

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

Prerequisites	None
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Language of Instruction	English/Turkish
Course Level	Second Cycle including First Cycle Degree (One Tier Programme)
Course Type	Free Elective
Course Coordinator	Prof. Gülsüm Seda Güleç Yılmaz
Instructors	Sevil Çörekçi
Assistants	
Goals	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.
Content	Sensual and perceptual theories of visual communication. Analysis and reading the meaning of the images presented in the media as a PR tool.

Learning Outcomes: At the end of this course, the student should be able to:	Program Outcomes	Teaching Methods	Assessment Methods
Recognizes the meaning of the visual literacy as intellectual property	1.1.1,2.1.4,2.2.4,2.3.2,2.4.1,2.5.1,2.5.2,3.1.4,3.2.1,3.2.2	1, 2, 3, 4, 6	A,B,C
Describes the physical features of the light and theory of vision	1.1.1,2.1.4,2.2.4,2.5.1,3.1.4,3.2.1,3.2.2	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.	1.1.1,2.1.4,2.2.4,3.2.1,3.2.2	1, 2, 3, 4, 6	A,B,C
Recognizes the differences between advertising, journalism and public relations.	1.1.1,2.1.4,2.2.4,3.2.1,3.2.2	1, 2, 3, 4, 6	A,B
Describes the historical and cultural stereotypes used in the media	1.1.1,2.1.4,2.4.1,2.5.1,2.5.2,3.2.1,3.2.2	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.	1.1.1,2.1.4,2.4.1,2.5.1, 2.5.2,3.2.1,3.2.2	1, 2, 3, 4, 6	A,B
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Teaching Methods:	1-Lecture; 2-Team Work; 3-Case Study, 4-Discussion Hours 5-Problem Solving 6- Applied Examples
Assessment Methods:	A: Presentation; B: Homework; C: Application

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

RECOMMENDED SOURCES	
Textbook	Lester, Paul Martin 'Visual Communication' images with messages, 2006, Thomson Wadsworth

Additional Resources	<ul style="list-style-type: none"> • Messaris, Paul, 'Visual Literacy in the digital age, • Barthes, Roland 'Camera Lucida', 'Göstergeler İmparatorluğu', • Akerson, Erkman Fatma 'Göstergebilim'
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MATERIAL SHARING	
Documents	Slides and course notes will be shared
Assignments	Presentations will be shared
Exams	Not shared

COURSE CATEGORY	Free Elective
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COURSES CONTRIBUTION TO PROGRAM					
COMPETENCE AREA-1 / Professional Practices	Contribution				
COMPETENCE 1.1. Health Service Provider	1	2	3	4	5
Competency 1.1.1. Integrates knowledge, skills, and attitudes acquired from basic and clinical medical sciences, behavioral sciences, and social sciences to provide health services.			X		
Competency 1.1.2. Demonstrates a biopsychosocial approach that considers the individual's sociodemographic and sociocultural background without discrimination based on language, religion, race, or gender in patient management.					
Competency 1.1.3. Prioritizes the protection and improvement of individuals' and community's health in the delivery of healthcare services.					
Competency 1.1.4. Performs the necessary actions in the direction of maintaining and improving the state of health as considering the individual, social, social and environmental factors affecting health.					
Competency 1.1.5. Provides health education to healthy/ill individuals and their families, as well as to other healthcare professionals, by recognizing the characteristics, needs, and expectations of the target audience.					
Competency 1.1.6. Demonstrates a safe, rational, and effective approach in the processes of protection, diagnosis, treatment, follow-up, and rehabilitation in health service delivery.					
Competency 1.1.7. Performs interventional and/or non-interventional procedures safely and effectively for the patient in the processes of diagnosis, treatment, follow-up, and rehabilitation.					
Competency 1.1.8. Provides healthcare services considering patient and employee health and safety.					
Competency 1.1.9. Considers changes related to the physical and socio-economic environment at both regional and global scales that affect health, as well as changes in the individual characteristics and behaviors of those who seek healthcare services.					
COMPETENCE AREA-2 / Professional Values and Approaches	Contribution				

COMPETENCE 2.1. Adopting Professional Ethics and Principles	1	2	3	4	5
Competency 2.1.1. Considers good medical practices while performing the profession.					
Competency 2.1.2. Fulfills duties and obligations within the framework of ethical principles, rights, and legal responsibilities required by the profession.					
Competency 2.1.3. Demonstrates determined behavior in providing high-quality healthcare while considering the patient's integrity.					
Competency 2.1.4. Evaluates own performance in professional practices by considering own emotions and cognitive characteristics.				X	
COMPETENCE 2.2. Health Advocate					
Competency 2.2.1. Advocates for the improvement of healthcare service delivery by considering the concepts of social accountability and social responsibility in the protection and enhancement of community health.					
Competency 2.2.2. Plans and implements service delivery, education, and counseling processes related to individual and community health, in collaboration with all stakeholders, for the protection and improvement of health.					
Competency 2.2.3. Evaluates the impact of health policies and practices on individual and community health indicators and advocates for the improvement of healthcare quality.					
Competency 2.2.4. Gives importance to protecting and improving own physical, mental, and social health and takes necessary actions for it.				X	
COMPETENCE 2.3. Leader-Manager					
Competency 2.3.1. Demonstrates exemplary behavior and leadership within the healthcare team during service delivery.					
Competency 2.3.2. Utilizes resources in a cost-effective, socially beneficial, and compliant manner with regulations in the planning, implementation, and evaluation processes of healthcare services as the manager in the healthcare institution.				X	
COMPETENCE 2.4. Team Member					
Competency 2.4.1. Communicates effectively within the healthcare team and takes on different team roles as necessary.			X		
Competency 2.4.2. Displays appropriate behaviors while being aware of the duties and responsibilities of healthcare workers within the healthcare team.					
Competency 2.4.3. Works collaboratively and effectively with colleagues and other professional groups in professional practice.					
COMPETENCE 2.5. Communicator					
Competency 2.5.1. Communicates effectively with patients, their families, healthcare professionals, and other occupational groups, institutions and organizations.				X	
Competency 2.5.2. Communicates effectively with individuals and groups who require a special approach and have different sociocultural characteristics.				X	
Competency 2.5.3. Demonstrates a patient-centered approach that involves the patient in decision-making mechanisms during the diagnosis, treatment, follow-up, and rehabilitation processes.					
COMPETENCE AREA-3 / Professional and Personal Development	Contribution				
COMPETENCE 3.1. Scientific and Analytical Approach	1	2	3	4	5

Competency 3.1.1. Plans and implements scientific research, as necessary, for the population it serves, and utilizes the results obtained, as well as those from other research, for the benefit of the community.					
Competency 3.1.2. Accesses and critically evaluates current literature related to their profession.					
Competency 3.1.3. Applies evidence-based medicine principles in the clinical decision-making process.					
Competency 3.1.4. Uses information technologies to enhance the effectiveness of healthcare, research, and education activities.					X
COMPETENCE 3.2. Lifelong Learner					
Competency 3.2.1. Manages effectively individual study processes and career development.			X		
Competency 3.2.2. Demonstrates skills in acquiring, evaluating, integrating new information with existing knowledge, applying to professional situations, and adapting to changing conditions throughout professional career.				X	
Competency 3.2.3. Selects the right learning resources to improve the quality of health care and organizes the learning process.					

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

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
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
Total Work Load			60
Total Work Load / 30(h)			2
ECTS Credits			2