



## COURSE SYLLABUS

### 1. Information about the programme

1.1 Higher Education Institution	Babeş-Bolyai University
1.2 Faculty	European Studies Faculty
1.3 Department	International relations and American studies
1.4 Field of study	American studies
1.5 Study level	BA
1.6 Programme of study/ Qualification	American studies

### 2. Information about the discipline

2.1 Module	Mass media and communication in the US						
2.2 Course holder	Lecturer Raluca Moldovan PhD						
2.3 Seminar holder	Lecturer Raluca Moldovan PhD						
2.4 Year of study	2	2.5 Semester	1	2.6. Type of assessment <sup>1</sup>	C.	2.7 Type of module <sup>2</sup>	OB

### 3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	3	3.1 of which for course	2	3.3 of which for seminar	1
3.4 Total no. of hours in the curriculum	48	3.5 of which for course	28	3.6 of which for seminar	14
Time distribution:					9
Study by using handbook, reader, bibliography and course notes					1
Additional library/specialised online research, field research					0.5
Preparation of seminars/laboratories, homework, projects, portfolios and essays					0.5
Tutoring					0.5
Examinations					0.5
Other activities: .....					
3.7 Total no. of hours for individual study	3				
3.8 Total no. of hours per semester	126				
3.9 No. of ETCS credit points	5				

### 4. Prerequisites (where applicable)

4.1 of curriculum	• none
4.2 of competencies	• none

<sup>1</sup> E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

<sup>2</sup> OB - core module, OP - elective module, F - extracurricular module

## 5. Conditions (where applicable)

5.1 For the development of the course	<ul style="list-style-type: none"> <li>• none</li> </ul>
5.2 For the development of the seminar/laboratory	<ul style="list-style-type: none"> <li>• projector, laptop</li> </ul>

## 6. Specific skills acquired

<b>Professional skills</b>	<ul style="list-style-type: none"> <li>• the multi-perspective analysis (rhetorical, content, contextual) of various types of cultural productions coming from different fields (artistic productions, public discourses, mass culture, community cultures and sub-cultures)</li> <li>• oral, written and electronic communication of specialized knowledge in the language in which the programme is taught (English)</li> <li>• the analysis of the diversity of American society from multi-/intercultural, transnational and global perspectives</li> <li>• using and interpreting various types of discourses (literary, artistic, historical, political, media, etc.) in contemporary American society.</li> </ul>
<b>Interdisciplinary skills</b>	<ul style="list-style-type: none"> <li>• meeting deadlines and carrying out tasks rigorously, efficiently and responsibly, by respecting the ethical principles of scientific research and the correctly applying citation rules</li> <li>• applying team building techniques; developing interpersonal communication skills and taking on specific roles during team work.</li> </ul>

## 7. Course objectives (based on list of acquired skills)

7.1 General objective	Familiarising the students with concepts such as mass media and mass communication, by combining an historical with a theoretical approach, highlighting the development of the main means of mass communication in the US.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• developing skills for analysing specific media mechanisms peculiar to the various components of this industry (television, film, radio, written media, etc.)</li> <li>• developing media literacy skills</li> <li>• familiarising the students with concepts such as 'media manipulation', 'media ethics', etc.</li> <li>• developing analytical skills to help the students grasp issues such as connection between media and politics, especially in the case of local, regional and national election campaigns.</li> </ul>

## 8. Contents

8.1 Lecture	Teaching methods	Observations
Understanding mass media, mass communication and the importance of media literacy	Interactive lecture	
Formal and informal control on media content: government regulation, self-regulation, ethics	Interactive lecture	
The book industry – overview	Interactive lecture	
The newspaper industry – overview	Interactive lecture	

History of newspapers in America. The press in early America 1690-1770	Interactive lecture	
The press and the American revolution 1770-1830	Interactive lecture	
A press for the masses 1830-1860	Interactive lecture	
The age of new journalism 1860-1900	Interactive lecture	
The magazine industry – overview	Interactive lecture	
The radio industry – overview	Interactive lecture	
The film industry – overview	Interactive lecture	
The television industry – overview	Interactive lecture	
The internet revolution	Interactive lecture	
The American media and national crisis	Interactive lecture	

**Bibliography:**

William Dudley (ed.): *Mass Media. Opposing Viewpoints*, Michigan: Greenhaven Press, 2005.  
Philip Howard: *New Media Campaigns and the Managed Citizen*, New York: Cambridge University Press, 2006.  
Lee Wilkins, Clifford C. Christians (eds.): *The Handbook of Mass Media Ethics*, Routledge: London and New York, 2009.  
Jim Willis: *100 Media Moments that Changed America*, Santa Barbara: Greenwood Press, 2010.  
Anthony R. Fellow, *American Media History, 2nd edition*, Boston: Wadsworth, 2005  
Paul Marris, *Media Studies Reader*, Edinburgh: Edinburgh University Press, 1997  
Joseph Turow, *Media Today. An Introduction to Mass Communication*, London: Routledge Taylor & Francis Group, 2009

8.2 Seminar / Laboratory	Teaching methods	Observations
I. Ethnic group representation in mass media	Interactive student presentations	
1. Native Americans	Interactive student presentations	
2. African Americans	Interactive student presentations	
3. Hispanics	Interactive student presentations	
4. Arab Americans	Interactive student presentations	
5. Asian Americans	Interactive student presentations	
II. Gender and class representation in mass media	Interactive student presentations	
1. Gender in film, television, advertising, news	Interactive student presentations	
2. Class in film, television, advertising, news	Interactive student presentations	
III. Media ethics, media bias, manipulation through mass media. Media and politics (part 1)	Interactive student presentations	
Media ethics, media bias, manipulation through mass media. Media and politics (part 2)	Interactive student presentations	
Advertising	Interactive student presentations	
Public relations	Interactive student presentations	
New media (part 1)	Interactive student presentations	
New media (part 2)	Interactive student presentations	

**Bibliography:**

Sean Brierley: *The Advertising Handbook*, Routledge: London and New York, 1995.  
Carole Fleming: *The Radio Handbook*, Routledge: London and New York, 2005.  
Nicholas Gane, David Beer: *New Media. Key Concepts*, Oxford: Berg, 2008.  
Lelia Green: *The Internet. Introduction to New Media*, Oxford: Berg, 2010.

Philip Howard: *New Media Campaigns and the Managed Citizen*, New York: Cambridge University Press, 2006.  
 Barrie Axford, Richard Huggins (eds.): *New Media and Politics*, London: Sage Publications, 2001.  
 Richard Keeble: *The Newspapers Handbook*, Routledge: London and New York, 1998.  
 Catherine A. Luther, Carolyn Ringer Lepre, Naeemah Clark (eds.): *Diversity in US Mass Media*, New York: Wiley Blackwell, 2012.  
 Jenny McKay: *The Magazines Handbook*, Routledge: London and New York, 2000.

**9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field:**

At the end of this course, the students will be able to apply the knowledge gathered about the functioning of the various components of the mass media industry in practical contexts as cultural mediators, experts in advertising or public relations, journalists (in the written or audio-visual media), the skills they would have acquired enabling them to meet the expectations of the various employers in these domains.

**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Grasping the basic concepts of the mass media field based on the course topics and bibliography; the exam consists in analytical questions concerning the course content.	Written exam	50%
10.4 Seminar	The assessment will consider the way in which the students explain key concepts, select relevant examples and transmit information to their peers in a coherent presentation.	Oral presentation	50%
<b>10.5 Minimum standard of performance</b>			
Obtaining the minimal grade 5 for each component of the final exam (written exam based on the course topics and interactive presentation based on seminar topics).			

Date  
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Course holder signature  
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Seminar holder signature  
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Date of departmental approval  
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Head of department signature  
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