



SYLLABUS

New Media Communication and Digital Culture

Academic year 2025-2026

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 programme/Qualification	British Cultural Studies/Master in Philology
1.7. Enrolment frequency	Full time

2. Information about the subject

2.1. Course title			New Media Communication and Digital Culture (taught in English)				Course code		LME1205	
2.2. Course tutor					Lecturer Alexandra Cotoc					
2.3. Seminar / practical course (laboratory) tutor					Lecturer Alexandra Cotoc					
2.4. Year of study	1	2.5. Semester	2	2.6. Type of assessment	E	2.7. Course status	Contents		DS	
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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	14
3.4. Total number of hours in the curriculum	28	of which: 3.5 course	1	3.6 seminar	14
Allotted time for individual study (ID) and self-study activities (SA)					
Study based on textbook, course manual, recommended bibliography, personal notes (SA)					24
Additional research (in the library, online scientific databases/platforms, or field documentation)					20
Preparation for seminars / laboratory classes/ essays/ projects/ homework/ portfolios and reports					25
Tutoring					25
Assessment (examinations)					3
Other activities:					
3.7. Total hours for individual study (ID) and self-study activities (SA)					97
3.8. Total hours per semester					125
3.9. Number of credits					5

Date of approval
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4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. skills	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Lecture hall equipped with laptop, audio-video system, Internet access, video projector • handouts, books • MsTeams platform, MsTeams platform, digital resources and digital apps and tools
5.2. for teaching seminars / practical courses (laboratory classes)	<ul style="list-style-type: none"> • Room with whiteboard, multi-media equipment, Internet connection and video projector • MsTeams platform, MsTeams platform, digital resources and digital apps and tools

6. Acquired specific skills

Professional/essential skills	<p>C1 Appropriate use of fundamental concepts in the study of general linguistics, theory of literature and comparative literature.</p> <p>C2 Efficient written and oral communication in English.</p> <p>C3 Understanding relationships and influences between literary and critical categories, as well as the relationships among various current methodologies.</p>
Transversal skills	<p>CT1 Using the instruments of linguistics and literary studies in accordance to professional ethics.</p> <p>CT2 Teamwork; interpersonal communication, taking on specific roles.</p> <p>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.</p>

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

7.1 General objective of course	<ul style="list-style-type: none"> ● The course provides an introduction and a presentation of the concepts and theories used in describing media and new media, cyberspace, online discourses, digital culture 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
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7.2 Specific objectives	<ul style="list-style-type: none"> ● To deepen the general knowledge on 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.
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8. Contents

8.1 Course	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
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
<p>Bibliography Aitchison, Jean and Lewis, Diana M. (eds.) (2004), <i>New Media Language</i>, London and New York: Routledge Taylor and Francis Group. Baym, Nancy K. 2000. <i>Tune in, Log on. Soaps, Fandom, and Online Community</i>. Thousand Oaks, London, New Delhi: Sage Publications, Inc. Buckingham, David (ed.) (2008), <i>Youth, Identity, and Digital Media</i>. The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning. Cambridge, MA: The MIT Press.</p> <p>C Cotoc Alexandra (coordinating editor), Cotrău, Diana, Papuc Oana (co-editors) (2024), <i>How Youth Culture Articulates. A Languageculture Incursion into Subcultural Assemblages</i>, Cluj-Napoca: Presa Universitară Clujeană. Cotrău Diana, Cotoc Alexandra, Papuc Oana, <i>An Introduction to Internet Linguistics. The Cultural Sociolinguistic Take with Case Studies</i>, Editura: Presa Universitara Clujeana, 2021. Cotoc, Alexandra (2017), <i>Language and Identity in Cyberspace. A Multidisciplinary Approach</i>, Cluj-Napoca: Presa Universitară Clujeană Dervin, Fred and Yasmine Abbas (eds.) 2009. <i>Digital Technologies of the Self</i>. Newcastle: Cambridge Scholar Publishing. Feenberg, Andrew and Darin Barney (eds.). 2004. <i>Community in the Digital Age. Philosophy and Practice</i>. Oxford: Rowman and Littlefield Publishers, Ltd. Georgakopoulou, Alexandra and Tereza Spilioti (eds.) (2016), <i>The Routledge Handbook of Language and Digital Communication</i>, London and New York: Routledge Taylor and Francis Group. Hoondert, Martin and Suzanne van der Beek (2019), <i>Ritual in a Digital Society</i>, Netherlands Studies in Ritual and Liturgy 21, pp. 1-23. John Hartley, Jean Burgess, and Axel Bruns (eds.), <i>A Companion to New Media Dynamics</i>, Wiley-Blackwell Publication Jones, Steven G. (ed.). 2002. <i>Virtual Culture. Identity and Communication in Cybersociety</i>. London, Thousand Oaks, New Delhi: Sage Publications. Lankshear, Colin, Michele Knobel (eds.) 2008. <i>Digital Literacies. Concepts, Policies and Practices</i>. New York, Bern, Berlin, Bruxelles, Frankfurt am Main, Oxford, Wien: Peter Lang. Lindgren, Simon. 2017. <i>Digital Media & Society</i>. Los Angeles: SAGE Lister, Martin, Dovey, Jon, Giddings Seth, Iain, Grant & Kelly, Kieran 2009. <i>New Media. A Critical Introduction. Second Edition</i>. London and New York: Routledge. Taylor & Francis Group. Nakamura, Lisa. 2002. <i>Cybertypes. Race, Ethnicity, and Identity on the Internet</i>. New York and London: Routledge. Papacharissi, Zizi (ed.) 2011. <i>A Networked Self. Identity, Community, and Culture on Social Network Sites</i>. New York and London: Routledge Taylor and Francis Group. Tannen, Deborah and Anna Marie Trester (eds.) (2013), <i>Discourse 2.0. Language and New Media</i>, Georgetown University Press, 2013</p>		
8.2 Seminar / practical course (laboratory class)	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
<p>Bibliography Antos, Gerd and Eija Ventola (eds.). 2010. <i>Handbook of Interpersonal Communication</i>, volume 2, Berlin, New York: De Gruyter Mouton. Berger, Arthur Asa 2016. <i>Applied Discourse Analysis. Popular Culture, Media, and Everyday Life</i>. Palgrave Macmillan. Cotoc, Alexandra, More, Octavian, Mudure Mihaela (2021), <i>Multicultural Discourses in Turbulent Times</i>, Cluj-Napoca: Presa-Universitară Clujeană Dervin, Fred and Yasmine Abbas (eds.) 2009. <i>Digital Technologies of the Self</i>. Newcastle: Cambridge Scholar Publishing.</p>		



Dovchin, Sender (2020). *Language, Social Media and Ideologies. Translingual Englishes, Facebook and Authenticities*, Switzerland: Springer.

Lankshear, Colin, Michele Knobel (eds.) 2008. *Digital Literacies. Concepts, Policies and Practices*. New York, Bern, Berlin, Bruxelles, Frankfurt am Main, Oxford, Wien: Peter Lang.

Mădroane, I.D. (2018), "Romanian Immigration in the British Newspapers. Engaging Audiences During the Brexit Referendum Campaign", in Beciu, C., Ciocea, M., Mădroane, I.D., & Cărlan, A.I. (Eds.). *Debating Migration as a Public Problem: National Publics and Transnational Fields (Global Crises and the Media Series)*. New York: Peter Lang.

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.

Seargeant, Philip, Tagg, Caroline 2014. *The Language of Social Media. Identity and Community on the Internet*. UK: Palgrave Macmillan

Shifman, Limor (2014), *Memes in Digital Culture*, Cambridge, Massachusetts | London, England, The MIT Press.

Thurlow, Crispin, Mroczek, Kristine 2011. *Digital Discourse. Language in the New Media*. New York: Oxford University Press.

Zappettini, Franco (2020), "The Tabloidization of the Brexit Campaign." *Journal of Language and Politics*, pp. 277–303.

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 Course	The extent to which the concepts and theories presented were assimilated and students' ability to use them in order to analyse online discourses.	Final Presentation	20%
	Good command of the English language. Logical coherence	Written paper	60%
10.5 Seminar/practical course (laboratory class)	Active participation	Seminar contributions	20%
	Tasks and assignments		
10.6 Basic performance standard			
<ul style="list-style-type: none"> • 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. • Using AI tools for generating ideas or discourse is allowed only with the tutor's permission and with explicit 			

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acknowledgment. This applies to both class discussions or assessment tasks and examinations. Unauthorized use of AI amounts to plagiarism. According to UBB regulations, plagiarism of any type triggers expulsion from university studies.

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development
	
	

Date:

05.02.2025

Course tutor's name and signature

Lecturer Alexandra Cotoc



Seminar tutor's name and signature

Lecturer Alexandra Cotoc



Date of approval:

14.02.2025

Head of Department's name and signature,

Popa-Petrar Petronia



Date of approval
Name and signature of Dean