

Course	Topic	Bibliography
<b>Introduction in Media Studies</b>	Roles and function of mass-media	McQuail, Denis. 2010. <i>McQuail's Mass Communication Theory</i> . SAGE. – pp. 98-100
	Gatekeeping	Harcup, Tony, and Deirdre O'Neill. 2001. "What Is News? Galtung and Ruge Revisited." <i>Journalism Studies - JOURNAL STUD</i> 2 (May): 261–80. <a href="https://doi.org/10.1080/14616700118449">https://doi.org/10.1080/14616700118449</a> . Joye, Stijn, Ansgard Heinrich, and Romy Wöhlert. 2016. "50 Years of Galtung and Ruge: Reflections on Their Model of News Values and Its Relevance for the Study of Journalism and Communication Today." <i>CM: Communication and Media</i> 11 (38): 5–28. <a href="https://doi.org/10.5937/comman11-9514">https://doi.org/10.5937/comman11-9514</a> .
	Framing	Arowolo, Sunday. 2017. <i>Understanding Framing Theory</i> . <a href="https://doi.org/10.13140/RG.2.2.25800.52482">https://doi.org/10.13140/RG.2.2.25800.52482</a> . Goffman, Erving. 1974. <i>Frame Analysis: An Essay on the Organization of Experience</i> . Cambridge, MA, US: Harvard University Press. – p. 21-39
	Uses and gratification	Nabi, Robin L., and Mary Beth Oliver, eds. 2009. <i>The SAGE Handbook of Media Processes and Effects</i> . SAGE. – p. 147-155 Whiting, Anita, and David Williams. 2013. "Why People Use Social Media: A Uses and Gratifications Approach." <i>Qualitative Market Research</i> 16 (June). <a href="https://doi.org/10.1108/QMR-06-2013-0041">https://doi.org/10.1108/QMR-06-2013-0041</a> .
	Media violence	Ferguson, Christopher J. 2009. <i>Violent Crime: Clinical and Social Implications</i> . SAGE Publications. – p. 42-46
	Agenda setting	Nabi, Robin L., and Mary Beth Oliver, eds. 2009. <i>The SAGE Handbook of Media Processes and Effects</i> . SAGE.
	Fake news	Froehlich, Thomas Joseph. 2020. "Ten Lessons for the Age of Disinformation." In <i>Navigating Fake News, Alternative Facts, and Misinformation in a Post-Truth World</i> , edited by Kimiz Dalkir and Rebecca Katz, 36-89. Hershey: IGI Global. – p. 39-41
<b>Introduction in Communication Sciences - Visual Communication</b>	Elements of visual language	Lester, Paul Martin. <i>Visual Communication. Images with Messages</i> , 6th Edition. Boston: Wadsworth, 2014, p. 14-38
	Communication models	Davis, Meredith. <i>Graphic Design Theory</i> . London: Thames and Hudson, 2012, p. 12-31
	Visual semiotics	Lester, Paul Martin. <i>Visual Communication. Images with Messages</i> , 6th Edition. Boston: Wadsworth, 2014, p. 51-63
	Gestalt	Lester, Paul Martin. <i>Visual Communication. Images with Messages</i> , 6th Edition. Boston: Wadsworth, 2014, p. 42-50
	Cognitive theory	Lester, Paul Martin. <i>Visual Communication. Images with Messages</i> , 6th Edition. Boston: Wadsworth, 2014, p. 63-71
<b>Normative Grammar</b>	Verb tenses; the sequence of tenses	(1) Alexander, L. G. <i>Longman English Grammar</i> . London and New York: Longman, any edition; (2) Hewings, Martin. <i>Advanced Grammar in Use. A self-study Reference and Practice Book for Advanced Students of English. With Answers</i> . Cambridge: Cambridge University Press, any edition; (3) Vince, Michael. <i>Advanced Language Practice</i> . Oxford: Heinemann, any edition.
	Reported speech	
	Passives	
	Conditionals	
	Inversion and emphasis	
	Unreal tenses and subjunctives	
	Modal verbs	
	Verbs followed by –ing and infinitives	
	Prepositions; prepositional phrases;	
	Conjunctions	
	Nouns	
	Articles	
	Determiners and quantifiers	
	Adjectives	
	Adverbs	
Pronouns		
Types of clauses		
<b>News Writing</b>	Information: ideas – research – interview	(1) Rich, Carole. <i>Writing and Reporting News. A Coaching Method</i> . Boston: Wadsworth, Cengage Learning, 2010; (2) Scanlan, Christopher. <i>Reporting and Writing for the 21st Century</i> . New York: Oxford University Press, 2000.
	The news story: leads	
	The news story: organization and forms	
	The news story: narration and feature techniques	
	Broadcast news	
	Online news	
	News & law & ethics	
<b>Photojournalism</b>	Photojournalism genres	Freeman, Michael, <i>The Photographer's Eye. Composition and Design for Better Digital Photographs Handbook</i> , Illex Press, 2014.
	Documentation in photojournalism	Horton, Brian, <i>AP Guide to Photojournalism</i> , Mc Graw-Hill, New York, 2001. Good, Jennifer, and Paul Lowe. <i>Understanding photojournalism</i> . Routledge, 2017. Keene. M.. <i>Practical photojournalism: a professional guide</i> . Ammonite Press. 2016.



	The press release	A Responsible Press Office in the Digital Age . <a href="https://static.america.gov/uploads/sites/8/2016/06/A-Responsible-Press-Office-in-the-Digital-Age_Handbook-Series_English_508.pdf">https://static.america.gov/uploads/sites/8/2016/06/A-Responsible-Press-Office-in-the-Digital-Age_Handbook-Series_English_508.pdf</a>
	The press conference	The Public Relations Handbook, Alison Theaker, Routledge,2012
	The PR Campaign	Hye-Jin Paek, Thomas Hove, Yumi Jung, Richard T. Cole, PR Campaign, Public Relations Review, 2013 (the Literature Review section)
	Crisis Communication	The Handbook of Crisis Communication, W. Timothy Coombs, Sherry J. Holladay, 2010
<b>Ethics and professional deontology</b>	Media accountability systems and self-regulation	Bertrand Claude – Jean – Media accountability systems – OSCE Mission to Serbia p. 5-33 The media self-regulation guidebook, OSCE, Office of the representative on freedom of media, 2008, p. 33-80. The German self-regulatory system. <a href="https://www.presserat.de/en.html">https://www.presserat.de/en.html</a>
	Essential methods for moral reasoning	Christians, et al. (2001) Media Ethics: Cases and Moral Reasoning, 7th ed., Pearson Education, Introduction. <u>Ethical foundations and perspectives.</u>
	Ethical principles and ethical codes	The single deontology code adopted during the Convention of Media Organizations, Romania, 2009; White Aidan, To tell you the truth- the ethical journalism initiative, Brussels, Belgium, 2008, p. ii – 44
	International Codes of ethics	Global charter of ethics for journalists. <a href="https://www.ifj.org/who/rules-and-policy/global-charter-of-ethics-for-journalists.html">https://www.ifj.org/who/rules-and-policy/global-charter-of-ethics-for-journalists.html</a> ;
	Responsible reporting on children and young people	Ethical reporting guidelines UNICEF <a href="https://www.unicef.org/media/reporting-guidelines">https://www.unicef.org/media/reporting-guidelines</a> ; BBC guidelines <a href="https://www.bbc.com/editorialguidelines/guidance/children-young-people-online">https://www.bbc.com/editorialguidelines/guidance/children-young-people-online</a> ; <a href="https://www.bbc.com/editorialguidelines/guidance/children-young-people-working">https://www.bbc.com/editorialguidelines/guidance/children-young-people-working</a>
<b>Opinion Writing</b>	Opinion journalism: analysis, interpretation, critical thinking, persuasion, argumentation, rhetoric	(1) Hosu, Ramona. <i>Opinion Writing. Course Notes for Students</i> . PDF; (2) Fink, Conrad. <i>Writing Opinion for Impact</i> . Blackwell Publishing, 2004.
	Editorials	
	Op-eds	
	Columns	
	Punditry	
	Reviews	
	Cartoons & satire	