

**Course title:** Society and Communication

**Course code:** SA0944

**Type of course:** compulsory

**Level of course:** BA

**Year of study:** 2<sup>nd</sup>

**Semester:** 4<sup>th</sup>

**Number of ECTS credits allocated:** 5

**Name of the lecturer:** Radu Andriescu

**Course objective:** Students learn how contemporary mass media operate – as industries, makers of meaning, and shapers of society. More specifically, learn both key facts and large ideas. They explore some of the key questions facing us in a media age and develop their skills in critical thinking (via what Campbell calls “the critical process”). They become acquainted with some of the most important issues and methods in the social sciences.

**Course contents:** What are Mass Media? From Speech to the Internet. The Effects of Media. The Value of a Social Science Approach. The Foundational Medium: Books and Print Culture. The Internet: Convergence of all Other Media. Privacy, Piracy, and Interpreting Technological Change. Trash and Quality. Radio as the Foundational Medium. Television & Cable. Text, Industry, and Audience: Movies. Globalization and its Consequences. The Electronic Media and Contemporary Civilisation.

**Recommended reading:** Richard Campbell, Christopher Martin, and Bettina Fabos, *Media and Culture: An Introduction to Mass Communication*, 4th edition (New York: St. Martin's, 2003); Alte materiale vor fi disponibile în format electronic

**Teaching methods:** lectures, workshops

**Assessment methods:** (a) midterm examination (written); (b) final examination (written)

**Language of instruction:** English