

## 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	BACHELOR
1.6 Study program / Qualification	JOURNALISM

### 2. Information about the discipline

2.1 Discipline title	MEDIA HISTORY						
2.2 Course lecturer							
2.3 Seminar assistant	VLAD JECAN						
2.4 Year of study	2	2.5 Semester	1	2.6. Evaluation type	V	2.7 Discipline type	OPT

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

3.1 Number of hours per week		of which: 3.2 course		3.3 seminar/laboratory	2
3.4 Total hours in the study plan		of which: 3.5 course		3.6 seminar/laboratory	8
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					10
Supplementary documentation in the library, on electronic platforms and in the field:					8
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					8
Tutorials					
Examinations					1
Other activities: .....					
3.7 Total hours of individual study			24		
3.8 Total hours per semester			28		
3.9 Number of credits			4		

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	• C1, C1.1, C2.1, C4.1

### 5. Conditions (where applicable)

5.1 for the course	
5.2 for the seminar/laboratory	• Room with a video projector

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• C1.</li> <li>• C2.1 Understanding theories regarding technology mediated communication</li> <li>• C3.2 Identifying the particularities involved in the specialized use of various types of media in communication with respect to specificities of the channel and the media product</li> <li>• C4.2 Adapting technical, tactical and strategic journalistic instruments to the internationalization of national or local organizations</li> <li>• C2.3 Identifying and using adequate media in the context of professional communication</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• Communicating in the context of unknown networked publics</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>• The introduction of students to the development of media technologies, their use and socio-political consequences in the history of Western civilization.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Understanding the development of media technologies</li> <li>• Identifying the social and political influences of new communication technologies in Western history.</li> <li>• Understanding the scientific theories and research methodologies in media history</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	Observations
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8.2 Seminar / laboratory	Teaching methods	Observations
1. Approaches to Media History: <i>techne</i> , media/technology, media/institutions	Explanation Discussion	A general introduction to Media History.
2. Technologies of writing and printing	Explanation Discussion	Prepare and present a short history of any printing or writing technology.
3. The Telegraph and the discovery of cyberspace	Explanation Discussion	Prior to seminar: Read Strandage's <i>The Victorian Internet</i> . During the seminar: Discuss the differences and similarities between the telegraph and the internet.
4. Radio. Wireless. Military and civilian use	Explanation Discussion	Discuss the social, political and economic impact of wireless technologies.
5. Film production in the 20 <sup>th</sup> century.	Explanation Discussion	Take 20 minutes to fill in a Internet/Web activity chart. How many minute/s or hours per day do you spend using Internet or Web related technologies. Discuss your results.
6. Television in the 20 <sup>th</sup> century	Explanation Discussion	Prepare and present the history of a television station of your choosing.
7. From the computer to the personal computer	Explanation Discussion	Discuss the role of the Homebrew Computer Club in the development of the personal computer.
8. The making of the Internet	Explanation Discussion Homework	
9. Cyberpunk literature	Prezentare Discuții	Choose any communication technology in history and use the principal characteristics of the literature to write a 2 page cyberpunk text.
10. Cyborg. Human-machine in the 20 <sup>th</sup> century	Prezentare Discuții	Discuss the characteristics of 2-3 cyborg film or literature characters. Define the concept of cyborg.
11. Cyberspace	Prezentare Discuții	
12. Early social networking: WELL, USENET, MUDs, BBS	Prezentare Discuții	
13. WWW: the making of the first website	Prezentare Discuții	

Bibliography		
Van Loon, J. 2007. <i>Media technology: Critical perspectives</i> , Open University Press.		
Bartle, R. 1996. Hearts, clubs, diamonds, spades: Players who suit MUDs. <i>Journal of MUD research</i> , 1, 19.		
Marvin, C. 1988. <i>When Old Technologies Were New: Thinking About Electric Communication in the Late Nineteenth Century</i> , Oxford, Oxford University Press.		

**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**

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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	Understanding of main theories and concepts relating to new media	Final written examination Multiple-choice	60%
10.5 Seminar/laboratory	The ability to operate with concepts	Participation in seminar activities	15%
	The ability to formulate opinions and arguments using concepts in a communication medium	YouTube videos	25%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> <li>• The students shows a reasonable understanding of new media technologies, their political, economic and social context and is able to provide sound definitions for terms/phrases such as global village, Gutenberg galaxy, the medium is the message, produser, prosumer, user-generated content, folksonomy, news feed/RSS feed, website, attention economy, network society, multimedia, digital media, online media, Internet, World Wide Web, Web 2.0, social network site, internet meme, networked publics, cyberbalkanization, trolling, flaming, hacking</li> </ul>			

*Dir. Departemen  
Prof. Muli. Ch. Teg. Henedoa  
Retyu*

Date

Course lecturer signature

Seminar assistant signature

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