

SYLLABUS

1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	COLLEGE 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	NEW MEDIA THEORY						
2.2 Course lecturer	DR. RADU MEZA, LECTURER						
2.3 Seminar assistant	DRD. PAUL BOCA						
2.4 Year of study	2	2.5 Semester	1	2.6. Evaluation type	E	2.7 Discipline type	CO

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

3.1 Number of hours per week	4	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	56	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					28
Supplementary documentation in the library, on electronic platforms and in the field:					28
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					28
Tutorials					
Examinations					2
Other activities:					
3.7 Total hours of individual study	86				
3.8 Total hours per semester	128				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	• C1.1, C2.1, C3.1, C4.1

5. Conditions (where applicable)

5.1 for the course	• Room with a video projector and Internet connection
5.2 for the seminar/laboratory	• Room with a video projector and Internet connection

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • C2.1 Understanding theories regarding technology mediated communication, the social impact of new media • C2.2 Treating communication and the audience from the perspective of field-specific parameters, taking into account the relation between the technological medium and target audience • C3.2 Identifying the particularities involved in the specialized use of various types of media in communication with respect to specificities of the channel and the media product • C4.2 Adapting technical, tactical and strategic journalistic instruments to the internationalization of national or local organizations • C2.3 Identifying and using adequate media in the context of professional communication
Transversal competencies	<ul style="list-style-type: none"> • Communicating in the context of unknown networked publics

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • The understanding of the development of new media and associated phenomena from the technological, politico-economic and social perspectives
7.2 Specific objectives	<ul style="list-style-type: none"> • Understanding the social, political and economic changes related to the use of new media technologies: the bias of technology, media ecology, technological determinism • Understanding professional and interpersonal communication in the context of new media: one-to-one, one-to-many, many-to-many, networked publics, publicly private, privately public, mass-media, networked media • Identifying the paradigm shifts associated with new communication technologies • Understanding the main academic theories relating to new media technology use • Understanding democracy, remix, remediation, self-presentation, creativity, propriety in the context of contemporary new media

8. Contents

8.1 Course	Teaching methods	Observations
1. New Media and Contemporary Society. New Media as a Buzzword and New Media as a Broad Concept. Technology, Society and Political	Explanation, Demonstration	What is the meaning of the phrase “new media”? How does it relate to phrases like electronic media, digital media and multimedia ?

Economy		
2. Technology. Communication as Matter in Transportation. Spatial and Temporal biases. Media Ecology	Explanation, Demonstration	Reading: Harold Innis – Empire and Communication
3. Medium Theory. Media as the Extensions of Man. The Gutenberg Galaxy. The Global Village. Electric and Electronic Media – From Telegraph to Television	Explanation, Demonstration, Video	Reading: Marshall McLuhan – Radio – The Tribal Drum
4. Media Technology and the Driving Principles of the Industrial Society. Assembly Line Logic. Mass Production and Mass Distribution. New Media as the Intersection of Media Technologies and Computing Technologies. The Personal Computer	Explanation, Demonstration,	Assembly Line Logic in the Inverted Pyramid Model. Reading: Lev Manovich – The Language of New Media. Bill Gates' vision: A computer in every home and software separated from hardware
5. Diffusion of Innovation Theory	Explanation, Demonstration, Discussion	Reading: Everett M. Rogers - Diffusion of innovation
6. The Internet. Network Communication. The Memex. Hypertext Systems	Explanation, Demonstration, Discussion	Reading: Vanevar Bush – As We May Think
7. Early computer mediated communication on the Internet. Mail, Chat, BBS, MUD, IRC. Instant Messaging. History and Scholarship. Computer Mediated Communication: Social Presence, Reduced Social Cues, Social Identity Model of Deindividuation Effects	Explanation, Demonstration, Discussion	SPAM and spam BBS and virtual communities. MUDs – Reading: Charles Bartle IRC in the early 1990s – Identity games Instant Messaging, Teenagers and Coordination
8. The World Wide Web. Websites. Webmail. The dot-com Bubble.	Explanation, Video, Discussion	Video: Download, The True Story of the Internet
9. Web 2.0 and Democracy. Media Sharing. Collective Media and Personal Media. Services and Platforms	Explanation, Demonstration, Discussion	Reading: Paul Anderson – Web 2.0
10. Popular online video formats. YouTube Culture. Remix Culture. User Generated Content. User Generated Organization. Folksonomies, Tagging and Collective Intelligence	Explanation, Demonstration, Discussion	Mike Wesch – An Anthropological Introduction to YouTube. Lawrence Lessig - Creativity
11. Mobile Communication	Explanation,	What does mobile telephony change? Who does

Devices. From SMS to Smartphones supporting Augmented Reality Applications	Demonstration, Discussion	it empower? How is communication via SMS different than other types of communication? What's its role in our culture? Explain augmented reality!
12. Games, Gaming and Gamification. Types of players and types of play.	Explanation, Video, Discussion	
13. Social Networking Sites. Social Media. Amateur Media. Self-presentation and Self-representation. Attention Economy.		Ervin Goffman, Michel de Certeau, Henry Jenkins Discuss the use of social media by celebrities and journalists
14. Internet Memes and viral videos. Dichotomies. Push and Pull. Broadcasting and Narrowcasting. Narrative and Database. Swarm and Herd. Final Recap		

Bibliography

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- Bartle, R. 2000. Summary MUD history. *in: STEWART, B. (ed.) Living internet.*
- Bechar-Israeli, H. 1995. From< bonehead> to< cLonehead>: nicknames, play, and identity on Internet relay chat. *Journal of Computer-Mediated Communication*, 1.
- Beer, D. D. 2008. Social network (ing) sites... revisiting the story so far: A response to danah boyd & Nicole Ellison. *Journal of Computer Mediated Communication*, 13, 516-529.
- Berners-Lee, T. 1989. Information management: A proposal.
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- Goffman, E. 1959. *The Presentation of Self in Everyday Life*, New York, Doubleday.
- Innis, H. 2007. *Empire and Communications*, Plymouth, Rowman and Littlefield.
- Jenkins, H. 2006. *Convergence Culture: Where Old and New Media Collide*, New York, New York University Press
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- Marvin, C. 1988. *When Old Technologies Were New: Thinking About Electric Communication in the Late Nineteenth Century*, Oxford, Oxford University Press.
- Mcluhan, M. 2001. *Understanding Media: The Extensions of Man*, Londra, Routledge.
- Papacharissi, Z. 2009. The virtual geographies of social networks: a comparative analysis of Facebook, LinkedIn and ASmallWorld. *New Media & Society*, 11, 199.
- Poster, M. 1995. *The second media age*, Polity Press Cambridge.
- Rafaeli, S. 1984. The electronic bulletin board: A computer-driven mass medium. *Social Science Computer Review*, 2, 123.
- Thelwall, M. 2009. Social Network Sites: Users and Uses. *in: ZELKOWITZ, M. V. (editor) Advances in Computers: Social Networking and the Web, Vol 76. Ediția ed. San Diego: Elsevier Academic Press Inc.*
- Van Loon, J. 2007. *Media technology: Critical perspectives*, Open University Press.
- Wellman, B. 2004. The three ages of internet studies: ten, five and zero years ago. *New Media and Society*, 6, 123-129.

Videos

- Download: *The True Story of the Internet: Browser Wars*, 2008a. Jones, J. USA: Science Channel.
- Download: *The True Story of the Internet: Bubble*, 2008b. Jones, J. USA: Science Channel.

Download: *The True Story of the Internet: People Power*, 2008c. Jones, J. USA: Science Channel.
 Download: *The True Story of the Internet: Search*, 2008d. Jones, J. USA: Science Channel

8.2 Seminar / laboratory	Teaching methods	Observations
1. New Media. Old Media.	Collaborative Work Game Discussion	Work in groups of 5. Try to recreate/improvise a communication medium with what tools you have at your disposal. Use it to send the message to all the other groups. Analyze the media and the process of conveying a message. What is the most important communication technology in history? Provide arguments.
2. McLuhan's Tetrad.	Collaborative Work Game Discussion	Apply McLuhan's Tetrad to a media technology. Try to link historical events/social phenomena to the emergence, use or disappearance of that media technology. Present your work to the class and make a common list of events/phenomena. <u>Choose final seminar assignment!</u> Facebook Page Management Start managing a Facebook Page (post regularly) OR YouTube video Start managing a YouTube channel (post regularly)
3. The Inverted Pyramid Game	Collaborative Work Game Discussion	Pick a recent event that you are familiar with. Draw an inverted pyramid on a blank sheet of paper using the provided model and write down a short news story. Fold the paper according to the levels of the pyramid. Give it to a different student and have them cut one or two levels without unfolding the whole sheet. Read the resulting stories and discuss.
4. MMOGs. Hearts, clubs, diamonds, spades	Homework Game Discussion	Prior to seminar: Create an account on a free-to-play MMORPG. Spend at least 2 hours playing and make a record of characters you meet/interact with. Try to classify them according to Bartle's chart. During the seminar: Discuss your experiences and try to formulate an overall impression of the players in that game. Give reasons
5. Internet/Web Activity Social media integrated storytelling	Individual work Discussion	Take 20 minutes to fill in a Internet/Web activity chart. How many minute/s or hours per day do you spend using Internet or Web related technologies. Discuss your results. Create a social media integrated story using a platform of your choice
6. Internet Memes	Homework Challenge	Prior to seminar: Design an Internet meme using a popular

	Discussions	template (Advice Animals or Rage Comics). Try to spread it as much as possible. Bring proof (screen captions of shares, comments etc.). Discuss your results
7. Hello, World!	Homework Challenge Discussions	Watch and discuss the videos and the experience of making them / the concept behind the Facebook Page and the experience of managing it during the seminar and final colloquium.

Bibliography

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Bartle, R. 1996. Hearts, clubs, diamonds, spades: Players who suit MUDs. *Journal of MUD research*, 1, 19.

Marvin, C. 1988. *When Old Technologies Were New: Thinking About Electric Communication in the Late Nineteenth Century*, Oxford, Oxford University Press.

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

- The study of new media is often seen as a new field in communication science and many study programs approach it with some skepticism, when in fact there is decades old scholarly work which would prove most useful for future professional in the field of communication sciences. Being able to understand the principles behind new media technologies, their relation with political economy and society is essential for the 21st century journalist.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Understanding of main theories and concepts relating to new media	Final written examination Multiple-choice	60%
10.5 Seminar/laboratory	The ability to operate with concepts	Participation in seminar activities / Social media integrated story development	10%
	The ability to formulate opinions and arguments using concepts / apply self-presentation strategies in a communication medium	Facebook Page management (2 months on-going, at least 20 posts) OR YouTube videos (2 months on-going, at least 8 videos, duration: approx. 3 minutes)	30%
10.6 Minimum performance standard			

The students shows a reasonable understanding of new media technologies, their political, economic and social context and is able to provide sound definitions for terms/phrases such as global village, Gutenberg galaxy, the medium is the message, produser, prosumer, user-generated content, folksonomy, news feed/RSS feed, website, attention economy, network society, multimedia, digital media, online media, Internet, World Wide Web, Web 2.0, social network site, internet meme, networked publics, cyberbalkanization, trolling, flaming, hacking

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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