

## 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 AND DIGITAL MEDIA DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	MEDIA COMMUNICATION, APPLIED MEDIA STUDIES, DIGITAL MEDIA AND GAME STUDIES

### 2. Information about the discipline

2.1 Discipline title	NEW MEDIA CULTURE	UME3100					
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:					30
Supplementary documentation in the library, on electronic platforms and in the field:					34
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					42
Tutorials					
Examinations					2
Other activities: .....					
3.7 Total hours of individual study	106				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	<input type="checkbox"/>
4.2 based on competences	<input type="checkbox"/>

### 5. Conditions (where applicable)

5.1 for the course	<input type="checkbox"/> Room with a video projector/ digital display and Internet connection
5.2 for the seminar/laboratory	<input type="checkbox"/> Room with a video projector/digital display and Internet connection

### 6. Accumulated specific competencies

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

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li><input type="checkbox"/> 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</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li><input type="checkbox"/> Understanding the social, political and economic changes related to the use of new media technologies: the bias of technology, media ecology, technological determinism</li> <li><input type="checkbox"/> 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</li> <li><input type="checkbox"/> Understanding the main academic theories relating to new media technology use</li> <li><input type="checkbox"/> Using appropriate theoretical frameworks and methodology for the study on new media communication</li> </ul>

## 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 <b>electronic media, digital media and multimedia</b> ?

2. Overview of main Theories about Media Technologies	Explanation, Discussion	<b>Readings:</b> Harold Innis – Empire and Communication Marshall McLuhan – Radio – The Tribal Drum Vanevar Bush – As We May Think
3. New models for new media. Production/usage. Post-industrial logic. AUTOMATION	Explanation, Discussion Video	Everett Rogers - Diffusion of innovations Richard Bartle - Players who suit MUDs Mark Poster - The Second Media Age Lev Manovich - The Language of New Media Henry Jenkins - Textual Poachers Yochai Benkler - The Wealth of Networks
4. Mass media, niche media and personal media. Celebrities, fan cultures and amateurs	Explanation, Demonstration,	Ervin Goffman -The Presentation of Self in Everyday Life Sherry Turkle – Alone Together, The Second Self Martin Tanis - Cues to Identity in CMC
5. Computer Mediated Communication and Human Computer Interaction Identity, Self-presentation	Explanation, Discussion	Lev Manovich: Software Takes Command Lev Manovich: Cultural Analytics
6. Culture and Databases. Cultural Analytics	Explanation, Discussion	
7. Basics of Network Theory. Social Network Analysis	Explanation, Demonstration, Discussion	<b>Readings:</b> Barabasi: Linked-The New Science of Networks Wasserman & Faust: Social Network Analysis: Methods and Applications
8. Online cultures. Social Media	Explanation, Video, Discussion	<b>Readings:</b> Jose van Dijk : Culture of Connectivity - A Critical History of Social Media Danah Boyd: It's complicated. The Social Lives of Networked Teens Rainie & Wellman: Networked - The New Social Operating System Christian Fuchs: Social Media - A Critical Introduction
9. Sharing content and meaning. Spreadable media.	Explanation, Discussion	<b>Watch:</b> Mike Wesch – An Anthropological Introduction to YouTube. Lawrence Lessig - Laws that Choke Creativity <b>Readings:</b> Limor Shifman - Memes in Digital Culture Henry Jenkins - Spreadable Media
10. Violence, Outrage, Hope. Value Conflicts, Hate speech. Social movements	Explanation, Discussion	Castells - Networks of Outrage and Hope Gagliardone et. al. - Countering Online Hate Speech - UNESCO
11. Computational thinking. Text Mining. Computational linguistics. Machine learning applications for Text Analytics	Explanation, Discussion	Ignatow, G. and Mihalcea, R., 2016. Text mining: A guidebook for the social sciences. Sage Publications.

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

- Anderson, P. 2007. What is web 2.0. *Ideas, technologies and implications for education*, 60
- Barabasi, A.-L. 2000. *Linked: The New Science of Networks*, New York, The Penguin Group.
- Bartle, R. 1996. Hearts, clubs, diamonds, spades: Players who suit MUDs. *Journal of MUD research*, 1, 19. 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.
- Berners-Lee, T. 1996. WWW: past, present, and future. *Computer*, 29, 69-77.
- Boyd, D., 2014. *It's complicated: The social lives of networked teens*. Yale University Press.
- Fuchs, C., 2017. *Social media: A critical introduction*. Sage.
- 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
- Jenkins, H., Ford, S. and Green, J., 2018. *Spreadable media: Creating value and meaning in a networked culture* (Vol. 15). NYU press.
- Jones, S. 2003. *Encyclopedia of new media: An essential reference to communication and technology*, Sage Publications, Inc
- Ignatow, G. and Mihalcea, R., 2016. *Text mining: A guidebook for the social sciences*. Sage Publications.
- Lessig, L., 2008. *Remix: Making art and commerce thrive in the hybrid economy*. Penguin.
- Manovich, L., 2002. *The language of new media*. MIT press.
- Manovich, L. 2007. Alan Kay's Universal Media Machine. *Lev Manovich* [Online]. [www.manovich.net](http://www.manovich.net)
- Manovich, L., 2009. The practice of everyday (media) life: From mass consumption to mass cultural production?. *Critical Inquiry*, 35(2), pp.319-331.
- Manovich, L., 2020. *Cultural analytics*. MIT Press.
- 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.
- Shifman, L., 2014. *Memes in digital culture*. MIT press.
- 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.
- Zuboff, S., 2019. *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power: Barack Obama's Books of 2019*. Profile Books.

8.2 Seminar / laboratory	Teaching methods	Observations
1. Static and Dynamic Web pages - Automation	Application	
2. Web Scrapers – Scraping with Chrome Scraper / Import.io / Helium	Application	
3. API tools - Facepager	Application	
4. Cleaning up large data sets - Excel, Open Refine, Tableau Data Prep	Application	
5. Data analysis tools - VOS Viewer, Orange	Application	
6. Data analysis tools - KH Coder , Sketch Engine	Application	
7. Data visualisation Tableau Public	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 21<sup>st</sup> 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"> <li>The student shows a reasonable understanding of new media technologies, their political, economic and social context</li> <li>The student is able to use appropriate theoretical frameworks and methodology for researching new media phenomena</li> </ul>			

Plagiarism or any other form of academic fraud or misconduct will be sanctioned according to the Students' Code of Ethics available at <https://fspac.ubbcluj.ro/ro/resurse/administrative/regulamente>

Date

.....

Course lecturer signature

Assoc. Prof. Radu Meza, Ph.D.

Seminar assistant signature

Assoc. Prof. Radu Meza, Ph.D

Date of approval in the Department

.....

Head of department's signature

.....