**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 Society  Reading – “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 Media  Reading – “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 Media  Reading- “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 Media  Reading: “Digital Habits Across Generations”  Listening- Why Social media is Reimagining Our Future  Speaking- Discussion | Lecture, question-answer-discussion |
| 1. **Week** | Mid-term | Lecture, question-answer-discussion |
| 1. **Week** | Role- Playing Game | Lecture, question-answer-discussion |
| 1. **Week** | Advertising  Reading- “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** | Advertising  Reading – “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 Relations  Reading- PR Week  Speaking- Presentations of News on PR | Lecture, question-answer-discussion |
| 1. **Week** | Social Responbility  Reading – Adidas to make shoes from ocean garbage  Listening- 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** | Business  Reading – “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