

SYLLABUS

1. Information regarding the programme

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 Study cycle	BACHELOR	
1.6 Study programme / Qualification	JOURNALISM	

2. Information regarding the discipline

2.1 Name of the discipline	Introduction in Media Studies						
2.2 Course coordinator	Dr. Radu Meza						
2.3 Seminar coordinator	Dr. Radu Meza						
2.4. Year of study	1	2.5 Semester	1	2.6. Type of evaluation	E	2.7 Type of discipline	

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

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	42	Of which: 3.5 course	28	3.6 seminar/laboratory	14
Time allotment:	hours				
Learning using manual, course support, bibliography, course notes	2				
Additional documentation (in libraries, on electronic platforms, field documentation)	1				
Preparation for seminars/labs, homework, papers, portfolios and essays	1				
Tutorship					
Evaluations					
Other activities:					
3.7 Total individual study hours	56				
3.8 Total hours per semester	98				
3.9 Number of ECTS credits	5				

4. Prerequisites (if necessary)

4.1. curriculum	•
4.2. competencies	•

5. Conditions (if necessary)

5.1. for the course	•
5.2. for the seminar /lab activities	•

6. Specific competencies acquired

Professional competencies	<p>C1.1 Defining the main field-specific concepts, using them and specialized terminology in multiple situations</p> <p>C1.2 Conceptually explaining communication situations and field-specific problems</p> <p>C2.1 Understanding theories of technology mediated communication</p> <p>C3.1 Identifying and using the main theories referring to media communication, target audience segmentation, the dynamics of various types of audience</p> <p>C4.1 Identifying and describing the communicational environment in which national or local organizations globalize their activity</p>
Transversal competencies	

7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	<ul style="list-style-type: none"> The purpose of this course is to introduce first year journalism student to fundamental theories and concepts in the media field
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> Understanding the evolution of mass media and the interplay between society, economy and media Understanding mass communication and early effects theories and propaganda theories Understanding the and being able to use concepts relating to the structure, organization and typology of media institutions Understanding reception theory and types of audience segmentation Understanding concepts and theories relating to contemporary developments in the media sector

8. Content

8.1 Course	Teaching methods	Remarks
1. Introduction to Media Studies. What are the media?	Explanation Discussion	
2. Newspapers and the Rise of Modern Journalism	Explanation Discussion	
3. Communication Models. Mass-communication. Early Effects Theories of Mass Communication	Explanation Discussion	
4. The Functions and Roles of Mass-media	Explanation Discussion	
5. Media Institutions. Analysis Models and Typology	Explanation Discussion	
6. Media Messages. Propaganda.	Explanation Discussion	

7. Medium Theory. Marshall McLuhan. Hiperreality. Baudrillard. Public Sphere. Habermas. Communication Systems. Niklas Luhmann	Explanation Discussion	
8. Reception Theory. Uses and Gratifications. Encoding/Decoding		
9. The Audience. Audience Segments. Demographics and Psychographics	Explanation Discussion	
10. Gatekeeping. Agenda Setting. Framing and Priming	Explanation Discussion	
11. Global Media in the Information Society/ Network Society.	Explanation Discussion	
12. Power Shifts. Social Media	Explanation Discussion	
13. Media Literacy. Media Criticism	Explanation Discussion	
14. News Culture. Professional Ideologies in Mass Communication	Explanation Discussion	

Bibliography

1. **Brenda Downes, Steve Miller. 1998.** *Media Studies*. Londra : Hodder Headline, 1998.
2. **Kellner, Douglas. 2003.** Cultural Studies, Multiculturalism and Media Culture. *Douglas Kellner*. [Interactiv] 2003. <http://www.gseis.ucla.edu/faculty/kellner/essays/culturalstudiesmulticulturalism.pdf>.
3. **McLuhan, Marshall. 2001.** *Understanding Media: The Extensions of Man*. Londra : Routledge, 2001.
4. **O'Sullivan, Tim și Jewkes, Yvonne. 1997.** *Media studies reader*. Londra : Arnold, 1997.
5. **Rayner, Philip, Wall, Peter și Kruger, Stephen. 2004.** *Media Studies: The essential resource*. Londra : Routledge, 2004.

8.2 Seminar / laboratory	Teaching methods	Remarks
1. Cultural and Media Studies in Contemporary Society	Discussion Game	
2. Media Institutions and Ownership	Discussion Application	
3. Media Technology	Discussion Application	
4. Media Messages	Discussion Application	
5. Media Audiences	Discussion Application	
6. Uses of Media Literacy	Discussion Application	
7. Contemporary Media Culture	Discussion Application	

Bibliography

1. **Brenda Downes, Steve Miller. 1998.** *Media Studies*. Londra : Hodder Headline, 1998.
2. **Kellner, Douglas. 2003.** Cultural Studies, Multiculturalism and Media Culture. *Douglas Kellner*.

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The contemporary journalist needs not only be an operator who mechanically follows templates. This course offers students the possibility of a broader understanding of the media, media institutions and the context they operate in through 20th century scholarship. In many European Countries, there are many bachelor and master level study programs focusing on Media Studies. The future journalist needs to be well-educated and knowledgeable if creativity and critical thinking are expected of her/him.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	Understanding of theories, concepts and typologies	Written Exam	70%
10.5 Seminar/lab activities	Active participation in the seminar	Attendance, Observation, Assignments	15%
	The ability to use concepts and theories to support your ideas	Critical argumentative essay	15%
10.6 Minimum performance standards			
The students should be able to recognize types of media institutions, types of media, they should be able to understand concepts like mass audience, mass media, mass communication, propaganda, network publics, hot media, cold media, agenda setting, the spiral of silence, gatekeeping, framing, priming, demographic and psychographic segmentation, public sphere, hyperreality and theories and models such as the magic bullet, the hypodermic needle, the propaganda model, uses and gratifications, encoding/decoding, medium theory.			

Date

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Signature of course coordinator

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Signature of seminar coordinator

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Date of approval

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Signature of the head of department

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