

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM AND DIGITAL MEDIA DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	MEDIA COMMUNICATION, APPLIED MEDIA STUDIES, DIGITAL MEDIA AND GAME STUDIES

### 2. Information about the discipline

2.1 Discipline title	NEW MEDIA CULTURE	UME3100					
2.2 Course lecturer	RADU MEZA						
2.3 Seminar assistant	RADU MEZA						
2.4 Year of study	1	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	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:					30
Supplementary documentation in the library, on electronic platforms and in the field:					34
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					42
Tutorials					
Examinations					2
Other activities: .....					
3.7 Total hours of individual study	106				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	<input type="checkbox"/>
4.2 based on competences	<input type="checkbox"/>

### 5. Conditions (where applicable)

5.1 for the course	<input type="checkbox"/> Room with a video projector/ digital display and Internet connection
5.2 for the seminar/laboratory	<input type="checkbox"/> Room with a video projector/digital display and Internet connection

### 6. Accumulated specific competencies

<b>Professional competencies</b>	<p>C1. In-depth understanding and use of specialized terminology, methodologies and knowledge from the field of communication sciences</p> <p>C2. Advanced use of new information and communication technologies (IT&amp;C)</p> <p>C5. Acquiring new knowledge, formulating and verifying hypotheses, conceptual models or theories of media communication in both traditional and digital media based on scientific research and critical reflection;</p> <p>Using automated data collection and analysis tools for in hypertextual communication research</p>
<b>Transversal competencies</b>	<p><input type="checkbox"/> Communicating in the context of unknown networked publics</p>

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

7.1 General objective	<p><input type="checkbox"/> The students will be able to integrate their knowledge to contribute to professional practices and knowledge and to guide others in creatively using digital technologies</p>
7.2 Specific objectives	<p><input type="checkbox"/> The students will</p> <ul style="list-style-type: none"> <li>• know systematic research methods and communicate with relevant parties in order to find specific information and evaluate research results to assess the information's relevance, relating to media communication and scientific communication.</li> <li>• know the characteristics, use and operations of various software products such as computer programmes and application software used in media communication and research.</li> <li>• know principles of information management and tools for software configuration in specific professional contexts and the characteristics of multimedia systems with respect to the production, processing, integration, control and presentation of text, images, graphics, sound and video in digital contexts.</li> <li>• know the theoretical methodology used in scientific research involving doing background research, constructing an hypothesis and testing it, formulating research questions, analysing data and concluding the results.</li> <li>• know the methods and techniques to navigate search engines and find information quickly as well as aggregate and analyse data using computational and digital social science methods for data collection and analysis.</li> </ul> <p>The students will be able to</p> <ul style="list-style-type: none"> <li>• use specific media communication terms and vocabulary in a systematic and consistent manner for documentation and communication purposes.</li> </ul>

	<ul style="list-style-type: none"> <li>• search, retrieve, select and organise content from specific sources (such as websites or databases), according to the requirements of the output media such as printed materials, online applications, platforms, websites and video</li> <li>• use languages characteristic to traditional and digital media communication and interpret scientific and technical texts.</li> <li>• run thorough background research on writing subject, performing desk-based research as well as site visits and interviews.</li> <li>• critically reflect upon processes and outcomes of the media production process in order to ensure quality of experience and/or product.</li> </ul>
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## 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 Economy	Explanation, Demonstration	What is the meaning of the phrase “new media”? How does it relate to phrases like <b>electronic media, digital media and multimedia</b> ?
2. Overview of main Theories about Media Technologies	Explanation, Discussion	<b>Readings:</b> Harold Innis – Empire and Communication Marshall McLuhan – Radio – The Tribal Drum Vanevar Bush – As We May Think
3. Computer Mediated Communication and Human Computer Interaction, Identity, Self-presentation	Explanation, Discussion Video	Everett Rogers - Diffusion of innovations Richard Bartle - Players who suit MUDs Mark Poster - The Second Media Age Lev Manovich - The Language of New Media Henry Jenkins - Textual Poachers Yochai Benkler - The Wealth of Networks
4. Mass media, niche media and personal media. Celebrities, fan cultures and amateurs	Explanation, Demonstration,	Ervin Goffman -The Presentation of Self in Everyday Life Sherry Turkle – Alone Together, The Second Self
5. Identity. Authenticity. Pseudonymity	Explanation, Discussion	Matin Tanis - Cues to Identity in CMC Lev Manovich: Software Takes Command Lev Manovich: Cultural Analytics
6. Culture and Databases. Cultural Analytics	Explanation, Discussion	
7. Basics of Network Theory. Social Network Analysis	Explanation, Demonstration, Discussion	<b>Readings:</b> Barabasi: Linked-The New Science of Networks Wasserman & Faust: Social Network Analysis: Methods and Applications
8. Online cultures. Social Media	Explanation, Video, Discussion	<b>Readings:</b> Jose van Dijk : Culture of Connectivity - A Critical History of Social Media Danah Boyd: It’s complicated. The Social Lives of Networked Teens Rainie & Wellman: Networked - The New Social Operating System Christian Fuchs: Social Media - A Critical Introduction
9. Sharing content and meaning. Spreadable media.	Explanation, Discussion	<b>Watch:</b> Mike Wesch – An Anthropological Introduction to YouTube. Lawrence Lessig - Laws that Choke Creativity <b>Readings:</b> Limor Shifman - Memes in Digital Culture Henry Jenkins - Spreadable Media
10. Violence, Outrage, Hope. Value Conflicts, Hate speech. Social movements	Explanation, Discussion	Castells - Networks of Outrage and Hope Gagliardone et. al. - Countering Online Hate Speech - UNESCO

11. Computational thinking. Text Mining. Computational linguistics. Machine learning applications for Text Analytics	Explanation, Discussion	Ignatow, G. and Mihalcea, R., 2016. Text mining: A guidebook for the social sciences. Sage Publications.
12. Finding a theoretical framework for new media research	Discussion	
13. Finding a methodological approach for new media research	Discussion	
14. Colloquium	Presentation of research articles	

#### Bibliography

Anderson, P. 2007. What is web 2.0. Ideas, technologies and implications for education, 60

Barabasi, A.-L. 2000. Linked: The New Science of Networks, New York, The Penguin Group.

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

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.

Boyd, D., 2014. It's complicated: The social lives of networked teens. Yale University Press.

Fuchs, C., 2017. Social media: A critical introduction. Sage.

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

Jenkins, H., Ford, S. and Green, J., 2018. Spreadable media: Creating value and meaning in a networked culture (Vol. 15). NYU press.

Jones, S. 2003. Encyclopedia of new media: An essential reference to communication and technology, Sage Publications, Inc

Ignatow, G. and Mihalcea, R., 2016. Text mining: A guidebook for the social sciences. Sage Publications.

Lessig, L., 2008. Remix: Making art and commerce thrive in the hybrid economy. Penguin.

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Manovich, L., 2009. The practice of everyday (media) life: From mass consumption to mass cultural production?. Critical Inquiry, 35(2), pp.319-331.

Manovich, L., 2020. Cultural analytics. MIT Press.

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.

Poster, M. 1995. The second media age, Polity Press Cambridge.

Shifman, L., 2014. Memes in digital culture. MIT press.

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.

Zuboff, S., 2019. The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power: Profile Books.

8.2 Seminar / laboratory	Teaching methods	Observations
Automation	Discussion	
Web Scrapers Lit review presentations	Application	Chrome Web Scraper, Octoparse
API tools Lit review presentations	Application	Facepager, Orange

Cleaning up large data sets Lit review presentations	Application	Excel, Tableau Data Prep
Coding and Annotation Lit review presentations	Application	Doccano, Make-Sense Annotator
Data analysis tools Lit review presentations	Application	KH Coder, VOS Viewer, Orange Sketch Engine
Data visualisation Lit review presentations	Application	Tableau Public, KH Coder

**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 21<sup>st</sup> century communication sciences researcher.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Understanding concepts and theories applicable to new media research	Exam (multiple-choice)	50%
10.5 Seminar/laboratory	Literature, methodology and the ability to use automated data collection and analysis tools	Literature review presentation (1 slide, min 5 sources from the last 5 years)	25%
		Data Collection (min 5K records) & Visualisation (min 5 visualisations)	25%
		Annotation (extracredit) – minimum 500 annotated records according to codebook	25%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> <li>The student shows a reasonable understanding of new media technologies, their political, economic and social context</li> <li>The student is able to understand appropriate theoretical frameworks and use automation in methodological approaches for researching new media phenomena</li> </ul>			

Plagiarism or any other form of academic fraud or misconduct will be sanctioned according to the Students' Code of Ethics available at <https://fspac.ubbcluj.ro/ro/resurse/administrative/regulamente>

Date

Course lecturer signature

Seminar assistant signature

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Assoc. Prof. Radu Meza, Ph.D.

Assoc. Prof. Radu Meza, Ph.D

Date of approval in the Department

Head of department's signature

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