

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Communication sciences
1.5 Level of study	Master
1.6 Study program / Qualification	Media Communication / Digital Media, Internet and Game Studies

2. Information about the discipline

2.1 Discipline title	Media Systems and Industries/ Sisteme și industrii media						
2.2 Course lecturer	PhD. Cristina Nistor-Beuran						
2.3 Seminar coordinator	PhD. Cristina Nistor-Beuran						
2.4 Year of study	I	2.5 Semester	II	2.6. Evaluation type	C	2.7 Discipline type	OPT

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	421	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying bibliography and notes:					36
Supplementary documentation in the library, on electronic platforms and in the field:					18
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					18
Tutorials					32
Examinations					4
Other activities:					
3.7 Total hours of individual study		108			
3.8 Total hours per semester		150			
3.9 Number of credits		6			

4. Prerequisites (where applicable)

4.1 based on the curriculum	• -
4.2 based on competences	• -

5. Conditions (where applicable)

5.1 for the course	• Classroom, laptop, video-projector, (audio) speakers
5.2 for the seminar/laboratory	• Classroom, laptop, video-projector, (audio) speakers

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none">• Identification and use of language, methodologies and expertise in the science of communication• Identify and use specific elements of ethics and social responsibility of journalists• Describe different types of audience / public involved in the communication• Management of media information.
Transversal competencies	<ul style="list-style-type: none">• Evaluation in need for insertion and adaptation to market demands

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	Ensuring students skills to assimilate the information on the media systems provided.
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8. Contents

8.1 Course

1. Introducing the course topics; exam conditions and bibliographical recommendations.
2. Typology of Media Systems. Models of Media Systems.
3. Media market reports.
4. Digital News Industry - the use of new technologies for production, distribution and news consumption.
5. Innovation in Media Content. The Digital Shift in Media Industry.
6. Media and Communication Policies in the European Union.
7. Professional Journalism Organizations.
8. International Brands in Media Industry.
9. Media Industry in Romania .
10. The newspaper publishing industry in the digital age.
11. The Radio and Television industry in the digital age.
12. Media Ownership.
13. Professional Journalistic Standards.
14. News Media Organizations – case studies of best practices in management and innovation.

Resources:

1. Allen, Stuart (editor), 2009, *The Routledge Companion to News and Journalism*, Routledge, New York
2. Banda, Fackson Civic Education for Media Professionals: A Training Manual, UNESCO Series on Journalism Education <http://unesdoc.unesco.org/images/0018/001804/180402e.pdf>
3. Bee, Cristiano; Bozzini, Emanuela, 2010, *Mapping the European public sphere: institutions, media and civil society*, Publisher Farnham, Ashgate
4. Bird, Eleanor; Lutz, Richard; Warwick, Christine, *Media as partners in education for sustainable development: A Training and Resource Kit*, UNESCO Series on Journalism Education <http://unesdoc.unesco.org/images/0015/001587/158787E.pdf>
5. *Changing Modes of Asset Management: IPR and Copyright in the Digital Age. A Complementary Report* (2012). Author: Jean Paul Simon. <http://is.jrc.ec.europa.eu/pages/ISG/documents/CopyrightReportwithcovers.pdf>
6. Communication Policies and Strategies of the European Union - http://ec.europa.eu/ipg/basics/policy/index_en.htm
7. *Digital News Report 2017* – Reuters Institute, Nic Newman with Richard Fletcher, Antonis

Kalogeropoulos, David A. L. Levy and Rasmus Kleis Nielsen,
https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Digital%20News%20Report%202017%20web_0.pdf

8. *European Television in the New Media Landscape* (2012). Author: Esteve Sanz. Editor: Marc Bogdanowicz, Jean Paul Simon. <ftp://ftp.jrc.es/pub/EURdoc/JRC76569.pdf>
9. Hallin, D. & Mancini, P., *Comparing Media Systems: Three Models of Media and Politics*, 2004
10. Kovach, Bill; Rosenstiel, Tom, 2007, *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*, Completely Updated and Revised, Three Rivers Press
11. Media Fact Book Romania (2017) - <http://www.mediafactbook.ro/>
12. Model Curricula for Journalism Education, UNESCO Series on Journalism Education
<http://unesdoc.unesco.org/images/0015/001512/151209E.pdf>
13. Obijiofor, Levi; Hanusch, Folker, 2011, *Journalism across Cultures: An Introduction*, Palgrave Macmillan
14. Simon, Jean Paul; Bogdanowicz, Marc: *The Digital Shift in the Media and Content Industries* (2012)
<http://publications.jrc.ec.europa.eu/repository/bitstream/JRC77932/jrc77932.pdf>
15. Social media - statistics on the use by enterprises (Eurostat) - Social media - statistics on the use by enterprises. http://ec.europa.eu/eurostat/statistics-explained/index.php/Social_media_statistics_on_the_use_by_enterprises
16. Terzis, Georgios, 2009, *European Journalism Education*, Intellect Books, Bristol, UK/Chicago
17. *The Dynamics of the Media and Content Industries: A Synthesis* (2012). Author: J. P. Simon
18. *The Newspaper Publishing Industry* (2012). Authors: Andra Leurdijk, Mijke Slot, Ottilie Nieuwenhuis. Editor: Jean Paul Simon. <http://ftp.jrc.es/EURdoc/JRC69881.pdf>
19. Trappel, Josef, 2011, *Media in Europe today*, Euromedia Research Group, Chicago
20. Valentini, Chiara; Nesti, Giorgi, 2010, *Public communication in the European Union: history, perspectives and challenges*, Publisher Cambridge Scholars, Newcastle.
21. Watson, James, 2008, *Media Communication: An Introduction to Theory and Process*, Palgrave Macmillan.

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

Content taught and the requirements of this class respond to the requirements of the current media market.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Final paper	Full paper delivered and presentation.	10 points
10.6 Minimum performance standard			

Date

Course lecturer signature

Seminar assistant signature

1.11.2019

PhD Cristina Nistor-Beuran

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Date of approval in the Department

Head of department's signature

1.11.2019

PhD Elena Abrudan