

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	BACHELOR
1.6 Study program / Qualification	JOURNALISM

2. Information about the discipline

2.1 Discipline title	Alternative Media						
2.2 Course lecturer	Andrei Costina						
2.3 Seminar assistant	Andrei Costina						
2.4 Year of study	3	2.5 Semester	1	2.6. Evaluation type	C/V	2.7 Discipline type	OP

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	2	of which: 3.2 course		3.3 seminar/laboratory	2
3.4 Total hours in the study plan	28	of which: 3.5 course		3.6 seminar/laboratory	28
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					21
Supplementary documentation in the library, on electronic platforms and in the field:					20
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					15
Tutorials					
Examinations					
Other activities:					
3.7 Total hours of individual study	56				
3.8 Total hours per semester	84				
3.9 Number of credits	3				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	• Basic computer knowledge

5. Conditions (where applicable)

5.1 for the course	• A minimum number of 10 students enrolled in the practical course
5.2 for the seminar/laboratory	• A minimum number of 10 students enrolled in the practical course

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • The ability to understand basic concepts related to ideology and propaganda and non-mainstream information distribution mechanisms. • (C2.1) Understanding theories regarding technologically mediated communication. • (C2.2) Evaluation of certain audiences according to specific parameters, taking into consideration the relationship between the medium and the target audience. • (C6.2) Establishing certain journalistic targets according to the needs of the audience. • (C6.5) Using technology to elaborate a professional media project.
Transversal competencies	<ul style="list-style-type: none"> • (CT 2) The ability to work as a multidisciplinary team efficiently, within a hierarchical structure.

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • The understanding of the concept of non mainstream media, activism and propaganda, as well as the ability to generate specific media products.
7.2 Specific objectives	<ul style="list-style-type: none"> • Understanding the structure and specifics for an alternative media product. • The ability to work with audio and video • Understanding how specific publics work and how to address them • The ability to deliver and distribute such products to these publics

8. Contents

8.1 Course	Teaching methods	Observations
Bibliography		
8.2 Seminar / laboratory	Teaching methods	Observations
1. Introduction	Explanation, Demonstration, Individual Work	Course presentation. Basic notions. What is mainstream and what is alternative in the media with national and international examples.
2. Media and propaganda	Explanation, Examples, Discussion	Chomsky's propaganda model applied to contemporary media. How it works and what are the targets. Examples.
3. Activism	Explanation, Demonstration, Discussion,	Definitions and examples, forms of activism, media activism, theories and

		theorists.
4. Typologies: Alternative news (Indymedia, ATAC, Undercurrents)	Explanation, Demonstration, Discussion,	Non mainstream news, coverage of events ignored by mainstream media, sources of information for journalists.
5. Typologies: Documentary (Earthlings, The Cove, Project Home, Kony)	Explanation, Demonstration, Discussion, Video	The use of documentaries as a tool for activists. Approaching taboo subjects in mainstream.
6. Typologies: Media hoaxes (the yes men, artmark, undercurrents)	Explanation, Demonstration, Discussion, Video	From practical jokes to political protest, using humour to reach audiences, but also prove a point in underlining institutional gullability.
7. Typologies: violent and politically incorrect messages	Explanation, Demonstration, Video, Discussion	Extreme activists. Racism, xenophobia and other forms of segregation present in alternative media.
8. Media activism for NGOs	Explanation, Demonstration, Discussion	Using mainstream media as an effective campaign tool for NGOs, reaching for support in alternative media.
9. Activism, media and communities	Explanation, Demonstration, Video, Discussion	Grassroot media, informational networks that support communities.
10. Hacktivism	Explanation, Demonstration, Discussion	Hackers and whistle blowers in the online environment. Disseminating classified information (Wikileaks). Hacking as a protest “Exploit code not people”
11. Cyber dissidency	Explanation, Demonstration, Video, Discussion	Advocacy in the digital world. Using social networks to send a message. Social media and social unrest, epidemic protests via online communication – occupy and the arab spring.
12. Romanian recent history and alternative media	Explanation, Demonstration, Video, Discussion	Romanian media ownership and biasing after the fall of the communism, the communist remnants, forms of alternative media in Romania.
13. Alternative and mainstream media in Romania – Piata Universitatii 1990	Explanation, Demonstration, Discussion,	Discussion based on the first alternative media documentary “made in

	Video	Romania”, romanian activism.
14. Colloquium	Student presentations Discussion	
Bibliography <ul style="list-style-type: none"> • Certeau, M. d. (2002). <i>The Practice of Everyday Life</i>. Londra: University of California Press. • Fiske, J. (1991). <i>Reading the popular</i>. Londra: Routledge. • Fiske, J. (1990). <i>Understanding popular culture</i>. Londra: Routledge. • 		

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program’s corresponding field

<ul style="list-style-type: none"> • Future journalists are expected to understand and be able to use all forms of media. Media activism and alternative media are an important source of information that can lead to stories. Alternative media may be a key factor in bringing together communities and creating networks of distribution. Any contemporary journalist should be able to discern when mainstream media ownership not only biases the message, but infringes the right to freedom of speech by instituting one form of censorship or another.
--

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course			
10.5 Seminar/laboratory	Participation in weekly activities	Observation and Attendance /Activity Participation lists	10%
	Presentation of final product, an example of alternative media (proof of concept is allowed)	A final product consisting in an example of putting alternative media to use. Journalism, ideology and propaganda, blended together. Students may group in teams up to 5 persons.	90%
Attendance is compulsory for at least 12 of the 14 scheduled courses.			
Fraud / plagiarism are sanctionable under the Babes-Bolyai University regulations.			
10.6 Minimum performance standard			
Understanding and being able to operate with terms such as alternative media, propaganda, ideology, media activism, mainstream media, independent media. Being able to use theoretical concepts to identify alternative media product and to create them.			

Date

.....

Course lecturer signature

.....

Seminar assistant signature

.....

Date of approval in the Department

.....

Head of department's signature

.....