**DISCIPLINE DESCRIPTION**

**1. Information about the program**

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| 1.1 Higher education institution | Babeș-Bolyai University |
| 1.2 Faculty | Faculty of Political, Administrative and Communication Sciences |
| 1.3 Department | Department of Communication, Public Relations and Advertising |
| 1.4 Field of study | Communication Science |
| 1.5 Level of study | Bachelor’s |
| 1.6 Study program / Qualification | Communication and Public Relations/ Advertising |

**2. Information about the discipline**

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| 2.1 Discipline title | | | Media and Society | | | | | | |
| 2.2 Course lecturer | | | | | Prof. Ioan HOSU, Ph.D. | | | | |
| 2.3 Seminar assistant | | | | | Assist. Prof. Andreea VOINA, Ph.D. | | | | |
| 2.4 Year of study | II | 2.5 Semester | | I | | 2.6. Evaluation type | Final project | 2.7 Discipline type | Elective |

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

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| 3.1 Number of hours per week | 3 | | of which: 3.2 course | | 2 | 3.3 seminar/laboratory | 1 |
| 3.4 Total hours in the study plan | 42 | | of which: 3.5 course | | 28 | 3.6 seminar/laboratory | 14 |
| Time distribution: | | | | | | | hrs |
| Studying the manual, course reader, bibliography, and notes: | | | | | | | 4 |
| Supplementary documentation in the library, on electronic platforms and in the field: | | | | | | | 4 |
| Preparing seminars/laboratories, homework, syntheses, portfolios, and essays: | | | | | | | 8 |
| Tutorials | | | | | | | 8 |
| Examinations | | | | | | | 6 |
| Other activities: .................. | | | | | | |  |
| 3.7 Total hours of individual study | | 30 | |  | | | |
| 3.8 Total hours per semester | | 72 | |
| 3.9 Number of credits | | 5 | |

**4. Prerequisites** (where applicable)

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| 4.1 based on the curriculum | Not applicable. |
| 4.2 based on competences | Not applicable. |

**5. Conditions** (where applicable)

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| 5.1 for the course | According to Art. 29, para. (1) from BBU STUDENT’S STATUTE, *course attendance is optional.* |
| 5.2 for the seminar/laboratory | According to Art. 29, para. (2) from BBU STUDENT’S STATUTE, *seminar attendance is mandatory to a 75% rate.* |

**6. Accumulated specific objectives**

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| **Professional competencices** | * Identifies and analyzes the way in which societal relations are built as related to media institutions; * Understands how the media works in societal contexts: in relation to politics, to lifestyles, the way in which socialization processes take place etc.; * Understands ways in which media contents are generated to avoid negative phenomena on a social level (misinformation, disinformation, intoxication, manipulation etc.); * Projects models of analysis for different media types; * Creates and uses research/ evaluations instruments for mass communication types. |
| **Transversal competencies** | * Analyzes and presents based on arguments, from a theoretical and a practical perspective, the most important practices for media communication with societal, group, community impacts; * Identifies specific elements for media communication in relation to the family, school, politics etc.; * Develops documentation skills and selection skills for reliable materials on a given topic; * Develops synthesis and analysis skills. |

**7. Discipline objectives** (from the accumulated competencies grid)

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| 7.1 General objective | * To develop analysis skills in relation to emerging trends in mass communication, specifically linked to media and society. |
| 7.2 Specific objectives | * To apply models of analysis of media communication processes in order to properly understand societal effects; * To identify mass communication trends, practices, and models used in the media; * To elaborate research and analysis projects for various types of media. |

**8. Contents**

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| 8.1 Course | Teaching methods | Observations |
| Introduction – Sociological aspects regarding the media and society relationship | Oral presentation and discussions |  |
| Media history | Oral presentation and discussions |  |
| Technological determinism – the relationship between technology and the evolution of mass communication media | Oral presentation and discussions |  |
| Media roles within society | Oral presentation and discussions |  |
| Media and socialization processes | Oral presentation and discussions |  |
| Mechanisms of social influence | Oral presentation and discussions |  |
| Media: the book and the newspaper | Oral presentation and discussions |  |
| Media: radio, TV, and cinema | Oral presentation and discussions |  |
| Media: the Internet and new media | Oral presentation and discussions |  |
| Media representations | Oral presentation and discussions |  |
| Culture and media | Oral presentation and discussions |  |
| Identities and the media | Oral presentation and discussions |  |
| Violence in the media discourse | Oral presentation and discussions |  |
| Teaching material recap and course feedback | Oral presentation and discussions |  |
| References  DeFLEUR, M. & BALL-ROKEACH, S. (1999). *Teorii ale comunicării de masă*. Polirom  DINU, Mihai. (2000). *Comunicarea. Repere fundamentale*. Editura Algos.  DOBRESCU, Paul & BÂRGĂOANU, Alina. (2002). *Mass media. Puterea fără contraputere*. BIC ALL. DOBRESCU, P., BÂRGĂOANU, A. & CORBU, N. (2007). *Istoria comunicării*. comunicare.ro  DUFFY, B. (2018). *The perils of perception: Why we’re wrong about nearly everything*. Atlantic Books.  GOFFMAN, Erving. [1959] (2007). *Viaţa cotidiană ca spectacol.* comunicare.ro  HALL, S. (2020). *The work of representation.* Routledge.  HOFSTEDE, Geert. [1980] (2001). *Culture’s Consequences: Comparing Values, Behaviors, Institutions and Organizations across Nations*. Sage Publications.  KELLNER, Douglas. (2001). *Cultura media.* Institutul European.  LAZARSFELD, P.F., BERELSON, B. & GAUDET, H. (2004). *Mecanismul votului. Cum se decid alegătorii într-o campanie prezidenţială.* comunicare.ro  LOHISSE, Jean. (2002). *Comunicarea. De la transmiterea mecanică la interacţiune*. Polirom  McLUHAN, Marshall. (1975). *Galaxia Gutemberg. Omul şi era tiparului.* Editura Politică.  ROSS, K., BACHMANN, I., CARDO, V., MOORTI, S., & SCARCELLI, C. M. (Eds.). 2021. *The international encyclopedia of gender, media, and communication*. John Wiley & Sons Inc. | | |
| 8.2 Seminar / laboratory | Teaching methods | Observations |
| Print media: books and newspapers. | Discussions based on case studies and theoretical materials consulted by students. |  |
| Audio-video media. | Discussions based on case studies and theoretical materials consulted by students. |  |
| Digital media. | Discussions based on case studies and theoretical materials consulted by students. |  |
| Media information and disinformation | Discussions based on case studies and theoretical materials consulted by students. |  |
| Truth and post-truth: media perspectives | Discussions based on case studies and theoretical materials consulted by students. |  |
| Media representations | Discussions based on case studies and theoretical materials consulted by students. |  |
| Culture and identity: media perspectives | Discussions based on case studies and theoretical materials consulted by students. |  |
| Media: mirror or molder? | Discussions based on case studies and theoretical materials consulted by students. |  |
| Media relations of the PR professional in the context of communicational pathologies | Discussions based on case studies and theoretical materials consulted by students. |  |
| PR strategies and media relations | Discussions based on case studies and theoretical materials consulted by students. |  |
| Evaluation | Student presentations |  |
| Evaluation | Student presentations |  |
| Evaluation | Student presentations |  |
| Seminar recap and feedback | Discussions |  |
| References  DeFLEUR, M. & BALL-ROKEACH, S. (1999). *Teorii ale comunicării de masă*. Polirom.  DINU, Mihai. (2000). *Comunicarea. Repere fundamentale*. Editura Algos.  DOBRESCU, Paul & BÂRGĂOANU, Alina. (2002). *Mass media. Puterea fără contraputere*. BIC ALL. DOBRESCU, P., BÂRGĂOANU, A. & CORBU, N. (2007). *Istoria comunicării*. comunicare.ro  DUFFY, B. (2018). *The perils of perception: Why we’re wrong about nearly everything*. Atlantic Books.  FRENDA, S. J., Nichols, R. M., & Loftus, E. F. (2011). Current Issues and Advances in Misinformation Research. *Current Directions in Psychological Science*, *20*(1), 20–23.  GOFFMAN, Erving. [1959] (2007). *Viaţa cotidiană ca spectacol.* comunicare.ro  HALL, S. (2020). *The work of representation.* Routledge.  HAMELEERS, M., & van der Meer, T. G. L. A. (2020). Misinformation and Polarization in a High-Choice Media Environment: How Effective Are Political Fact-Checkers? *Communication Research*, *47*(2), 227–250.  HOFSTEDE, Geert. [1980] (2001). *Culture’s Consequences: Comparing Values, Behaviors, Institutions and Organizations across Nations*. Sage Publications.  KATZ, E.M., GUREVITCH, M. & HASS, H. (1973). On the uses of mass media for important things. *American Sociology Review. 38 (*2). pp.164-181.  KELLNER, Douglas. (2001). *Cultura media.* Institutul European.  LAZARSFELD, P.F., BERELSON, B. & GAUDET, H. (2004). *Mecanismul votului. Cum se decid alegătorii într-o campanie prezidenţială.* comunicare.ro  LEWIN, Kurt. [1947] (2001). Frontiere în dinamica grupurilor. Canalele vieţii de grup, planificarea socială şi cercetarea-acţiune. În Pierre de Visscher, Adrian Neculau (coord.). *Dinamica grupurilor. Texte de bază*. Polirom.  LOHISSE, Jean. (2002). *Comunicarea. De la transmiterea mecanică la interacţiune*. Polirom  MAURER, M., & REINEMANN, C. (2006). Learning Versus Knowing: Effects of Misinformation in Televised Debates. *Communication Research*, *33*(6), 489–506.  McLUHAN, Marshall. (1975). *Galaxia Gutemberg. Omul şi era tiparului.* Editura Politică.  McQUAIL, Denis & WINDAHL, Sven. (2001). *Modele ale comunicării pentru studiul comunicării de masă*. comunicare.ro  MUCCHIELLI, Alex. [2000] (2015). *Arta de a influența. Analiza tehnicilor de manipulare*. Polirom  RAPP, D. N. (2016). The Consequences of Reading Inaccurate Information. *Current Directions in Psychological Science*, *25*(4), 281–285.  ROSS, K., BACHMANN, I., CARDO, V., MOORTI, S., & SCARCELLI, C. M. (Eds.). 2021. *The international encyclopedia of gender, media, and communication*. John Wiley & Sons Inc.  ROVENŢA-FRUMUŞANI, Daniela. (2004). *Analiza discursului. Ipoteze şi ipostaze*. Tritonic.  SPOHR, D. (2017). Fake news and ideological polarization: Filter bubbles and selective exposure on social media. *Business Information Review*, *34*(3), 150–160.  VARGO, C. J., GUO, L., & AMAZEEN, M. A. (2018). The agenda-setting power of fake news: A big data analysis of the online media landscape from 2014 to 2016. *New Media & Society*, *20*(5), 2028–2049. | | |

**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**

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| From a practical standpoint, contents are particularly relevant in two ways:   * Graduates will better understand how media works and the role of media institutions in societal developments; * The Course offers the possibility to efficienty apply PR techniques, in regular media contexts and for avoiding unpleasant situations generated by disinformation, manipulation or intoxication strategies generated in media contexts. |

**10. Evaluation**

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| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation methods | 10.3 Weight in final mark |
| 10.4 Course | Colloquy | Written evaluation | 50% |
| 10.5 Seminar/laboratory |  | | |
| Final project | Written paper on a chosen topic. | 50% |
| **The final grade is an average from the two grades, and it has to be higher than 5.** | | | |
| 10.6 Minimum performance standard | | | |
| Plagiarism and other types of academic fraud will be sanctioned according to the FPACS *Students’ Code of Ethics*, available for online access at [https://fspac.ubbcluj.ro/application/files/9215/7017/6735/FSPAC-code-of-](https://fspac.ubbcluj.ro/application/files/9215/7017/6735/FSPAC-code-of-ethics.pdf) [ethics.pdf.](https://fspac.ubbcluj.ro/application/files/9215/7017/6735/FSPAC-code-of-ethics.pdf)  In order to pass the course, students must submit the final project meeting the basic length and content requirements and present the paper according to the schedule. | | | |

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| Date: | Course lecturer signature | Seminar assistant signature |
| 01.10.2022 | Ioan Hosu | Andreea Voina |