<b>Teaching Methods</b>	<b>Assessment Methods</b>
Recognizes the meaning of the visual literacy as intellectual property	1.2.	1, 2, 3, 4, 6	A,B,C
Describes the physical features of the light and theory of vision	1.2.	1, 2, 3, 4, 6	A,B,C
Analyzes the images with the help of sensual and perceptual theories such as Gestalt, Constructivism, Semiology and Cognitive Approach.	1.2., 1.4., 1.6.	1, 2, 3, 4, 6	A,B,C
Recognizes the differences between advertising, journalism and public relations.	1.2., 1.4., 1.6., 2.1., 2.3., 2.4.	1, 2, 3, 4, 6	A,B
Describes the historical and cultural stereotypes used in the media	1.2., 1.4., 1.6., 2.3., 2.4.	1, 2, 3, 4, 6	A,B
Interprets images in the media (such as typography, graphic design, infographics, photography, TV, computer, internet) in technical, historical, cultural, ethical and critical aspects.	1.2., 1.4., 1.6., 2.1., 2.3., 2.4.	1, 2, 3, 4, 6	A,B

<b>Teaching Methods:</b>	1-Lecture; 2-Team Work; 3-Case Study, 4-Discussion Hours 5-Problem Solving 6- Applied Examples
<b>Assessment Methods:</b>	A: Presentation; B: Homework; C: Application

<b>COURSE CONTENT</b>		
<b>Week</b>	<b>Topics</b>	<b>Study Materials</b>
<b>1</b>	Introduction and Overview	Lecture Notes
<b>2</b>	How do we see? Aldous Huxley and Process of Vision	Lecture Notes
<b>3</b>	Basic Visual Communication Tools and Visual Perception	Lecture Notes
<b>4</b>	Gestalt and Sensual Visual Communication Theories	Lecture Notes
<b>5</b>	Constructivism and Sensual Visual Communication Theories	Lecture Notes
<b>6</b>	Semiology and Perceptual Visual Communication Theories	Lecture Notes
<b>7</b>	Cognitive Approach and Perceptual Visual Communication Theories	Lecture Notes
<b>8</b>	Midterm	
<b>9</b>	Visual Perception in Advertising & PR & Journalism Projects	Lecture Notes & Applied Training
<b>10</b>	Stereotypes and Clichés in Media Projects	Lecture Notes & Applied Training
<b>11</b>	Paul Martin Lester's Perspective to Analyze Visual Message	Lecture Notes & Applied Training
<b>12</b>	Case Studies to Analyze Visual Messages on Media	Lecture Notes
<b>13</b>	Project Presentations/Discussions	Presentation
<b>14</b>	Final	

<b>RECOMMENDED SOURCES</b>	
<b>Textbook</b>	Lester, Paul Martin 'Visual Communication' images with messages, 2006, Thomson Wadsworth
<b>Additional Resources</b>	<ul style="list-style-type: none"> <li>• Messaris, Paul, 'Visual Literacy in the digital age,</li> <li>• Barthes, Roland 'Camera Lucida', 'Göstergeler İmparatorluğu',</li> <li>• Akerson, Erkman Fatma 'Göstergebilim'</li> </ul>

<b>MATERIAL SHARING</b>	
<b>Documents</b>	Slides and course notes will be shared
<b>Assignments</b>	Presentations will be shared
<b>Exams</b>	Not shared

<b>COURSE CATEGORY</b>	Free Elective
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<b>COURSE'S CONTRIBUTION TO PROGRAM</b>						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	PO.1.2.1., 1.2.4.					X
2	PO.1.4.1.				X	
3	PO.1.6.1.					X
4	PO.2.1.1.				X	
4	PO.2.3.1., 2.3.2.				X	
5	PO.2.4.1.				X	

<b>ASSESSMENT</b>		
<b>IN-TERM STUDIES</b>	<b>NUMBER</b>	<b>PERCENTAGE</b>
<b>Midterm Exam</b>	1	70
<b>Homework</b>	1	30
<b>Total</b>		100
<b>CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE</b>		60
<b>CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE</b>		40
<b>Total</b>		100

<b>ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION</b>			
<b>Activities</b>	<b>Quantity</b>	<b>Duration (Hour)</b>	<b>Total Workload (Hour)</b>
Lectures	12	2	24
Independent learning	10	2	20
Site visits/discussion	1	4	4
Team Work & Presentations	1	3	3
Mid-term exam	1	1	1
Assignments	1	2	2
Team Work	1	4	4
Final exam	1	2	2
<b>Total Work Load</b>			<b>60</b>
<b>Total Work Load / 30(h)</b>			<b>2</b>
<b>ECTS Credits</b>			<b>2</b>