

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	Online Communication						
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	5	of which: 3.2 course	2	3.3 seminar/laboratory	3
3.4 Total hours in the study plan	70	of which: 3.5 course	28	3.6 seminar/laboratory	42
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					35
Supplementary documentation in the library, on electronic platforms and in the field:					42
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					35
Tutorials					
Examinations					
Other activities:					
3.7 Total hours of individual study	112				
3.8 Total hours per semester	150				
3.9 Number of credits	5				

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	• Projector, laptop, sound system
5.2 for the seminar/laboratory	• Computer lab

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> Identifying and critical thinking about journalistic principles applicable in the online environment, as well as ways to efficiently communicate using this medium. (C2.1) Understanding theories regarding technologically mediated communication. (C3.1) Identifying and using the main theories concerning media communication, target audience segmentation and the dynamics of various types of audience: reception theory, encoding/decoding, uses and gratifications, popular formats and audience segments (C5.5) Creating products for the media (identifying the story, documenting it, assuming a specific angle of approach and using various journalistic genres to finish the product).
Transversal competencies	<ul style="list-style-type: none"> (CT 1) Providing a resolution for professional situations taking into account efficiency but also ethics and deontology. (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 online communication as a wide field of study, the principles that govern the management of information on a website, the impact of structure and design on the users, as well as the techniques involved in creating a professional media outlet.
7.2 Specific objectives	<ul style="list-style-type: none"> Understanding the Web and the Internet, what content management systems are and how to manage them. The ability to create content for the web. The ability to use digital means of mass communication both the ones specific to the course (CMS) as well as adjacent ones in order to better promote the product (social media). 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
1. Introduction	Explanation, Examples	Course presentation. Basic notions. What is the Internet, the Web, what do we use it for and what is the structure of the global network.
2. The evolution of sites from HTML to CMS	Explanation, Examples, Discussion	Site typologies, their adaptation according to technological evolution and their content.
3. Domains, subdomains hosting and institutions that regulate the web	Explanation, Examples,	Definitions and examples, contemporary legal and

	Discussion,	technical responsibilities of a site owner.
4. Choosing a certain content management system and how to configure it	Explanation, Demonstration, Discussion,	Types of CMS. Technical ways to build a site. Configuring a CMS according to certain specifications. Correlating the platform with the audience.
5. How to write for the web, the structure of the message in this environment, audiences and channels of communication.	Explanation, Demonstration, Discussion, Video	The database versus the narrative. Non-linear digital messages. Discussion concerning sites that students know and frequently access.
6. Navigability and Usability	Explanation, Demonstration, Discussion	Nielsen's characteristics and recommendations for improving a site, choosing the specifics, creating a conceptual structure that parallels a visual one.
7. Basic notions of law, ethics and deontology concerning the online environment.	Explanation, Demonstration, Discussion	Intellectual property and creativity. Content distribution remixing and rules. Source attribution. Netiquette, fair use and ways to protect content.
8. Basic site design	Explanation, Demonstration, Discussion	How a site looks, correlating design with content and functionality. Colours, menus and resolutions. Animations.
9. Customizing a theme, basic HTML and CSS	Explanation, Demonstration, Video, Discussion	Definitions and theoretical background. Choosing a theme for a CMS and editing it. Basic HTML tags. CSS and their usage. Working with visual elements. Total graphic customization.
10. Online news	Explanation, Demonstration, Discussion	The story, the source, the aggregator. Using RSS and writing for the web principles to properly create online news. Various adaptations of classical journalistic genres to the online world.
11. Tools of the trade in creating online content	Explanation, Demonstration, Video, Discussion	Examples of such tools and stories. Using video and audio-video content. Aggregating information and determining sources of information. Building a story.

12. Open Source versus proprietary	Explanation, Demonstration, Discussion	Defining Opens Source, the public domain and the General Public Licence, establishing the differences between these and proprietary ones and a general evaluation of the checks and balances between the two. Discussion on intellectual property and copyright.
13. Open session	Discussion, Video	Discussion based on the assignments of the students and their progress in newsmaking throughout the semester, feedback and recommendations for final evaluation.
14. Colloquium	Student presentations Discussion	
8.2 Seminar / laboratory	Teaching methods	Observations
The internet and its role in the evolution of communication	Explanation, Demonstration, Discussion	Starting from the history of the internet, each student is to develop ideas concerning the changes the global network and the the web have brought on a communicational level.
The web and how to use it efficiently	Explanation, Demonstration, Discussion, Individual and teamwork	Examples of how to use collaborative platforms. Using the stepwise refinement principle. Working as a team in an online environment.
Typologies: of sites and of media products	Explanation, Discussion	Defining product categories and distribution environments in correlation with target audience and the most effective way to create such products and distribute them.
Online media products evaluation	Explanation, Individual work	Every student is to ases a certain online media product evaluating it according to a certain set of criteria.
Creating online media products	Explanation, Individual work	Every student is to create media products for the online environment. News stories are a minimum standard.
Using specific tools and mobile platforms	Explanation, Demonstration, Discussion	How to operate with the tools of the trade and how to make the best of media

		consumption dedicated devices.
Final session	Student presentation	Finishing up on portfolios, feedback, making final adjustments to the products before evaluation.

More information and readers on fspac.ubbcluj.ro/moodle

Bibliography

- Jakob Nielsen, *Prioritizing Web Usability*, New Riders Press, Berkeley CA, 2006.
- Manolescu, Ion, *Noțiuni pentru studiul textualității virtuale*, Ars Docendi, București, 2002.
- Everand, Jerry, *Virtual States: The Internet and the Boundaries of the Nation State*, Routledge, London, 2000.

<http://www.useit.com/>

<http://www.livinginternet.com>

<http://www.internetarchive.org>

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

- Future journalists are expected to understand and be able to use all forms of media. Online Journalism is just the first step in working as a professional communicator in the digital realm. Newsmaking for the online audiences is a sine qua non condition for a successful journalist since there are no more forms of journalism that deal with current events that do not have an online counterpart. It is vital for a professional to be able to operate in this environment as well.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The level of theoretical knowledge after finishing the class, going through the readings and some of the bibliography. The ability to operate with these concepts and to define them separating one from another.	Colloquium	50%
10.5 Seminar/laboratory	The ability to create journalistic content for the web and meeting deadlines.	Assignment portfolio, turned in throughout the semester	50%

Attendance is compulsory for at least 10 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 linked to but not limited to: web, internet, online journalism, journalistic genres and multimedia.

Being able to use theoretical concepts assess the value of an online media product and to create them with focus on online news.

Date

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Course lecturer signature

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Seminar assistant signature

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Date of approval in the Department

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Head of department's signature

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