

SYLLABUS

1. Information regarding the programme

1.1 Higher education institution	BABEŞ-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 Study cycle	MASTER
1.6 Study programme / Qualification	MEDIA COMMUNICATION

2. Information regarding the discipline

2.1 Name of the discipline	MEDIA CONSTRUCTION OF REALITY						
2.2 Course coordinator	Conf. univ. dr. Mogoş Andreea						
2.3 Seminary coordinator	Conf. univ. dr. Mogoş Andreea						
2.4. Year of study	1	2.5 Semester	2	2.6. Type of evaluation	E	2.7 Type of discipline	COMPULSORY

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

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminary	1
3.4 Total hours in the curriculum	42	Of which: 3.5 course	28	3.6 seminary	14
Time allotment per week:					8hours
Learning using manual, course support, bibliography, course notes					2
Additional documentation (in libraries, on electronic platforms, field documentation)					3
Preparation for labs, homework, portfolios					2
Tutorship					1
Evaluations					
Other activities:					
3.7 Total individual study hours			112		
3.8 Total hours per semester			154		
3.9 Number of ECTS credits			6		

4. Prerequisites (if necessary)

4.1. curriculum	<ul style="list-style-type: none"> No prerequisites required.
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	- video projector, internet connection
5.2. for the seminary activities	- video projector, internet connection

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> Defining, understanding and using specific concepts regarding the constructionist paradigm. Elaborating field-specific investigation projects. Identifying and describing the communicational environment in which communicators have to work nowadays.
Transversal competencies	<ul style="list-style-type: none"> Understanding the production and consumption of media products in the context of global media and with respect to the socio-economic and cultural structure of society

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

7.1 General objective of the discipline	<ul style="list-style-type: none"> The course will focus on mass media representations of gender, race, class, and politics, as well as the cultural, legal, economic, and institutional factors influencing the production of media texts. The course also discuss the ways in which media audiences make sense of media texts (advertisements, film, news media, reality television programs, sitcoms and new media (SNS, news portals).
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> Help students become more aware of the media content that they regularly consume. Have students learn how to analyze various representations (e.g. race, class, gender) in mass media and social media. Make students master the core concepts from lecture and readings.

8. Content

8.1 Course	Teaching methods	Remarks
1. Introduction.	Presentation Explanation	
2. Social constructionism.	Presentation Explanation	
3. The media construction of class, ethnicity and gender.	Presentation Explanation	
4. Dramaturgical approach.	Presentation Explanation	
5. Frame analysis.	Presentation Explanation	
6. Social semiotics.	Presentation Explanation	
7. Iconography and iconology. Visual content analysis	Presentation Explanation	
8. Visual representations of communism in Romania (1). Press photographs.	Presentation Explanation	
9. Visual representations of communism in Romania (2). <i>Tales from the Golden Age</i> (film)	Video projection Discussion & debate	

10. The media construction of science. Popular science.	Presentation Explanation	
11. Encoding the everyday: social media	Presentation Explanation	
12. The self (re)presentation on social media.	Presentation Explanation	
13. Representation in old and new media.	Presentation Discussion	
14. Final review	Discussion	

Bibliography

- Berger, P. L., & Luckmann, T. (1991). *The social construction of reality: A treatise in the sociology of knowledge* (No. 10). Penguin UK.
- Burr, V. (2015). *Social constructionism*. Routledge.
- Goffman, E. (1978). *The presentation of self in everyday life*. Harmondsworth.
- Hall, S. (Ed.). (1997). *Representation: Cultural representations and signifying practices* (Vol. 2). Sage.
- Hall, S. (1996). New ethnicities. *Stuart Hall: Critical dialogues in cultural studies*, 441-449.
- Hogan, B. (2010). The presentation of self in the age of social media: Distinguishing performances and exhibitions online. *Bulletin of Science, Technology & Society*, 30(6), 377-386.
- Merton, R. K. (1948). The self-fulfilling prophecy. *The Antioch Review*, 8(2), 193-210.
- Pan, Z., & Kosicki, G. M. (1993). Framing analysis: An approach to news discourse. *Political communication*, 10(1), 55-75.
- Reese, S. D., Gandy Jr, O. H., Gandy Jr, O. H., & Grant, A. E. (Eds.). (2001). *Framing public life: Perspectives on media and our understanding of the social world*. Routledge.
- Searle, J. R. (1995). *The construction of social reality*. Simon and Schuster.
- Zappavigna, M. (2016). Social media photography: construing subjectivity in Instagram images. *Visual Communication*, 15(3), 271-292.

8.2 Seminary	Teaching methods	Remarks
1. Introduction	Explanation Discussion	
2. The research design for studying media representations.	Explanation Discussion	
3. Gender, age, body representation. <i>Killing us softly</i> by Jean Kilbourne	Video projection Discussion	
4. Mid-term feed-back on research projects.	Explanation Discussion	
5. Paper discussion (to be decided)	Explanation Discussion	
6. Paper discussion (to be decided)	Explanation Demonstration	
7. Final feed-back on research projects.	Explanation Discussion	

Bibliography

- Dahl, S. (2000). Cultural values in beer advertising in the UK, the Netherlands and Germany. *Research Day, Intercultural Discourse group, University of Luton, UK*.
- Kirby, D. (2008). Cinematic science. *Handbook of public communication of science and technology*, 41-56.
- Robinson, L. (2007). The cyberself: the self-ing project goes online, symbolic interaction in the digital age. *New Media & Society*, 9(1), 93-110.

- Wright, T. (2002). Moving images: The media representation of refugees. *Visual Studies*, 17(1), 53-66.

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

- Media construction of reality is a course that enables students to understand how meaning is constructed both by traditional media and new media. It provides students with the skills needed to evaluate media content and to better understand the content they are creating on social media.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	<ul style="list-style-type: none"> • A 5 to 8 pages long paper (Times New Roman, 12pts, 1.5 rows, images and charts not included) on a topic related to the media construction of reality (e.g. event construction, gender construction, class construction, race construction, self-image construction and so on). The structure of your paper should cover the following elements: a clear statement of the researched topic; theoretical framework and literature review; research design [you can use qualitative methods (semiotic analysis, focus group, case study), quantitative methods (quantitative visual or textual content analysis) or both of them); results presentation & analysis and conclusions. 	Research paper	100%
10.5 Lab activities			
10.6 Minimum performance standards			
The students should be able to identify how meaning is created in a media product (text or image), to analyse the forms and content of media representations, and to reflect critically on medial representations.			

Date

Signature of course coordinator

1.10.2017

Conf. univ. dr. Andreea Mogoş

Date of approval

Signature of the head of department

Prof. univ. dr. Elena Abrudan