Syllabus – MEDIA REPRESENTATIONS OF IDENTITY

Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	College of Political, Administrative and Communication Sciences
1.3. Doctoral School	SDSPC
1.4. Field	Communication Sciences
1.5. Level of study	Doctoral Studies

2. Course-related data

2.1. Course title	Media Representations of Identity			Course code	**SDSPC8**
2.2. Course coordinator	Conf. Dr. Ramona Hosu				
2.3. Seminar coordinator	Conf. Dr. Ramona Hosu				
2.4. Year of study	I	2.5. Semester	1	2.6. Type of assessment	E
2.7. Course status	Optional			2.8. Course type	DF

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

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	42	of which: 3.5. course	28	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					**hours**
Learning from textbooks, course materials, bibliography, and notes (IS)					50
Additional research in the library, on subject-specific electronic platforms, and on-site					11
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					30
Tutoring (professional guidance)					4
Examinations					2
Other activities					-
3.7. Total hours of individual study (IS) and self-taught activities (ST)				**97**	
3.8. Total hours per semester				**125**	
3.9. Number of credits				**6**	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2 skills-related	

5. Specific conditions (where applicable)

5.1. course-related	
5.2. seminar/laboratory-related	

6.1. Competencies resulting from the completion of the degree programme *(as referred to in the curriculum)*[1]

Professional competencies
Study cultures
Media studies
Observe new developments in foreign countries
Respect the diversity of cultural values and norms
Monitor sociological trends
Monitor political conflicts
Show intercultural awareness
Think analytically
Perform background research on writing subject
Draft scientific or academic papers and technical documentation
Transversal competencies
Writing techniques
Do historical research
Film studies
Types of literature genres
Critically reflect on artistic production processes
Political science

6.2. Learning outcomes relevant to the degree programme (as referred to in the curriculum)[2]

General Learning Outcomes
The graduate will communicate with competence, responsibility, and professional tact, demonstrating intercultural sensitivity
The graduate will select appropriate technological channels and forms of expression in relation to communication objectives and target audiences
The graduate will collect and select information and data effectively using physical and digital sources
The graduate will monitor the media and public opinion to identify trends and manage reputation
The graduate will organize professional activities with responsibility, competence, and autonomy
The graduate will analyze information and data from various sources to determine appropriate actions or recommendations
The graduate will interpret and explain information from various fields, making it accessible to a wide audience
The graduate will design and create media content for publication or broadcast on one or more media channels

[1] The professional and/or transversal skills targeted by the subject for which the course description is prepared will be copied from the curriculum of the degree programme. For each competency, the complete entry, including the competency code, will be copied with the exact wording that appears in the curriculum, without any changes. If no competency is copied from either of the two categories, the row corresponding to that category is deleted from the table.

[2] The learning outcomes relevant for the degree programme and targeted by the subject for which the course description is prepared will be listed. The entries, copied without any changes from the Curriculum by subject type (Core Subject/Specialisation Subject/Complementary Subject), are listed under the corresponding competency.

7. Subject-specific learning outcomes

The graduate will examine and internalise a culture other than their own in order to truly understand its traditions, rules and functioning.
The graduate will identify ownership structures, control mechanisms, production and distribution models specific to mass media systems
The graduate will analyze political, economic, and social developments at home and abroad by collecting, structuring, and reporting relevant information
The graduate will demonstrate intercultural competence and respect for one's own cultural values and norms, as well as tolerance and appreciation for the different values and norms of different people and cultures, developed in different circumstances or at different times and places.
The graduate will critically analyze current events in politics, economics, social communities, cultural sectors, internationally and in sports, as well as popular cultural trends such as pop culture and cultural and social slang and public messages from people on social networks/digital platforms most used in their socio-cultural and professional context.
The graduate will monitor the possibility and evolution of political conflicts in specific contexts, such as within or between political parties, governments, or between different countries, as well as identifying their potential impact.
The graduate will demonstrate intercultural sensitivity by participating in different communities and networks.
The graduate will analyze words, expressions, signs, and symbols, as well as the relationship between them in relation to the fundamental concepts of semiotics and narrative theory in the context of professional analysis of textual, visual, audiovisual, and multimodal media messages.
The graduate will research the subject on which they are preparing materials in depth, conducting documentary research as well as site visits and interviews.
The graduate will differentiate between types of narratives, types of reasoning, elements of logic, argumentation theory, and rhetoric or public discourse to classify different perspectives and evaluate arguments in the context of professional communication.
The graduate will use scientific methods to research history and culture, focusing in particular on the history of individuals, groups, organizations, or places, and on cause-and-effect chains between past events.
The graduate will explain theoretical, historical, and critical approaches to film, including the narrative, artistic, cultural, economic, and political implications of cinema.
The graduate will interpret different literary genres in the history of literature, their technique, tone, content, and length.
The graduate will formulate critical reflections on the processes and results of the artistic production process to ensure the quality of the experience and/or product.
The graduate will explain systems of government, the methodology for analyzing political activity and behaviour, and the theory and practice of influencing people and achieving governance.
The graduate will write and edit original texts of a creative, journalistic, promotional, advertising, institutional, functional, technical, or academic nature.

8. Contents

8.1. Course	**Teaching and learning methods**	**Remarks[3]**
Introductory Course.	Presentation. Discussion.	4 hours
Cultural Studies. Cultural Politics.	Lecture. Presentation. Discussions. Debate.	4 hours
Identity.	Lecture. Presentation. Discussions. Debate.	4 hours

[3] For example, organisational aspects, recommendations for students, specific aspects relating to the course/seminar, such as inviting experts in the field, etc.

Communication. Representation. Media. Power.	Lecture. Presentation. Discussions. Debate.	8 hours
Media Culture, Contexts, Identities & Cultural Markers (Class, Race, Gender, Religion, Nationality, Ethnicity, Sexuality, Generation, Locus, Health etc.)	Lecture. Presentation. Discussions. Debate.	8 hours

Bibliography

- Baudrillard, Jean, *Simulacra and Simulation*, The University of Michigan Press, 1994
- Berger, Peter L., and Thomas Luckmann, *The Social Construction of Reality,* London: Penguin Books, 1966
- Durham, Meenakshi Gigi and Douglas M. Kellner, *Media and Cultural Studies. Keyworks,* Blackwell Publishing, 2006
- Fiske, John, *Introduction to Communication Studies*, Routledge, 2002
- Foucault, Michel, *Discipline and Punish*, London, Penguin, 1991
- Foucault, Michel, *The History of Sexuality*, Vol. 1, Pantheon Books, 1978, p. 92-102
- Gans, Herbert J., *Popular Culture and High Culture,* BasicBooks, 1974
- Hall, Stuart, "Cultural Identity and Diaspora", in Rutheford, Jonathan, *Identity: Community, Culture, Difference*, Lawrence & Wishart, 1990
- Hall, Stuart, "Cultural Studies: Two Paradigms" in *Media, Culture, Society 2,* 1980, pp. 57-72
- Hall, Stuart, "Encoding, Decoding" in During, Simon, *The Cultural Studies Reader*, Routledge, 2007
- Hall, Stuart, *Race – The Floating Signifier*, Transcript, Media Education Foundation, www.mediaed.org
- Hall, Stuart, *Representation and the Media*, Transcript, Media Education Foundation, www.mediaed.org
- Hall, Stuart (ed.), *Representation: Cultural Representations and Signifying Practices*, Sage Publications, 1997
- Hall, Stuart, *The Origins of Cultural Studies*, Transcript, Media Education Foundation, www.mediaed.org
- Hall, Stuart, "The Work of Representation" in Hall, Stuart (ed.) *Representations. Cultural Representations and Signifying Practices*, Sage, 1997
- Hall, Stuart and Paul du Gay, *Questions of Cultural Identity*, Sage, 2003
- Hall, Stuart et al, *Modernity. An Introduction to Modern Society*, Blackwell Publishing, 1996
- Hosu, Ramona. *Media Representations of Identity. Study Guide and Course Notes for Students*. PDFs available on Moodle, 2026
- Kellner, Douglas, *Media Matters: Cultural Studies, Identity and Politics Between the Modern and the Postmodern,* Routledge, 1995
- Kirby, Alan, *Digimodernism. How New Technology Dismantle the Postmodern and Reconfigure Our Culture*, Continuum, 2009
- McLuhan, Marshall, *Understanding Media: The Extensions of Man*, McGraw-Hill, 1964
- O'Sullivan, Tim et al, *Key Concepts in Communication and Cultural Studies*, Routledge, 2006
- Ricoeur, Paul, *Oneself as Another,* The University of Chicago Press, 1992
- Thornham, Sue, Caroline Bassett and Paul Marris, *Media Studies: A Reader*, Edinburgh University Press, 2009
- Turner, Graeme, *British Cultural Studies. An Introduction,* Routledge, 2003
- Weedon, Chris, *Identity and Culture. Narratives of Difference and Belonging*, Open University Press, 2004
- Williams, Raymond, *Culture and Society*, London: The Hogarth Press, 1982

8.2. Seminar/ laboratory	**Teaching and learning methods**	**Remarks**
1. Case Studies. Research Papers.	Presentations. Discussions.	2 hours
2. Case Studies. Research Papers.	Presentations. Discussions.	2 hours
3. Case Studies. Research Papers.	Presentations. Discussions.	2 hours
4. Case Studies. Research Papers.	Presentations. Discussions.	2 hours
5. Case Studies. Research Papers.	Presentations. Discussions.	2 hours
6. Case Studies. Research Papers.	Presentations. Discussions.	2 hours
7. Case Studies. Research Papers.	Presentations. Discussions.	2 hours

Bibliography

- Baudrillard, Jean, *Simulacra and Simulation*, The University of Michigan Press, 1994
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9. Evaluation

Type of activity	9.1 Evaluation criteria[4]	9.2 Evaluation methods[5]	9.3 Percentage in the final grade
9.4. Course	Assignment = Writing and presenting a scientific research paper on media representations of a/ some specific type/s of identity/ identities	E	**100%**
9.5. Seminar/ laboratory			
9.6 Minimum standard for passing			
• Students should demonstrate the understanding and acquisition of the course concepts and theories by writing and presenting a research paper in which to study and analyse cultural identity construction and representation in and through media.			

- Activities in this course will be conducted in accordance with the provisions of the UBB Student Professional Conduct Regulations, the Code of Student Rights and Obligations at Babeș-Bolyai University, the UBB Code of Ethics, the UBB Guide to Combating Discrimination, the Code of Ethics, and other applicable regulations, available at the following links:
  - https://www.ubbcluj.ro/ro/studenti/invatamant/regulamente
  - https://www.ubbcluj.ro/ro/despre/organizare/comisia_de_etica
  - https://fspac.ubbcluj.ro/ro/resurse/administrative/regulamente
- Plagiarism and other forms of academic fraud are subject to sanctions in accordance with the Code of Ethics. The use of artificial intelligence tools must take into account the recommendations of the coordinating/course instructor and institutional guidelines (FSPAC, UBB), as well as best practices in the field.
- Recording in any form (audio, video, photo) during the course and seminar activities is permitted only with the explicit consent of the professor and of the other persons recorded.

10. SDG labels (Sustainable Development Goals)[6]

[4] The evaluation criteria must directly reflect the learning outcomes targeted at the level of the degree programme respectively at the level of the subject. More specifically, the learning outcomes set out in the expected learning outcomes are assessed.

[5] Both final evaluation methods and ongoing evaluation strategies should be established.

[6] Select a single label which, according to the *Implementation of SDG labels in the academic process*, best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: *"No label applies."*

		Sustainable Development Generic Label

								
								No label applies

Date of entry: 25.09.2026