



## 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 German studies
1.4 Field of study	International relations and European studies
1.5 Study level	MA
1.6 Programme of study/ Qualification	International communication

### 2. Information about the discipline

2.1 Module	Mass media and communication						
2.2 Course holder	Lecturer Raluca Moldovan PhD (moldovan.raluca@ubbcluj.ro, ralu_moldovan@yahoo.com)						
2.3 Seminar holder	Lecturer Raluca Moldovan PhD						
2.4 Year of study	2	2.5 Semester	3	2.6. Type of assessment <sup>1</sup>	E.	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	42	3.5 of which for course	28	3.6 of which for seminar	14
Time distribution: 6*25/12=12,5					
Study by using handbook, reader, bibliography and course notes					3
Additional library/specialised online research, field research					3
Preparation of seminars/laboratories, homework, projects, portfolios and essays					3
Tutoring					1.5
Examinations					1.5
Other activities: .....					
3.7 Total no. of hours for individual study	9				
3.8 Total no. of hours per semester	108				
3.9 No. of ETCS credit points	6				

### 4. Prerequisites (where applicable)

4.1 of curriculum	• none
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<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

4.2 of competencies	• none
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### 5. Conditions (where applicable)

5.1 For the development of the course	• none
5.2 For the development of the seminar/laboratory	• projector, laptop

### 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, convergence, and the importance of media literacy	Interactive lecture	
Research on media effects and media culture	Interactive lecture	
The business of media	Interactive lecture	
Financing and shaping the media: advertising, PR,	Interactive lecture	

and marketing communications		
Controls on media content: government regulation, self-regulation, and ethics	Interactive lecture	
The internet industry	Interactive lecture	
The book industry	Interactive lecture	
The newspaper industry	Interactive lecture	
The magazine industry	Interactive lecture	
The recording industry	Interactive lecture	
The radio industry	Interactive lecture	
The movie industry	Interactive lecture	
The television industry	Interactive lecture	
The video game industry	Interactive lecture	
<b>Bibliography:</b>		
William Dudley (ed.): <i>Mass Media. Opposing Viewpoints</i> , Michigan: Greenhaven Press, 2005.		
Philip Howard: <i>New Media Campaigns and the Managed Citizen</i> , New York: Cambridge University Press, 2006.		
Lee Wilkins, Clifford C. Christians (eds.): <i>The Handbook of Mass Media Ethics</i> , Routledge: London and New York, 2009.		
Jim Willis: <i>100 Media Moments that Changed America</i> , Santa Barbara: Greenwood Press, 2010.		
Anthony R. Fellow, <i>American Media History, 2nd edition</i> , Boston: Wadsworth, 2005		
Paul Marris, <i>Media Studies Reader</i> , Edinburgh: Edinburgh University Press, 1997		
Stuart Allen (ed.), <i>The Routledge Companion to News and Journalism</i> , New York: Routledge, 2010.		
Richard Campbell, Christopher R. Martin and Bettina Fabos, <i>Media &amp; Culture. An Introduction to Mass Communication</i> , New York: St. Martin's Press, 2017.		
Doria A. Graber, Johanna Dunaway, <i>Mass Media and American Politics</i> , New York: Sage, 2018.		
Shirley Biagi, <i>Media Impact. An Introduction to Mass Media</i> , Boston: Cengage Learning, 2017.		

8.2 Seminar / Laboratory	Teaching methods	Observations
<b>I. Social media and politics in Central and Eastern Europe</b>	Interactive student presentations	
1. Use of Facebook and Twitter in Croatia and Hungary (Merkovity ch. 3)		
2. Use of Facebook in the 2014 Romanian presidential election (Patrut ch. 2)	Interactive student presentations	
3. Russian protests and the public online sphere (Ryabovolova ch. 6)	Interactive student presentations	
4. Branding Poland online through Facebook (Surowiec & Kania-Lundholm ch. 8)	Interactive student presentations	
<b>II. Representation of politics in American media</b>	Interactive student presentations	
1. Political satire: <i>Saturday Night Live</i>	Interactive student presentations	
2. Infotainment: <i>The Late Show with Stephen Colbert</i>	Interactive student presentations	
3. Infotainment: <i>Last Week Tonight with John Oliver</i>	Interactive student presentations	
4. Shakespearean drama: <i>House of Cards</i>	Interactive student presentations	
5. Comedy in the age of Trump: <i>Veep</i>	Interactive student presentations	
6. Politics on the big screen: Oliver Stone's presidential trilogy	Interactive student presentations	
<b>Bibliography:</b>		
Pablo J. Boczkowski, Zizi Papachrissi (eds.), <i>Trump and the Media</i> , Cambridge MA: MIT Press, 2018.		
J. Edward Hackett (ed.), <i>House of Cards and Philosophy</i> , Malden: Wiley Blackwell, 2016.		
Pawel Surowiec, Vaclav Stetka (eds.), <i>Social Media and Politics in Central and Eastern Europe</i> , New York:		

Routledge, 2018.  
 Edwin Diamond, Robert A. Silverman, *White House to Your House: Media and Politics in Virtual America*, Cambridge MA: MIT Press, 1997  
 Peter C. Rollins, John E. O'Connor (eds.), *Hollywood's White House. The American Presidency in Film and History*, Lexington: The University Press of Kentucky, 2003.  
 Phillip L. Gianos, *Politics and Politicians in American Film*, Westport: Praeger, 2008.  
 Raluca Moldovan, Past Imperfect: History, Ideology and the Culture of Conspiracy in Oliver Stone's Presidential Trilogy, in *Studia Europaea*, no. 4/2016, pp. 167-190.

**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, as well as how they initiate and engage in debates	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). Class attendance will be strictly observed. Students who miss more than 3 lectures/seminars will have to complete extra assignments in order to take the final exam.			

Date  
31.08.2019

Course holder signature  
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Seminar holder signature  
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Date of departmental approval  
31.08.2019

Head of department signature  
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