

SYLLABUS

1. Information regarding the programme

1.1 Higher education institution	Babeş–Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communications, Public Relations and Advertising
1.4 Field of study	Communication sciences
1.5 Study cycle	Master
1.6 Study programme / qualification	Specialization in communication sciences
1.7. Mode of study	Full-time

2. Course information

2.1 Course name		Theories of communication			Course code		UME5104	
2.2 Course tutor		Szambolics, Julia PhD, lecturer						
2.3 Seminar tutor		Szambolics, Julia PhD, lecturer						
2.4 Year	I	2.5 Semester	2	2.6 Evaluation	Ex	2.7 Course type	Content	Felul discipli nei DC
							Compulsory	Obligat orie/ optiona la DO

3. Time allotment

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminar	1
3. 10 Number of ECTS credits	6				

4. Prerequisites

4.1 curriculum	-
4.2 competencies	-

5. Conditions

5.1. for the course	-
5.2. for the seminar	-

6. Specific competencies

<ul style="list-style-type: none"> • Defining media systems • Explaining the rules for creating a professional literature review in the field. • Explaining the research design. • Analyzing and comparing media systems. • Developing the capacity of creating empirical projects.
<ul style="list-style-type: none"> • Critical thinking • Capacity (if debating and on presenting arguments) • Capacity of predicting • Capacity of analysis

7.Objectives

7.1 General objective	By attending this course, students will acquire basic knowledge and skills about media systems
7.2 Specific objectives	Understanding the factors that influenced media systems Learning theories on comparative media systems

8.Course content

8.1 Course	Methods	Observations
1. Introduction	Presentation and discussion (brainstorming)	
2. Four theories of the press	Presentation and discussion	
3. Roger Blum's analysis	Presentation and discussion	
4. Hallin and Mancini's analysis	Presentation and discussion	
5. Mediterranean or Polarised Pluralist Model: Italy, France	Presentation and discussion	
6. Mediterranean or Polarised Pluralist Model: Spain, Greece and Portugal	Presentation and discussion	
7. Northern European or Democratic Corporatist Model: Germany, Swiss, Holland, Luxembourg	Presentation and discussion	
8. Northern European or Democratic Corporatist Model: Norway, Finland, Denmark, Sweden	Presentation and discussion	
9. North American Liberal Model	Presentation and discussion	
10. UK and Ireland	Presentation and discussion	
11. China	Presentation and discussion	
12. Several Asian states	Presentation and discussion	
13. Recapitulation		
14. Conclusions	Presentation and discussion	

Bibliography

- <http://www.staffs.ac.uk/sgc1/faculty/contemporary-issues/documents/comparative-media-systems.pdf>
- <https://comm.uky.edu/comm-wp/wp-content/uploads/Chapter-14.pdf>
- Siebert, Fred S.; Peterson, Theodore; Schramm, Wilbur (1956): Four Theories of the Press, University of Illinois Press, Urbana.
- Christians, Clifford G. (2009) :Normative Theories of the Media: Journalism in Democratic Societies, Univ. of Illinois

•Rippl, Gabriela (2015): Handbook of Intermediality, de Gruyter, Berlin/Boston.		
8.2Seminar	Method	Observation
1. Reading basic texts and discussion	Student presentation and discussions	
2. Reading basic texts and discussion	Student presentation and discussions	
3. Reading basic texts and discussion	Student presentation and discussions	
4. Reading basic texts and discussion	Student presentation and discussions	
5. Reading basic texts and discussion	Student presentation and discussions	
6. Reading basic texts and discussion	Student presentation and discussions	
7. Reading basic texts and discussion	Student presentation and discussions	
Bibliography		

9. Corroborating course content with expectations of the epistemic community, of professional associations and representative employers in the field

This is an introductory course that will serve as the foundation of more specialized ones. It will develop strong analytical skills, and the capacity to competently use the specialized terminology of the field in order to better understand everyday and professional communication situations.

10. Grading

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in the final grade
10.4 Course	Written review essay on one of the assigned readings	Written paper	60%
10.5 Seminar	Active participation in discussions of required readings	Evaluation	20%
	Prasentation	Grading of essay	20%
10.6 Minimum performance standards			

Course tutor
Lect. univ. dr. Julia Szambolics

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Date

18.04.2018.

Head of department

Prof. univ. dr. Ioan Hosu

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