**English For Academic Purposes (ENG203)**

**Instructor:** Dr. Beris Artan Özoran

**Goals:** To provide students with necessary vacobulary in order to read academic texts, follow academic lectures and make presentations.

**Course Content:** Reading, Building Vocabulary, Listening, Speaking and Writing

**Course Learning Outcomes:**

* Students build up necessary vacobulary to read academic texts
* Students develop reading skills to read academic texts.
* Students build up necessary vocabulary to follow academic lectures.

**Weekly Course Flow:**

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|  | **Topics** | **Instruction Methods and Approaches** |
| 1. **Week**
 | Introduction | Lecture, question-answer-discussion |
| 1. **Week**
 | Warm-Up Exercises | Lecture, question-answer-discussion |
| 1. **Week**
 | Media and SocietyReading – “The Role of Mass Media”Listening – “Whoever Controls the Media, The Images, Controls the Culture”<https://www.youtube.com/watch?v=ZpjWioF6iMo>Writing- “How Media Effects The Society?” | Lecture, question-answer-discussion |
| 1. **Week**
 | Propaganda and The MediaReading – “Propaganda and The Media”Listening- “The Phenomenon Donald Trump – did the media cause it?”<https://www.youtube.com/watch?v=TqGH9dpInUI>Speaking – Film and Propaganda  | Lecture, question-answer-discussion |
| 1. **Week**
 | Children and MediaReading- “Television and Children”Listening- “How Tv Affects the Brains of Young Children”<https://www.youtube.com/watch?v=v2SdEpHjrjw>Writing- Tv Programs and Children | Lecture, question-answer-discussion |
| 1. **Week**
 | New MediaReading: “Digital Habits Across Generations”Listening- Why Social media is Reimagining Our FutureSpeaking- Discussion | Lecture, question-answer-discussion |
| 1. **Week**
 | Mid-term | Lecture, question-answer-discussion |
| 1. **Week**
 | Role- Playing Game | Lecture, question-answer-discussion |
| 1. **Week**
 | AdvertisingReading- “Advertising in The Media”Listening- “Perspective is Everything”<https://www.ted.com/talks/rory_sutherland_perspective_is_everything#t-327867>Speaking – Discussion on Advertising (pro-con) | Lecture, question-answer-discussion |
| 1. **Week**
 | AdvertisingReading – “Nike uses NFL protest player in ad campaign”Listening- “Nike uses NFL protest player in ad campaign”Listening 2- “We’re Building a Dystopia Just to Make People Click on Ads”<https://www.ted.com/talks/zeynep_tufekci_we_re_building_a_dystopia_just_to_make_people_click_on_ads#t-616985> | Lecture, question-answer-discussion |
| 1. **Week**
 | Public RelationsReading- PR WeekSpeaking- Presentations of News on PR | Lecture, question-answer-discussion |
| 1. **Week**
 | Social ResponbilityReading – Adidas to make shoes from ocean garbageListening- The Business Benefits of Doing Good<https://www.ted.com/talks/wendy_woods_the_business_benefits_of_doing_good#t-657454> | Lecture, question-answer-discussion |
| 1. **Week**
 | BusinessReading – “Cultural Expectations and Leadership”Reading 2- “Millenials in The Workplace”Listening- “What baby boomers can learn from millenials”<https://www.ted.com/talks/chip_conley_what_baby_boomers_can_learn_from_millennials_at_work_and_vice_versa#t-683006> Listening 2- “How Great Leaders Inspire Action”<https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action> | Lecture, question-answer-discussion |
| 1. **Week**
 | How To Make An Effective English Communication ? | Lecture, question-answer-discussion |
| 1. **Week**
 | Presentations | Lecture, question-answer-discussion |
| 1. **Week**
 | General Evaluation  | Lecture, question-answer-discussion |

**Evaluation:**

Mid-term: %30

Final: %80