

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	APPLIED MEDIA STUDIES

2. Information about the discipline

2.1 Discipline title	British Media Studies						
2.2 Course lecturer	Julia Vallasek						
2.3 Seminar assistant	Julia Vallasek						
2.4 Year of study	1	2.5 Semester	1	2.6. Evaluation type	Ex	2.7 Discipline type	OP

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	4	of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4 Total hours in the study plan	56	of which: 3.5 course	28	3.6 seminar/laboratory	28
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					7
Supplementary documentation in the library, on electronic platforms and in the field:					7
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					14
Tutorials					14
Examinations					2
Other activities:					
3.7 Total hours of individual study	42				
3.8 Total hours per semester	74				
3.9 Number of credits	6				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	• Intermediate/upper intermediate level of English

5. Conditions (where applicable)

5.1 for the course	• Room with a video projector/ digital display and Internet connection
5.2 for the seminar/laboratory	• Room with a video projector/digital display and Internet connection

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • Understanding general information about mass media in the UK • Understanding the specific characteristics and development of different media • Identifying similarities and differences
Transversal competencies	<ul style="list-style-type: none"> • Communicating in the context of Uk media • Team work

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<p>Students will learn about the social and historical context of the formation of the British mass media, as well as about those tendencies that played an important role in its development. By the personal projects each student will have the opportunity to research certain aspects of the contemporary British mass media.</p>
7.2 Specific objectives	<ul style="list-style-type: none"> • Giving a wider image, and a deeper understanding of previously acquired knowledge about media culture • Placing concepts of media theory and norms into the specific context of the anglo-saxon media

8. Contents

8.1 Course	Teaching methods	Observations
1. Tradition of anglo-saxon journalism	Presentation, Discussions	
2. History of Mass Media in the UK. 1. 15, 16, 17, 18. century	Presentation, Discussions	
3. History of the printed press. Radical press, aspects of the 19 th century printed press	Presentation, Discussions	
4. History of the printed press. XX century.	Presentation, Discussions	
5. The birth and the golden age of radio broadcasting in Britain	Presentation, Discussions	
6. History of televised broadcasting in the UK	Presentation, Discussions	
7. British Media at war! Reporting the great conflicts of the XX century	Presentation, Discussions	
8. An outline of the contemporary british media	Presentation, Discussions	

9. The concept of “public service” vs. commercial broadcasting	Presentation, Discussions	
10. Objectivity and subjectivity and their role in the British media	Presentation, Discussions	
11. Press scandals and the role of tabloid journalism	Presentation, Discussions	
12. Constructing identity through televised events	Presentation, Discussions	
13. Constructing alterity in the British media	Presentation, Discussions	
14. Gender bias in British media	Presentation, Discussions	

Bibliography:

Bibliografie

1. Williams, Kevin: *Get Me a Murder A Day! A History of Mass Communication in Britain*. Arnold, London, New York, Sidney, Auckland, 1998.
2. Bromley, Michael – O’Mallay, Tom (ed.) *A Journalism Reader*. Routledge, London, New York, 1997
3. Weaver, Paul H. : *News and the Culture of Lying. How Journalism Really Works*. The Free Press, 1994
4. Snoddy, Raymond: *The Good, The Bad and the Unacceptable (The Hard News about the British Press)* Faber&Faber, London, 1993.
6. Marris, Paul– Thornham, Sue ed.: *Media Studies. A Reader*. Edinburgh University Press. 1996.
7. O’Sullivan, Tim– Jewkes, Yvonne: *The Media Studies Reader*. Arnold. 1997.
8. Briggs, Adam – Cogley, Paul: *The Media: An Introduction*. Longman. 1998.
- Norris, Pippa (ed.): *Women, Media, and Politics*: Oxford University Press, 1997.
9. Negrine, Ralph: *Politics and Mass Media in Britain*. Routledge. London, New York. 1989.
10. McNair, Brian: *News and Journalism in the UK*. Routledge. London and New York, 4.th Edition, 2003.
11. *Journalism, media and the challenge of human rights reporting*. International Council on Human Rights Policy. Versoix, Switzerland. 2002.
12. Barbier, Frédéric – Bertho Lavenir Catherine: *A média története. Diderot-tól az internetig*. Osiris Kiadó, Budapest, 2004.

8.2 Seminar / laboratory	Teaching methods	Observations
1. Testing students general knowledge about contemporary UK	Application	
2. Presentation of individual research projects	Application	
3. Presentation of individual research projects	Application	
4. Presentation of individual research projects	Application	
5. Presentation of individual research projects	Application	
6. Presentation of individual research projects	Application	

7. Presentation of individual research projects	Application	

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

<ul style="list-style-type: none"> Students will acquire a contextualized knowledge concerning one of the world's leading media system, its socio-cultural influence and its historical background.
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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Knowledge of the concepts presented during the term	Written examination	75%
10.5 Seminar/laboratory	Individual project		25%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> The student shows a reasonable understanding of English journalistic terminology and are able to position facts and events in time. 			

Date

10.03.2015.

Course lecturer signature

Lect. Dr. Julia Vallasek

Seminar assistant signature

Lect. Dr. Julia Vallasek



Date of approval in the Department

11.03.2015.

Head of department's signature

