

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Political, Administrative and Communication Sciences
1.3 Department	Journalism
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	Production of a publication						
2.2 Course lecturer							
2.3 Seminar assistant	lect. univ. dr. George Prundaru						
2.4 Year of study	2	2.5 Semester	I	2.6. Evaluation type	VP	2.7 Discipline type	OBL

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

3.1 Number of hours per week	2	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	28	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					1
Supplementary documentation in the library, on electronic platforms and in the field:					1
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					4
Tutorials					
Examinations					
Other activities:					
3.7 Total hours of individual study	82				
3.8 Total hours per semester	120				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

5. Conditions (where applicable)

5.1 for the course	•
5.2 for the seminar/laboratory	•

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • (C1.1) Defining the main field-specific concepts, using them and specialized terminology in multiple situations • (C2.4) Using standard criteria and methods in evaluating the quality of the journalistic act (collection, processing and dissemination of media information) • (C6.1) Applying basic concepts for the production of a thematic section/page for a publication or a broadcast, according to professional norms. • (C6.2) Formulating editorial objectives which are consistent with the target audience's profile • (C6.3) The capitalization on theoretical and methodological knowledge for producing a thematic section for any media product (observing the specific characteristics of the communication channel). • (C6.4) The evaluation of a structure of sections, programming grid, according to the basic concepts regarding the integration of a product in the structure of an informational package • (C6.5) Presenting the developed publication or broadcast.
Transversal competencies	<ul style="list-style-type: none"> • (CT1) Solving, in a realistic manner, with both theoretical and practical argumentation, of common professional situation, in view of an efficient and deontological solution. • (CT2) Applying efficient teamwork techniques, in a multidisciplinary team, accomplishing tasks on hierarchic levels.

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • The assimilation of knowledge and abilities necessary for the production of a print publication.
7.2 Specific objectives	<ul style="list-style-type: none"> • Understanding the editorial and economical context for journalistic publications in the current market • The assimilation of the basic structures of an editorial room • The ability to conceptualize a competitive publication according to real-life limitations • The ability to create a coherent publication structure that is sustainable over time • The ability to work efficiently in heterogeneous, hierarchically organized teams • The ability to evaluate the value of journalistic work as a relationship between quality and quantity

8. Contents

8.1 Course	Teaching methods	Observations
1. Introductory course	Multimedia presentation	
2. The editorial structure of a publication	Multimedia presentation	
3. The structure of the content of a publication	Multimedia presentation	
4. Types of publications	Multimedia presentation	
5. Types of audiences	Multimedia presentation	
6. Editorial policies	Multimedia presentation	
7. Magazine genres	Multimedia presentation Debate	
8. Choosing a story	Multimedia presentation	
9. Writing and editing	Multimedia presentation	

10. The social importance of magazines	Multimedia presentation	
11. Business models and revenue sources	Multimedia presentation	
12. The evolution of print media	Multimedia presentation	
13. Deontological and ethical issues	Multimedia presentation Debate	
14. Final course/Review	Multimedia presentation	
Bibliography Cappon, René Jacques. 1999. <i>The Associated Press guide to news writing</i> : Peterson's. Evans, Michael Robert. 2004. <i>The Layers of Magazine Editing</i> : Columbia University Press. Jacobi, Peter. 1997. <i>The Magazine Article: How to think it, plan it, write it</i> : Indiana University Press. Johnson, Sammye, and Patricia Prijatel. 1999. <i>Magazine publishing</i> : NTC/Contemporary Publishing Company. McKay, Jenny. 2000. <i>The magazines handbook</i> : Psychology Press. Morrish, John, and Paul Bradshaw. 2012. <i>Magazine Editing: In Print and Online</i> : Routledge.		
8.2 Seminar		
1. Creating the teams	Application	
2. Choosing a project	Application	
3. Establishing the first issue	Application	
4. Discussing the first issue	Application	
5. Establishing the second issue	Application	
6. Discussing the second issue	Application	
7. Establishing the third issue	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

- The course tackles the realities of the current market, with reflections on the position of print media in the current media mix.
- The course simulates a realistic work environment, with external factors such as audience, competition and marketing involved.
- The course insists on teamwork in an editorial room structure.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course and seminar	Producing an issue of a magazine as part of an editorial team (1)	VP	20%
	Producing an issue of a magazine as part of an editorial team (2)	VP	30%
	Producing an issue of a magazine as part of an editorial team (3)	VP	40%

10.6 Minimum performance standard

- Producing a minimum of one editorial material per issue
- Evaluating the quality of materials to be published.
- Understanding the structure of a publication.
- Understanding the position of a publication in the media market.

Date

Course lecturer signature

Seminar assistant signature

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Date of approval in the Department

Head of department's signature

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