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 and Digital Media
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	**Introduction in Media Studies**						
2.2 Course lecturer			Assist. prof. Alexandra Szilagyi				
2.3 Seminar assistant			Research assistant Remi Almodt				
2.4 Year of study	3	2.5 Semester	1	2.6. Evaluation type	C	2.7 Discipline type	CO

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	1
3.4 Total hours in the curriculum	42	Of which: 3.5 course	28	3.6 seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					25
Additional documentation (in libraries, on electronic platforms, field documentation)					28
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					
Evaluations					2
Other activities:					

3.7 Total individual study hours	83
3.8 Total hours per semester	125
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

		C5 Identifying and using specific elements of journalists' ethics and social responsibility.
Professional competencies		C5.2 Formulating judgments concerning the journalist's professional responsibility, developing ways of solving problems arising in the communication with information sources.
		C5.3 Managing communication, mediation, negotiation, and public debate situations through means of public information, with respect to the public's right to be informed correctly.
		C5.4 Applying evaluation models of media campaigns using SMART and SWOT method criteria.
		C5.5 Development of press material (identifying a topic or documentation on a delegated topic, choosing the approach angle, choosing the adequate journalistic genre and creating the material itself).
		C6 Production of journalistic content (text, video, audio and photo) for all types of media.
		C6.2 Formulating editorial objectives which are consistent with the profile of the target audience.
		C6.3 Harnessing theoretical and methodological knowledge for the production of a thematic section for any media product (respecting the characteristics of the transmission channel).
		C6.5 Presenting the developed program or publication.
Transversal competencies		CT1 Addressing realistically – with theoretical and practical arguments – of common professional situations, in order to efficiently and deontologically solve them.
		CT2 Applying efficient work techniques in multidisciplinary teams, with fulfillment of certain tasks on hierarchical levels
		CT3 Self-assessing the need for training for insertion and adaptation to labor market demands

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

7.1 General objective of the discipline	Media research methods is aimed at developing and promoting critical thinking: students will develop the ability to understand the development of social phenomena through the usage of research tools and methods.
7.2 Specific objective of the discipline	The course will: • Introduce fundamental concepts and theories in social research: scientific knowledge, research design, method, technique, unit of analysis, sample, data analysis. • Elaborate on fundamental social issues in relation with the development of press material. • Cultivate critical awareness of events and phenomena in local and translocal contexts. The students will be able to: • Explore new ideas by using the frames and vocabulary of social research

in group and class discussions.
- Share experiences, understanding, new ideas and special abilities within the new approaches offered by social research.

Knowledge
- Demonstrate knowledge and understanding of concepts, theories, ideas in social research.
- Demonstrate knowledge and understanding of current social issues with particular reference to the Romanian context in a local and trans-local perspective.

Skills
- Apply the theories and concepts of social research to situations and problems in their professional life.
- Apply the theories and concepts of social research in order to improve personal self-understanding.
- Evaluate the theories and concepts of social research against their experiences, values and beliefs.
- Use logical arguments with the use of the scientific method, theories and concepts in social research.

Values and attitudes
- Demonstrate objectivity and the ability to question the sources of information.
- Demonstrate how opinion vs knowledge can affect society, groups and/or individuals.

8. Content

8.1 Course	Teaching methods	Remarks
1. Introduction	Discussion	
2. Finding a research topic Basic structure of a research paper	Explanation Discussion	
3. Literature review Sources Citations and bibliography Avoiding plagiarism	Explanation Demonstration	
4. The research design: hypothesis, RQ, methods, tools, sample	Explanation Discussion	
5. The focus group	Explanation Discussion	
6. The survey	Explanation Discussion	
7. Content analysis: data collection; the analysis grid	Explanation Demonstration Discussion	
8. Content analysis: data analysis	Explanation Demonstration Discussion	
9. Image analysis: photos and videos	Explanation Demonstration Discussion	
10. The interview	Explanation Discussion	
11. Observational research The case study Triangulation	Explanation Discussion	

12. Research ethics	Explanation Discussion	
13. Defending a research paper	Explanation Discussion	
14. Final remarks	Discussion	

Bibliography
1. **Baillargeon, N. 2011.** *A Short Course in Intellectual Self Defense*. Seven Stories Press.
2. **Baxter, L**; **Babbie, E.** *The Basics of Communication Research*. 2004. Belmont: Thomson Wadsworth Publisher.
3. **Downes, B; Miller, S. 1998.** *Media Studies.* London: Hodder Headline.
4. **Laughey, D.** 2007. *Key themes in media theory*. McGraw-Hill Education (UK).
5. **Lawrence-Neuman**, **W. 2014.** *Social Research Methods: Qualitative and Quantitative Approaches*. London: Pearson Education.
6. **McLuhan, M. 2001.** *Understanding Media: The Extensions of Man.* London: Routledge.
7. **O'Sullivan, T.; Jewkes, Y. 1997.** *Media studies reader.* London: Arnold.
8. **Pavlik, J. V.; McIntosh, S. 2004**. *Converging media: An introduction to mass communication*. Allyn & Bacon.
9. **Rayner, P.; Wall, P.; Kruger, S. 2004.** *Media Studies: The essential resource.* London : Routledge.
10. **Wimmer, R. and Dominik, Joseph. 2012.** *Mass Media Research*. Boston: Wadsworth Cengage Learning.

8.2 Seminar	Teaching methods	Remarks
1. Elaborating individual research topics and approaches.	Discussion Application	Based on the individual research projects, students will elaborate their topics within scientific frameworks and examples from topic specific literature within media studies.
2. How to combine literature review and research design.	Discussion Application	Based on individual research approaches, suitable literature will be identified. Research designs will be examined and individually adapted, discussing existing studies.
3. Research through focus group and survey.	Discussion Application	The research methods will be presented and discussed. Together, the design of a focus group and survey will be designed based on specific objectives.
4. Data collection and content analysis.	Discussion Application	Tools for data collection will be presented and tried. Web scraping, API interrogation, manual data collection and sampling methods will be discussed and applied. Contents that can be analysed will be identified, also examining possible research approaches for each type of sample and content. Part 1

5. Data collection and content analysis.	Discussion Application	Tools for data collection will be presented and tried. Web scraping, API interrogation, manual data collection and sampling methods will be discussed and applied. Contents that can be analysed will be identified, also examining possible research approaches for each type of sample and content. Part 2
6. Designing content analysis: image analysis.	Discussion Application	The students will try to design a content analysis for images together, starting from sampling criteria and method, to analysis grid and quantification options.
7. Data presentation and conclusions.	Discussion Application	Based on each individual research approach, examples of data presentation will be discussed and suitable software will be identified to help with visualisations and even analysis. Presenting conclusions will be exemplified.

Bibliography

1. **Baillargeon, N. 2011**. *A Short Course in Intellectual Self Defense*. Seven Stories Press.
2. **Downes, B; Miller, S. 1998.** *Media Studies.* London : Hodder Headline.
3. **Laughey, D. 2007**. *Key themes in media theory*. McGraw-Hill Education (UK).
4. **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

Courses with similar content are taught in the most important universities in Romania.
The content of this course meets the professional standards, the ethic codes or the visions upon journalism belonging to various professional associations across Europe and the US (Association of European Journalists, the British Association of Journalists, the Society of Professional Journalists).

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	Submitting and defending a research project	Colloquium	70%
10.5 Seminar	Assignments during the	Assignments (the first part	30%

	semester	of the research project)	
10.6 Minimum performance standards			

- 75% seminar attendance
- Seminar activity (failure to deliver denies access to the oral exam)
- Organize and classify information through concepts
- Understand the meaning of basic concepts
- Identify and describe facts, events and processes.

Date   Signature of course coordinator Signature of seminar coordinator

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Date of approval   Signature of the head of department

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