

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	MEDIA COMMUNICATION

2. Information about the discipline

2.1 Discipline title	NEW MEDIA CULTURE						
2.2 Course lecturer	RADU MEZA						
2.3 Seminar assistant	RADU MEZA						
2.4 Year of study	1	2.5 Semester	1	2.6. Evaluation type	C	2.7 Discipline type	CO

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

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					14
Supplementary documentation in the library, on electronic platforms and in the field:					14
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					14
Tutorials					
Examinations					2
Other activities:					
3.7 Total hours of individual study	42				
3.8 Total hours per semester	84				
3.9 Number of credits	6				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

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 theories regarding technology mediated communication, the social impact of new media • Treating communication and the audience from the perspective of field-specific parameters, taking into account the relation between the technological medium and target audience • 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 • Understanding the methodological challenges of researching communication through the new media • Using automated data collection and analysis tools for in hypertextual communication research
Transversal competencies	<ul style="list-style-type: none"> • Communicating in the context of unknown networked publics

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • The understanding of the theoretical frameworks and collection/analysis tools that can be used to research new media communication from the technological, political economy and social perspectives
7.2 Specific objectives	<ul style="list-style-type: none"> • Understanding the social, political and economic changes related to the use of new media technologies: the bias of technology, media ecology, technological determinism • Understanding professional and interpersonal communication in the context of new media: one-to-one, one-to-many, many-to-many, networked publics, publicly private, privately public, mass-media, networked media • Understanding the main academic theories relating to new media technology use • Using appropriate theoretical frameworks and methodology for the study on new media communication

8. Contents

8.1 Course	Teaching methods	Observations
1. New Media and Contemporary Society. New Media as a Buzzword and New Media as a Broad Concept. Technology, Society and Political Economy	Explanation, Demonstration	What is the meaning of the phrase “new media”? How does it relate to phrases like electronic media, digital media and multimedia ?

2. Technology. Communication as Matter in Transportation. Spatial and Temporal biases. Media Ecology. Medium Theory. Media as the Extensions of Man. The Gutenberg Galaxy. The Global Village. Electric and Electronic Media – From Telegraph to Television	Explanation, Discussion	Reading: Harold Innis – Empire and Communication Reading: Marshall McLuhan – Radio – The Tribal Drum
3. Media Technology and the Driving Principles of the Industrial Society. Assembly Line Logic. Mass Production and Mass Distribution Diffusion of Innovations Theory	Explanation, Discussion Video	Assembly Line Logic in the Inverted Pyramid Model.
4. New Media as the Intersection of Media Technologies and Computing Technologies. The Personal Computer. The universal media machine.	Explanation, Demonstration,	Reading: Lev Manovich – The Language of New Media. Bill Gates’ vision: A computer in every home and software separated from hardware
5. The Internet. Network Communication. The Memex. Hypertext Systems	Explanation, Discussion	Reading: Vanevar Bush – As We May Think
6. Computer Mediated Communication (CMC). Early communication on the Internet. Mail, Chat, BBS, MUD, IRC. Instant Messaging. History and Scholarship	Explanation, Discussion	SPAM and spam BBS and virtual communities. MUDs – Reading: Charles Bartle IRC in the early 1990s – Identity games Instant Messaging, Teenagers and Coordination
7. The World Wide Web. Websites. Webmail. The dot-com Bubble.	Explanation, Demonstration, Discussion	Video: Download, The True Story of the Internet
8. Web 2.0 and Democracy. Media Sharing. Collective Media and Personal Media. Services and Platforms. Dichotomies. Push and Pull. Broadcasting and Narrowcasting. Narrative and Database. Swarm and Herd	Explanation, Video, Discussion	Reading: Paul Anderson – Web 2.0
9. User Generated Content. User Generated Organization. Folksonomies, Tagging and Collective Intelligence. Remix Culture. Internet Memes and Viral Videos	Explanation, Discussion	Mike Wesch – An Anthropological Introduction to YouTube. Lawrence Lessig - Creativity
10. Mobile Communication Devices. From SMS to Smartphones supporting Augmented Reality Applications	Explanation, Discussion	What does mobile telephony change? Who does it empower? How is communication via SMS different than other types of communication? What’s its role in our culture? Explain augmented reality!
11. Social Networking Sites. Social Media. Amateur Media. Self-presentation and Self-representation. Attention Economy.	Explanation, Discussion	

12. Finding a theoretical framework for new media research	Discussion	
13. Finding a methodological approach for new media research	Discussion	
14. Colloquium	Presentation of Research articles	

Bibliography

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- Barabasi, A.-L. 2000. *Linked: The New Science of Networks*, New York, The Penguin Group.
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- Bartle, R. 2000. Summary MUD history. *in*: STEWART, B. (ed.) *Living internet*.
- Bechar-Israeli, H. 1995. From< bonehead> to< cLonehead>: nicknames, play, and identity on Internet relay chat. *Journal of Computer-Mediated Communication*, 1.
- Beer, D. D. 2008. Social network (ing) sites... revisiting the story so far: A response to danah boyd & Nicole Ellison. *Journal of Computer Mediated Communication*, 13, 516-529.
- Berners-Lee, T. 1989. Information management: A proposal.
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- Goffman, E. 1959. *The Presentation of Self in Everyday Life*, New York, Doubleday.
- Innis, H. 2007. *Empire and Communications*, Plymouth, Rowman and Littlefield.
- Jenkins, H. 2006. *Convergence Culture: Where Old and New Media Collide*, New York, New York University Press
- Jones, S. 2003. *Encyclopedia of new media: An essential reference to communication and technology*, Sage Publications, Inc
- Manovich, L. 2007. Alan Kay's Universal Media Machine. *Lev Manovich* [Online]. Accesat la: www.manovich.net
- Marvin, C. 1988. *When Old Technologies Were New: Thinking About Electric Communication in the Late Nineteenth Century*, Oxford, Oxford University Press.
- Mcluhan, M. 2001. *Understanding Media: The Extensions of Man*, Londra, Routledge.
- Papacharissi, Z. 2009. The virtual geographies of social networks: a comparative analysis of Facebook, LinkedIn and ASmallWorld. *New Media & Society*, 11, 199.
- Poster, M. 1995. *The second media age*, Polity Press Cambridge.
- Rafaeli, S. 1984. The electronic bulletin board: A computer-driven mass medium. *Social Science Computer Review*, 2, 123.
- Thelwall, M. 2009. Social Network Sites: Users and Uses. *in*: ZELKOWITZ, M. V. (editor) *Advances in Computers: Social Networking and the Web, Vol 76*. Ediția ed. San Diego: Elsevier Academic Press Inc.
- Van Loon, J. 2007. *Media technology: Critical perspectives*, Open University Press.
- Wellman, B. 2004. The three ages of internet studies: ten, five and zero years ago. *New Media and Society*, 6, 123-129.

Videos

- Download: The True Story of the Internet: Browser Wars*, 2008a. Jones, J. USA: Science Channel.
- Download: The True Story of the Internet: Bubble*, 2008b. Jones, J. USA: Science Channel.
- Download: The True Story of the Internet: People Power*, 2008c. Jones, J. USA: Science Channel.
- Download: The True Story of the Internet: Search*, 2008d. Jones, J. USA: Science Channel

8.2 Seminar / laboratory	Teaching methods	Observations
1. Static and Dynamic Web pages - Automation	Application	
2. Web Scrapers – Scraping with Chrome Scraper	Application	
3. Web Scrapers – Scraping with Helium	Application	
4. Cleaning up large data sets	Application	
5. Data analysis tools - VOSViewer	Application	
6. Data analysis tools - Tropes	Application	
7. Data visualisation	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 study of new media is often seen as a new field in communication science and many study programs approach it with some skepticism, when in fact there is decades old scholarly work which would prove most useful for future professional in the field of communication sciences. Being able to understand the principles behind new media technologies, their relation with political economy and society is essential for the 21st century communication sciences researcher.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The ability to use an appropriate theoretical framework for new media research	A 12 page (24000 characters) original research article on phenomenon belonging to new media culture	50%
10.5 Seminar/laboratory	Methodology and the ability to use automated data collection and analysis tools		50%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> • The student shows a reasonable understanding of new media technologies, their political, economic and social context • The student is able to use appropriate theoretical frameworks and methodology for researching new media phenomena 			

Date

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Course lecturer signature

Lect. Dr. Radu Meza

Seminar assistant signature

Lect. Dr. Radu Meza

Date of approval in the Department

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Head of department's signature

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