

BACHELOR'S PROGRAMME  
AMERICAN STUDIES  
3<sup>RD</sup> YEAR OF STUDY, 2<sup>ND</sup> SEMESTER

COURSE TITLE	INSTITUTIONS AND VALUES IV: MASS MEDIA IN THE US
COURSE CODE	SA2163
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	1 <sup>st</sup> cycle (bachelor's degree)
YEAR OF STUDY, SEMESTER	3 <sup>rd</sup> year of study, 2 <sup>nd</sup> 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
	<p><b>General competences:</b></p> <ul style="list-style-type: none"> <li>→ Personal and professional development.</li> <li>→ Social interaction (working in groups, cooperating etc)</li> <li>→ Enhancing personal ethics</li> </ul> <p><b>Course-specific competences:</b></p> <ul style="list-style-type: none"> <li>→ Understanding the impact of the new media on everyday life.</li> <li>→ Combining New Media with enhanced ethics.</li> <li>→ Avoiding the numerous traps of the Social Media.</li> </ul>
B	LEARNING OUTCOMES
	<ul style="list-style-type: none"> <li>→ 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.</li> <li>→ How can we distinguish genuine news from fake news?</li> <li>→ How can the New Media be used in a positive way?</li> <li>→ Students will assess the impact of the New Media on Democracy.</li> </ul>
C	LECTURE CONTENT
	<p>Media &amp; culture: mass communication in a digital age  The Digital Plenitude: The Decline of Elite Culture and the Rise of New Media  Surviving in a Social Media World of Hackers, Terrorists, and Fake News  The End Of Forgetting: Growing Up With Social Media  Extremist propaganda in social media  The Propaganda Model Today: Filtering Perception and Awareness  Content Moderation In The Shadows Of Social Media  Revision</p>
D	RECOMMENDED READING FOR LECTURES
	<p>Bolter, Jay David. <i>The Digital Plenitude: The Decline of Elite Culture and the Rise of New Media</i>. Mit Press, 2019.  Erbschloe, Michael. <i>Extremist Propaganda in Social Media: a Threat to Homeland Security</i>. CRC Press, Taylor &amp; Francis Group, 2019.  Lanier, Jaron. <i>Ten Arguments For Deleting Your Social Media Accounts Right Now</i>. The Bodley Head Ltd, 2018.  Roberts, Sarah T. <i>Behind The Screen: Content Moderation In The Shadows Of Social Media</i>. Yale University Press, 2019.</p>
E	SEMINAR CONTENT
	<p>Media-Driven Panics and Hoaxes  The Social Photo - Photography and Social Media  From the Dance Hall to Facebook: Moral Panic in the United States, 1905-2010  Knowing with New Media: A Multimodal Approach for Learning  #Republic: Divided Democracy in the Age of Social Media  Ten Arguments For Deleting Your Social Media Accounts Right Now</p>
F	RECOMMENDED READING FOR SEMINARS

	Eichhorn, Kate. <i>The End Of Forgetting: Growing Up With Social Media</i> . Harvard University Press, 2019. Jurgenson, Nathan. <i>The Social Photo – On Photography and Social Media</i> . Verso, 2019. Watts, Clint. <i>Messing with the Enemy: Surviving in a Social Media World of Hackers, Terrorists, Russians, and Fake News</i> . 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	