

## SYLLABUS

### 1. Information regarding the programme

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	COLLEGE 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 regarding the discipline

2.1 Discipline title	<b>INTRODUCTION IN MEDIA STUDIES</b>						
2.2 Course lecturer	DR. RADU MEZA, LECTURER						
2.3 Seminar assistant	DR. CARMEN ȚĂGȘOREAN						
2.4 Year of study	1	2.5 Semester	1	2.6. Evaluation type	E	2.7 Discipline type	<b>CO</b>

### 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	2
3.4 Total hours in the curriculum	42	Of which: 3.5 course	28	3.6 seminar/laboratory	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					28
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					
Evaluations					2
Other activities: .....					
3.7 Total individual study hours	70				
3.8 Total hours per semester	128				
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

<b>Professional competencies</b>	<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>
<b>Transversal competencies</b>	

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

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

## 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. Media Messages. Propaganda.	Explanation Discussion	
4. The Functions and Roles of Mass-media	Explanation Discussion	
5. Media Institutions. Analysis Models and Typology	Explanation Discussion	
6. Gatekeeping. Agenda Setting. Framing and Priming	Explanation Discussion	
7. Reception Theory. Uses and Gratifications.	Explanation	

Encoding/Decoding	Discussion	
8. Medium Theory. Marshall McLuhan. Hiperreality. Baudrillard. Public Sphere. Habermas. Communication Systems. Niklas Luhmann	Explanation Discussion	
9. The Audience. Audience Segments. Demographics and Psychographics	Explanation Discussion	
10. Global Media in the Information Society/ Network Society.	Explanation Discussion	
11. Power Shifts. Social Media. Emerging business models	Explanation Discussion	
12. Media and Information Literacy. Media Criticism	Explanation Discussion	
13. News Culture. Professional Ideologies in Mass Communication	Explanation Discussion	
14. Final recap. Media Theory in Context	Explanation Discussion	

#### Bibliography

1. **Baillargeon, N. 2011.** *A Short Course in Intellectual Self Defense*. Seven Stories Press.
2. **Downes, B; Miller, S. 1998.** *Media Studies*. Londra : Hodder Headline.
3. **Kellner, Douglas. 2003.** *Cultural Studies, Multiculturalism and Media Culture*. Douglas Kellner. 2003. <http://www.gseis.ucla.edu/faculty/kellner/essays/culturalstudiesmulticulturalism.pdf>.
4. **Laughey, D. 2007.** *Key themes in media theory*. McGraw-Hill Education (UK).
5. **McLuhan, Marshall. 2001.** *Understanding Media: The Extensions of Man*. Londra : Routledge, 2001.
6. **O'Sullivan, Tim și Jewkes, Yvonne. 1997.** *Media studies reader*. Londra : Arnold, 1997.
7. **Pavlik, J. V., & McIntosh, S. .2004.** *Converging media: An introduction to mass communication*. Allyn & Bacon, 2004
8. **Rayner, Philip, Wall, Peter și Kruger, Stephen. 2004.** *Media Studies: The essential resource*. London : Routledge, 2004.

8.2 Seminar	Teaching methods	Remarks
1. Cultural and Media Studies in Contemporary Society	Discussion	
2. History of the Media	Discussion	
3. Communication models	Discussion	
4. Functions and Roles of the Media	Discussion	
5. Media Institutions and Ownership	Discussion Application	
6. Media Messages – Worksheet	Discussion Application	
7. Propaganda and Spin	Discussion	
8. Media Theories	Discussion	
9. Framing and Agenda Setting - Worksheet	Discussion Application	
10. Media Technologies	Discussion	
11. Media Audiences	Discussion	
12. Contemporary Media Culture	Discussion	
13. Media Literacy	Discussion	
14. Final Recap		

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1. **Baillargeon, N. 2011.** *A Short Course in Intellectual Self Defense*. Seven Stories Press.
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3. **Laughey, D. 2007.** *Key themes in media theory.* McGraw-Hill Education (UK).
4. **Kellner, Douglas. 2003.** *Cultural Studies, Multiculturalism and Media Culture.*  
<http://www.gseis.ucla.edu/faculty/kellner/essays/culturalstudiesmulticulturalism.pdf>.
5. **Pavlik, J. V., & McIntosh, S. .2004.** *Converging media: An introduction to mass communication.* Allyn & Bacon, 2004

**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 20<sup>th</sup> 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	80%
10.5 Seminar/lab activities	Media Messages	Worksheet – Assignment (in class)	10%
	Agenda Setting	Worksheet – Assignment (in class)	10%

**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, hyper-reality 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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