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| BACHELOR’S PROGRAMME**AMERICAN STUDIES**3RD YEAR OF STUDY, 2ND SEMESTER |

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| **Course title** | **INSTITUTIONS AND VALUES IV: MASS MEDIA IN THE US** |
| Course code | SA2163 |
| Course type | full attendance/ tutorial |
| Course level | 1st cycle (bachelor’sdegree) |
| Year of study, semester | 3rd year of study,2nd semester |
| Number of ECTS credits | 6 |
| Number of hours per week | 4 (2 lecture hours + 1 seminar hours) |
| Name of lecture holder | Andriescu Radu |
| Name of seminar holder | Andriescu Radu |
| Prerequisites | Advanced level of English  |
| A | **General and course-specific competences** |
|  | **General competences**:* Personal and professional development.
* Social interaction (working in groups, cooperating etc)
* Enhancing personal ethics

**Course-specific competences**:* Understanding the impact of the new media on everyday life.
* Combining New Media with enhanced ethics.
* Avoiding the numerous traps of the Social Media.
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| :B | **Learning outcomes** |
|  | * The main issue dealt with is the way we process the information delivered by traditional sources (newspapers, radio, television), but most of all the information that invades our life through the internet.
* How can we distinguish genuine news from fake news?
* How can the New Media be used in a positive way?
* Students will assess the impact of the New Media on Democracy.
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| C | **Lecture content** |
|  | Media & culture: mass communication in a digital ageThe Digital Plenitude: The Decline of Elite Culture and the Rise of New MediaSurviving in a Social Media World of Hackers, Terrorists, and Fake NewsThe End Of Forgetting: Growing Up With Social MediaExtremist propaganda in social mediaThe Propaganda Model Today: Filtering Perception and AwarenessContent Moderation In The Shadows Of Social MediaRevision |
| D | **Recommended reading for lectures** |
|  | Bolter, Jay David. *The Digital Plenitude: The Decline of Elite Culture and the Rise of New Media*. Mit Press, 2019.Erbschloe, Michael. *Extremist Propaganda in Social Media: a Threat to Homeland Security*. CRC Press, Taylor & Francis Group, 2019. Lanier, Jaron. *Ten Arguments For Deleting Your Social Media Accounts Right Now*. The Bodley Head Ltd, 2018.Roberts, Sarah T. *Behind The Screen: Content Moderation In The Shadows Of Social Media*. Yale University Press, 2019. |
| E | **Seminar content** |
|  | Media-Driven Panics and HoaxesThe Social Photo - Photography and Social MediaFrom the Dance Hall to Facebook: Moral Panic in the United States, 1905-2010Knowing with New Media: A Multimodal Approach for Learning#Republic: Divided Democracy in the Age of Social MediaTen Arguments For Deleting Your Social Media Accounts Right Now |
| F | **Recommended reading for seminars** |
|  | Eichhorn, Kate. *The End Of Forgetting: Growing Up With Social Media*. Harvard University Press, 2019.Jurgenson, Nathan. *The Social Photo – On Photography and Social Media*. Verso, 2019.Watts, Clint. Messing *with the Enemy: Surviving in a Social Media World of Hackers, Terrorists, Russians, and Fake News*. Harper Paperbacks, 2019. |
| G | **Education style** |
| learning and teaching methods | lectures, workshops |
| assessment methods | Participation in class, discussions 40%Final (written) test 60% |
| Language of instruction | English |