

## 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 DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	DIGITAL MEDIA, INTERNET AND GAME STUDIES

### 2. Information about the discipline

2.1 Discipline title		DIGITAL DISTRIBUTION PLATFORMS					UME3300				
2.2 Course lecturer				RADU MEZA							
2.3 Seminar assistant				RADU MEZA							
2.4 Year of study		2	2.5 Semester		2	2.6. Evaluation type		E	2.7 Discipline type		OBL

### 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	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					40
Supplementary documentation in the library, on electronic platforms and in the field:					28
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					28
Tutorials					14
Examinations					4
Other activities: .....					
3.7 Total hours of individual study	114				
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	• Room with a video projector/ digital display and Internet connection
5.2 for the seminar/laboratory	• Room with a video projector/digital display and Internet connection

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• Understanding communication on online digital platforms</li> <li>• Understanding content distribution on different media devices</li> <li>• Understanding content distribution in different contexts</li> <li>• Identifying characteristics of distribution and consumption</li> <li>• Analyzing multi-screen distribution strategies</li> <li>• Designing multi-screen distribution strategies</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• Communicating in the context of the dynamic Web</li> <li>• Critical thinking</li> <li>• Project design</li> </ul>

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

7.1 General objective	<ul style="list-style-type: none"> <li>• Understanding digital distribution and issues associated with it</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Understanding multi-screen, multi-platform content distribution</li> <li>• Understanding Create Once Publish Everywhere Strategies</li> <li>• Understanding content publishing, distribution and consumption</li> <li>• Understanding behaviors associated with users of digital media</li> <li>• Analyzing strategies and consumption patterns</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	Observations
1. Types of digital platforms	Explanation, Demonstration	
2. Publishing and distributing editorial content	Explanation, Demonstration	
3. Managing and moderating User Generated Content	Explanation, Demonstration	
4. Monetizing content or user attention	Explanation, Demonstration,	
5. Multi-platform distribution	Explanation, Demonstration	
6. Trolling, Flaming, Raids and Hoaxes	Explanation, Demonstration	
7. Digital streaming services and binge watching	Explanation, Demonstration,	
8. Multimedia and Interactive Storytelling	Explanation, Demonstration	
9. Create Once Publish Everywhere	Explanation, Demonstration	
10. Multi-screen distribution	Explanation, Demonstration	
11. Digital Campaigns on Social Media	Explanation, Demonstration	
12. Colloquium	Presentation of Web projects	

**Bibliography:**

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

Barker, D., 2016. Web content management: Systems, features, and best practices. " O'Reilly Media, Inc."

Couldry, N., 2012. Media, society, world: Social theory and digital media practice. Polity.

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

Halvorson, K., 2008. The discipline of content strategy. A list apart, 16

O'Reilly, T. 2007. "What is Web 2.0: Design patterns and business models for the next generation of software." Communications and Strategies no. 65:17.

Thelwall, M. 2009. Social Network Sites: Users and Uses. *in: ZELKOWITZ, M. V. (editor) Advances in Computers: Social Networking and the Web, Vol 76*. Ediția ed. San Diego: Elsevier Academic Press Inc.

Van Dijck, J., 2013. The culture of connectivity: A critical history of social media. Oxford University Press..

**Online resources:**  
<http://alistapart.com/>

8.2 Seminar	Teaching methods	Observations
1. Content monitoring on the Web – Google Analytics and Google AdSense	Application	
2. Monitoring and moderating Internet forums	Application	
3. Social media monitoring and management	Application	
4. Publishing mobile first and multi-screen	Application	
5. Streaming and content curation platforms	Application	
6. Implementing and evaluating content distribution strategies	Application	

**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**

- In the contemporary attention economy, digital media producers or editors need to devise content that will be consumed in different contexts, on devices with different capabilities, interfaces and screen sizes. As such, content production, content strategy require a deep understanding of distribution platforms, management and analytical tools that makes publishing adaptable to as many contexts as needed.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The ability to research and analyze a digital publishers multi-platform/multi-screen distribution strategy	<b>Individual project:</b> Two final projects	50%
10.5 Seminar/laboratory	A proposal for a distribution strategy for a certain type of content		50%
10.6 Minimum performance standard			
<ul style="list-style-type: none"><li>• The student shows a reasonable understanding of different platforms and their characteristics</li><li>• The student is able to propose a realistic content distribution strategy</li></ul>			

Date

Course lecturer signature

Seminar assistant signature

1.11.2019

Lect. dr. Radu Meza

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Date of approval in the Department

Head of department's signature

1.11.2019

PhD Elena Abrudan