

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	Master
1.6 Study program / Qualification	Media Communication

2. Information about the discipline

2.1 Discipline title	Media Representations of Identity						
2.2 Course lecturer	Associate Professor Ramona Hosu, PhD, Habil.						
2.3 Seminar assistant	Associate Professor Ramona Hosu, PhD, Habil.						
2.4 Year of study	II	2.5 Semester	III	2.6. Evaluation type	C	2.7 Discipline type	OP

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:					36
Supplementary documentation in the library, on electronic platforms and in the field:					18
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					36
Tutorials					16
Examinations					2
Other activities:					
3.7 Total hours of individual study	108				
3.8 Total hours per semester	150				
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"> • Identification and use of language, methodologies and expertise in the science of communication • Analyze and critique digital media products, made for entertainment or communication purposes, with a view to content analysis • Using standard criteria and methods in analyzing the content of digital media products
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Transversal competencies	<ul style="list-style-type: none"> • Solving, in a realistic manner, with both theoretical and practical argumentation, a common professional situation, in view of an efficient and deontological solution • Making the most out of the currently available communication opportunities
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7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • Provide the practical tools for the content analysis of digital media products from a cultural perspective
7.2 Specific objectives	<ul style="list-style-type: none"> • Understand some concepts related to media studies in connection to cultural studies; • Understand some concepts related to communication studies (representation, communication, power, identity, interactive constructs etc.); • Develop specific analytical skills in evaluating the cultural discourse of digital media products; • Develop specific research skills and writing skills in order to be able to produce research papers on the themes of the course.

8. Contents

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8.1 Course	Teaching methods	Observations
1. Introductory Course	Presentation. Discussion.	
2. Cultural Studies and Cultural Politics	Lecture. Multimedia presentation. Discussion. Debate.	
3. Identity	Lecture. Multimedia presentation. Discussion. Debate.	
4. Communication & Representation & Digital Media	Lecture. Multimedia presentation. Discussion. Debate.	
5. Power & Politics & Media	Lecture. Multimedia presentation. Discussion. Debate.	
6. Media Cultural Studies	Lecture. Multimedia presentation. Discussion. Debate.	
7. Case Study 1: The construction of <i>nationality</i> in digital media products	Lecture. Multimedia presentation. Discussion. Debate.	
8. Case Study 2: The construction of <i>ethnicity</i> in digital media products	Lecture. Multimedia presentation. Discussion. Debate.	
9. Case Study 3: The construction of <i>race</i> in digital media products	Lecture. Multimedia presentation. Discussion. Debate.	
10. Case Study 4: The construction of <i>gender</i> in digital media products	Lecture. Multimedia presentation. Discussion. Debate.	
11. Case Study 5: The construction of <i>religion</i> in digital media products	Lecture. Multimedia presentation. Discussion. Debate.	
12. Case Study 6: The construction of <i>generation</i> in digital media products	Lecture. Multimedia presentation. Discussion. Debate.	
13. Case Study 7: The construction of <i>class</i> in digital media products	Lecture. Multimedia presentation. Discussion. Debate.	
14. Conclusions	Discussion. Debate.	
Bibliography		
- Durham, Meenakshi Gigi and Douglas M. Kellner, <i>Media and Cultural Studies. Keywords</i> , Blackwell Publishing, 2006		

- Gans, Herbert J., *Popular Culture and High Culture*, BasicBooks, 1974
- Hall, Stuart and Paul du Gay, *Questions of Cultural Identity*, Sage, 2003
- Hall, Stuart (ed.) *Representations. Cultural Representations and Signifying Practices*, Sage, 1997
- Hall, Stuart, *Representation and the Media*, Transcript, Media Education Foundation
- Kellner, Douglas, *Media Matters: Cultural Studies, Identity and Politics Between the Modern and the Postmodern*, Routledge, 1995
- Kirby, Alan, *Digimodernism. How New Technology Dismantle the Postmodern and Reconfigure our Culture*, Continuum, 2009
- O’Sullivan, Tim et al, *Key Concepts in Communication and Cultural Studies*, Routledge, 2006
- Thornham, Sue, Caroline Bassett and Paul Marris, *Media Studies: A Reader*, Edinburgh University Press, 2009
- Weedon, Chris, *Identity and Culture. Narratives of Difference and Belonging*, Open University Press, 2004

8.2 Seminar		
1. Case Study 1: The construction of <i>nationality</i> in digital media products	Research paper presentation. Discussion. Debate.	
2. Case Study 2: The construction of <i>ethnicity</i> in digital media products	Research paper presentation. Discussion. Debate.	
3. Case Study 3: The construction of <i>race</i> in digital media products	Research paper presentation. Discussion. Debate.	
4. Case Study 4: The construction of <i>gender</i> in digital media products	Research paper presentation. Discussion. Debate.	
5. Case Study 5: The construction of <i>religion</i> in digital media products	Research paper presentation. Discussion. Debate.	
6. Case Study 6: The construction of <i>generation</i> in digital media products	Research paper presentation. Discussion. Debate.	
7. Case Study 7: The construction of <i>class</i> in digital media products	Research paper presentation. Discussion. Debate.	

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 discipline meets the need to provide communication and media specialists who are able to understand the work of representation in the interplay of both the creators and the consumers of digital media products, as well as how these representations contribute to the construction, sharing and negotiation of contemporary cultural meaning and identity (such as class, race, gender, ethnicity, religion etc.), through communicational acts and in social interaction, implying relations of power.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Written test: course concepts	C	50%
10.5 Seminar/laboratory	Research paper assignment	C	50%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> • The acquisition of the course concepts and theories in a research paper in which the student analyzes the cultural content and discourse of digital media products. 			

Date _____ Course lecturer signature _____ Seminar assistant signature _____

Date of approval in the Department _____ Head of department’s signature _____