

Course title: Mass Media

Course code: MSA0935

Type of course: compulsory

Level of course: MA

Year of study: 2nd

Semester: 3

Number of ECTS credits allocated: 6

Course objective: Familiarize the students with the American press institutions; form the skills specific for the analysis of the media phenomenon.

Course contents: Press institution in America; the news in written and electronic media; market proximity and segmentation; features of the TV discourse; TV networks; PBS or public media in the American tradition; deontological codes; audiences and publicity.

Recommended reading: Jean-Claude Bertrand, 2001, *O introducere în presa scrisă și vorbită*, Iasi, Editura Polirom ; Leo Bogart , 1995, *The Media System and the Public Interest*, New York, Oxford, Oxford University Press; Howard J. Blumenthal, Oliver Goodenough, 2005, *This Bussiness of Television*, New York, Billboard Books, Watson-Guption; Asa Briggs, Peter Burke, 2005, *Mass-media. O istorie socială*, Iași, Editura Polirom; Mihai Coman, coord.1997, 2001, *Manual de jurnalism, Tehnici fundamentale de redactare*, vol.I,II, Iași, Editura Polirom

Teaching methods: writing different texts, personal research, discussions, exercise solving

Assessment methods: participation in the course, writing a number of texts per semester, solving a writing task in class with time limit and no helping materials

Language of instruction: English