UNIVERSITATEA BABEŞ-BOLYAI
BABEŞ-BOLYAI TUDOMÁNYEGYETEM
BABEŞ-BOLYAI UNIVERSITÄT
BABEŞ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

Facultatea de Litere
Str. Horea nr. 31
400202, Cluj-Napoca
Tel: 0264 5322388
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COURSE SYLLABUS

1. Information about the study program

1.1 University	Babeș-Bolyai University
1.2 Faculty	The Faculty of Letters
1.3 Department	English Language and Literature
1.4 Field of study	Philology
1.5 Study cycle (BA/MA)	Master
1.6 Study program/Qualification	British Cultural Studies/Master in Philology

2. Information about the subject

2.1 Course title/Code		LME1205 Media Language (in English)						
2.2 Course tutor		Lecturer Alexandra Cotoc						
2.3 Seminar tutor		Lecturer Alexandra Cotoc						
2.4 Year of study	I	2.5 Semester	2	2.6 Type of assessment	E	2.7 Course status	Contents	DA
							Mandatory	DO

3. Total estimated time (teaching hours per semester)

3.1 Number of hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4 Total number of hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar/laboratory	14
Time distribution					Hours
Study based on textbook/course manual/recommended reading/personal notes					40
Additional research in the library, by accessing scientific databases, or during field work					40
Preparation for seminars/laboratory classes, essays, portfolios and reports					35
Tutoring					35
Assessment (examinations)					2
Other activities					
3.7 Total hours for individual study	122				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

4. Prerequisites (if necessary)

4.1 Curriculum	-
4.2 Skills	• efficient written and oral communication in English • study skills • Elementary notions about the technique of elaborating and presenting a scientific paper • Elementary digital skills

5. Conditions (if necessary)

5.1. For delivering lectures	• Lecture hall equipped with laptop, audio-video system, Internet access, video projector • handouts, books • MsTeams platform
5.2. For teaching seminars/laboratory classes	• Room with whiteboard, multi-media equipment, Internet connection and video projector

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6. Acquired specific competences

Professional competences	C1 Appropriate use of fundamental concepts in the study of general linguistics, theory of literature and comparative literature. C2 Efficient written and oral communication in English. C3 Understanding relationships and influences between literary and critical categories, as well as the relationships among various current methodologies.
Transversal competences	CT1 Using the instruments of linguistics and literary studies in accordance to professional ethics. CT2 Teamwork; interpersonal communication, taking on specific roles. CT3 Setting up an individual project for lifelong training; achieving training by accumulating information, participating in team projects and in institutional and personal development programs.

7. Course objectives (derived from the specific competences acquired)

7.1 General objective of course	● The course provides an introduction and a presentation of the concepts and theories used in describing media and new media, cyberspace, online discourses and meaning production ● The interest for the study of new media will be reflected in the course ● Of a special interest will be the social network sites, networked publics and online British discourses as sources of information/misinformation and entertainment. ● Different online discourses will be analysed in terms of organization, production and consumption
7.2 Specific objectives	● To deepen the general knowledge after studying language and communication; ● To deepen the scientific basis of the students in order to develop an authentic professional judgment ● To develop the students' ability to understand language intercommunication; ● To familiarise the students with the language of media and new media; ● To encourage students to engage in research in Internet linguistics and new media studies. ● This course investigates new media text and audio-visual productions and identifies the role played by social network sites in reflecting the British social, economic, political and cultural life and identity. ● This module also implies an independent research performed by the students.

8. Contents

8.1 Lectures	Teaching methods	Remarks
Cyberspace and New Media. The theoretical framework **Keywords:** interdisciplinarity, sociolinguistics,critical discourse analysis, social semiotics, information age, data, Internet, digital society	enhanced lecture, debate problem solving, text interpretation	1 lecture
Cyberspace, Media, New Media and New Technologies **Keywords:** digital medium, data, culture, change, continuity, fragmentation, convergence	enhanced lecture, debate problem solving, text interpretation	1 lecture
Online Media and Social Network Sites **Keywords:** identity, communication, interactive text, users, audience	enhanced lecture, debate problem solving, text interpretation	1 lecture
Media literacy **Keywords:** critical media literacy, components, interactivity, hypertextual navigation, visual literacy	enhanced lecture, debate problem solving, text interpretation	1 lecture
Youth and Media **Keywords:** communication, representation, celebrity, micro-celebrity, storytelling	enhanced lecture, debate problem solving, text interpretation	1 lecture
Cyberculture Keywords: cyber-identity, investigating audience, networked publics	enhanced lecture, debate problem solving, text interpretation	1 lecture

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Online news and intertextuality **Keywords:** intertext, discourse, hyperlinks, hashtags	enhanced lecture, debate problem solving, text interpretation	1 lecture
Fake News **Keywords:** manipulation, discourse, strategies		1 lecture
Identity and social relations in media texts **Keywords;** identity, representation, multimodal elements	enhanced lecture, debate problem solving, text interpretation	1 lecture
Advertising (I) **Keywords:** online advertisement, discourse, change, linguistic elements	enhanced lecture, debate problem solving, text interpretation	1 lecture
Advertising (II) Keywords: text, co-text, discourse, theme structure, information,	enhanced lecture, debate problem solving, text interpretation	1 lecture
Advertising (III) Keywords: polyphonic configuration, audio-visual elements	enhanced lecture, debate problem solving, text interpretation	1 lecture

Bibliography

Aitchison, Jean and Lewis, Diana M. (eds.) (2004), *New Media Language*, London and New York: Routledge Taylor and Francis Group.
Baym, Nancy K. 2000. *Tune in, Log on. Soaps, Fandom, and Online Community.* Thousand Oaks, London, New Delhi: Sage Publications, Inc.
Buckingham, David (ed.) (2008), *Youth, Identity, and Digital Media*. The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning. Cambridge, MA: The MIT Press.
Cotoc, Alexandra (2017), *Language and Identity in Cyberspace. A Multidisciplinary Approach*, Cluj-Napoca: Presa Universitară Clujeană
Dervin, Fred and Yasmine Abbas (eds.) 2009. *Digital Technologies of the Self.* Newcastle: Cambridge Scholar Publishing.
Feenberg, Andrew and Darin Barney (eds.). 2004. *Community in the Digital Age. Philosophy and Practice.* Oxford: Rowman and Littlefield Publishers, Ltd.
Georgakopoulou, Alexandra and Tereza Spilioti (eds.) (2016), *The Routledge Handbook of Language and Digital Communication*, London and New York: Routledge Taylor and Francis Group.
John Hartley, Jean Burgess, and Axel Bruns (eds.), *A Companion to New Media Dynamics*, Wiley-Blackwell Publication
Jones, Steven G. (ed.). 2002. *Virtual Culture. Identity and Communication in Cybersociety.* London, Thousand Oaks, New Delhi: Sage Publications.
Lankshear, Colin, Michele Knobel (eds.) 2008. *Digital Literacies. Concepts, Policies and Practices*. New York, Bern, Berlin, Bruxelles, Frankfurt am Main, Oxford, Wien: Peter Lang.
Lindgren, Simon. 2017. *Digital Media & Society*. Los Angeles: SAGE
Lister, Martin, Dovey, Jon, Giddings Seth, Iain, Grant & Kelly, Kieran 2009. *New Media. A Critical Introduction. Second Edition*. London and New York: Routledge. Taylor & Francis Group.
Nakamura, Lisa. 2002. *Cybertypes. Race, Ethnicity, and Identity on the Internet.* New York and London: Routledge.
Papacharissi, Zizi (ed.) 2011. *A Networked Self. Identity, Community, and Culture on Social Network Sites.* New York and London: Routledge Taylor and Francis Group.
Zdrenghea, Mihai M. (2013), *A Grammar of TV Productions*, Cluj-Napoca: Argonaut Scriptor, pp. 7-17

8.2 Seminars	Teaching methods	Remarks
Sociolinguistic and discourse analyses of media and new media discourses from the British Internet situations (online newspapers, Web, social network sites, blogs, vlogs)	Debate, exercise and problem-solving based on applications provided by the teacher	10 seminars
New Media Projects (analysis)	Debate, exercise and problem-solving based on applications provided by the teacher	2 seminars

Bibliography

Antos, Gerd and Eija Ventola (eds.). 2010. *Handbook of Interpersonal Communication*, volume 2, Berlin, New York: De Gruyer Mouton.
Berger, Arthur Asa 2016. *Applied Discourse Analysis.Popular Culture, Media, and Everyday Life*. Palgrave Macmillan.
Dervin, Fred and Yasmine Abbas (eds.) 2009. *Digital Technologies of the Self.* Newcastle: Cambridge Scholar Publishing.
Dovchin, Sender (2020). *Language, Social Media and Ideologies. Translingual Englishes, Facebook and Authenticities*, Switzerland: Springer.

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Thurlow, Crispin, Mroczek, Kristine 2011. *Digital Discourse. Language in the New Media*. New York: Oxford University Press.
Seargeant, Philip, Tagg, Caroline 2014. *The Language of Social Media. Identity and Community on the Internet*. UK: Palgrave Macmillan

9. Validating course contents based on the expectations of epistemic communities, professional associations and of potential employers related to the field of study.

- Syllabus content is reflected in the secondary and academic curricula (the main employers of the studyline alumni).
- Topics are compiled in accordance with the specialty an up-to-date bibliography.
- Parts of the course and seminar components have been defended as papers at national and international conferences.

10. Assessment (examination)

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Lecture	• The extent to which the concepts and theories presented were assimilated and students' ability to use them in order to analyse online discourses. • Good command of the English language. • Logical coherence	Final presentation Written paper	20% 60%
10.5 Seminar	• Active participation, tasks and assignments	Seminar contributions	20%
10.6 Basic performance standard			
• Students will use the specialised concepts, theoretical framework and analysis tools to interpret British media and new media content; • Collection and analysis of corpus, interpretation of results obtained • It is necessary to obtain a minimum grade of 5 (five) in order to pass this exam; • The grades being granted are between 1 (one) and 10 (ten); • Good command of English Language.			
Organizational details, exceptional situation management: • Participation at the exam is not conditioned by attendance and participation • Any fraud or attempt detected during the exams will lead to failure to pass.			

Date	Course tutor's signature	Seminar tutor's signature
25.03.2022	Lecturer Alexandra Cotoc	Lecturer Alexandra Cotoc

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Date of department endorsement 14.04.2022	Head of department's signature	
Date of Dean's endorsement	Signature of the vice-Dean in charge	Faculty stamp