Transilvania University of Braşov, Romania

Faculty of Sociology and Communication

Study program: Digital Media

Study period: 3 years, bachelor

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Fundamentals of Communication	FC01	6	2	2	-	-

Course description (Syllabus): Introduction. Tests on Communication Style Analysis, Oral Communication, Listening, and Conceptual delimitations. Communication definition, intrapersonal, interpersonal, social, group, mass communication; Objectives, mechanisms, and signs (means of communication). Types of signs; Constitutive factors of the communication process (agents of communication: sender and receiver, the message, the code, the situation, transmission channel); What does verbal and nonverbal communication mean? Verbal communication (forms and functions, styles, verbal communication strategies) and Nonverbal communication in the perspective of dramaturgy sociology; Face and facial expressions. Clothing and social values. McDonaldization of nonverbal communication; Detailing and explaining some "Basic Questions on the Communication Process"; The Debate of "Communication Axioms" supported by relevant quotations in the paper Pragmatics of Human Communication. A Study of Interactional Patterns, Pathologies, and Paradoxes, elaborated by Paul Watzlawick, Janet Beavin Bavelas, and Donald D. Jackson, 1967.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Communication in Digital Media	CDM01	5	1	2	-	-

Course description (Syllabus): New Media. Analog vs. Digital. Information: encoding and transmission. Using Internet services. Hardware/software support for communication in digital media. On-line communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing	MK01	4	2	1	-	-

Course description (Syllabus): Introductory course: history and main concepts; Ethical and social aspects regarding marketing activity; Marketing environment; Market segmentation; Marketing objectives; Understanding consumer behavior; Positioning and repositioning; Product policy and new product strategies; Pricing strategies; Placement strategies; Marketing communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Ethics and Deontology	ET01	5	2	1	-	-

Course description (Syllabus): The study object of ethics and deontology. Conceptual delimitations: ethics, morals, morality, deontology, professionalism. Social ethics and individual ethics/morality. Ethics and professional activity. The contribution of ethics to optimizing professional activity. The principle of double effect. General deontology and the deontology of professions. The problem with obligation. The specific moral language and the practices of social communication. The ethics of communication in the public sphere: 1) The ethical standards of public communication, 2) The ethics of mass media, 3) The ethics of commercial advertising, 4) The ethics in the virtual space.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Advertising	IA01	5	2	1	-	-

Course description (Syllabus): This course is an introductory study of advertising. It is focused on explaining the persuasion strategies of advertising communication using descriptors such as advertising, research, and media. From these bases, we build competencies for correct and efficient perception of advertising messages and plan and develop advertising campaigns. Students will learn about the most important types of ads, integrated services with advertising agencies, the stages of the life cycle of a product from advertising, and component elements of advertising content.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic Writing	AW01	4	2	1	-	-

Course description (Syllabus): Academic Writing is a course focused on familiarising Digital Media students with the current standards regarding how to draft, present, and/or publish various types of academic papers. This course entails an approach that will allow students to attain greater understanding and proficiency in writing an academic text. More specifically, this course includes relevant information and skills about the authoring process related to all the stages of producing a finished piece of text: (1) the types of academic documents, (2) envisaging what to write, (3) planning the text in outline; (4) drafting passages; (5) writing the whole text; (5) revising and rewriting it; (6) finishing the academic document in an appropriate form, together with publishing all of it or parts of the text. Particular attention is given to the accuracy of authoring, which includes but is not limited to (a) considerations regarding the writing style, (b) the correct editing of bibliographic references, (c) the measures needed to avoid plagiarism, (d) the principles of representing data, tables, and graphics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Visual Culture	VC02	4	1	2	-	-

Course description (Syllabus): Introduction to the theory of visual culture, Traditional visual culture vs. the modern one, The avant-garde and visual culture in the 20th century, Theories of visual analysis from hermeneutics to psychoanalysis, Photography in the 20th century and today. Film in the 20th century and today, Visual art and contemporary society.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Psychology of digital media user	PDM02	4	2	1	-	-

Course description (Syllabus): Cyberpsychology is the study of how widespread computer technologies, especially the Internet, affect people on cognitive, affective, and behavioral levels both online and in real day-by-day life. This approach focuses on using the implications of this knowledge to improve our well-being in this digital age. Students will learn about cyberpsychology concepts, the online disinhibition effect, specific characteristics of interpersonal relationships in cyberspace, particular forms of cyberbullying, and Internet use addiction.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Critical Thinking	CT02	4	2	2	-	-

Course description (Syllabus): This course is envisioned to improve the student's critical thinking. It aims to familiarise the students with the issues, concepts, theories, and methods specific to the processes associated with argumentation. Drawing upon the theoretical background of Formal Logic, Rhetoric, and Philosophy, the course emphasizes the similarities and differences between these academic fields and Critical Thinking. It approaches the multiple facets of argumentation, which is considered a sociocultural, intellectual, and verbal process. This course entails juxtaposed examinations and narratives regarding the structure of the argumentation. It also reviews the various types and techniques of argumentation. The role of language and cultural variation in argumentation is another interesting topic. Moreover, the course includes multiple exercises and applications correlated to these examinations. Critical Thinking is also a course emphasizing the various fallacies and highlighting the methods to avoid sophistry in multiple contexts. In the activities entailed by this course, the students have the opportunity to problematize, make conjectures, and understand how theories are developed.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Public Relations	IPR02	5	2	2	-	-

Course description (Syllabus): What is PR? (defining PR); (2) Jobs and activities in PR; (3)Similarities and differences between Public Relations, Marketing and Advertising (exploring and explaining the differences); (4)Historical Development of Public Relations; (5)Theories and key concepts: 'Basic' theories of communication and the idea of communication, Public, organization and the Relationship theories (Systems theory and Situational Theory), The Public Sphere, the Public Opinion and Social Influence Theories (Social exchange theory, social learning theory), Mass Communication Theories (Agenda Setting and Media Framing), Rhetorical and Engagement Theories, Postmodern and Socio-Cultural Theories of Public Relations; (6) Communication Process in Organization (Internal and External Communication, Identity, Image, Reputation, Corporate Social Responsibility); (7) Strategic Planning: Activities and programmes (types of events, campaigns, programmes); (8) The Process of Public Relations(objectives, research, strategies and tactics, evaluation); (9) Ethics and Professionalism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Information literacy	IL02	3	1	1	-	-

Course description (Syllabus): To improve students' abilities to locate, collect, and evaluate information in any format. Some objectives are to support the university's analytical program and to participate in the academic scientific communication process to promote and acquire lifelong learning and lifelong learning skills. General competencies regarding information literacy are structured on three components: accessing, evaluating, and using information. Within the discipline, the students will learn the specific competencies imposed in the documentation and communication of scientific information, searching strategies, databases, information management, citation, plagiarism, and using ethical information.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Writing for Digital Media	WDM02	3	1	2	-	-

Course description (Syllabus): This course goes over the fundamental principles of developing digital media content, focusing on helping students master professional writing in several contemporary environments.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
French I/II	LF01/ LF02	2	1	1	-	-
German I/II	LG01/LG02				-	-
Spanish I/II	LS01/LS02					

Course description (Syllabus): Building the theoretical and practical knowledge to practice foreign language in written or oral communication contexts successfully.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Media Production	DMP03	6	2	2	-	-

Course description (Syllabus): Defining and understanding the building blocks of digital media. Fundamentals on multimedia building blocks (sound, images, video sequences, text). Compression methods. Images (digital representation, image handling, image compression). Audio (analog and digital representation, working with audio, Audio perception, audio compression, embedding audio). Video (digital representation, parameters, video compression, video editing). Building digital multimedia applications. Managing media content. Digital media streaming.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Mass-Media System	MMS03	6	2	2	-	-

Course description (Syllabus): Media connotations- a sociological analysis, and periods and research issues; Research Methods and Techniques - Sociological Survey, Press inquiry, Content analysis, semantic differentiator, Media metrics Studies; Means of Mass Communication - Media types and characteristics: print media / electronic media, independent media, broadcast media, communication media; The Mass Communication Process - individual and social communication, functions of mass communication, models of analysis for mass communication, the content of mass communication, advertising and propaganda; The Effects of Media Communication - Media Audiences, the impact of media consumption: current status and public opinion, sociological paradigms of communication media, persuasion and attitudinal changes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Research Methods in Communication Science	RMC03	6	2	2		

Course description (Syllabus): The course provides an overview of the concepts, methods, and techniques applied in quantitative and qualitative communication research: The scientific method applied in communication research; Using theories in mass communication research; Ethical issues involving research participants and dissemination of findings; Conducting communication research: the research design; Survey research. Questionnaires design; Qualitative research: conducting individual interviews and focus groups; Qualitative data analysis; Textual analysis techniques; Audience measurement - an introduction.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social media	SM04	6	2	2	-	-

Course description (Syllabus): Defining and Understanding Social Media, Sociality, sociability, and socialization; Social Media: types, history, evolution, and usage trends; Key concepts in the study of Social Media: Social Capital & Social networks; Theories used in the study of Social Media: network theories, media theories, sociological theories; Participatory culture and spreadable media; Content creation, content monitoring and tracking, and audiences; Social media interactions. Virtual communities and online identity. Popularity and psycho-sociological implications of social media use; Big Data and Artificial Intelligence implications in social media.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Communication on mobile devices	CMD04	4	2	1	-	-

Course description (Syllabus): Introduction; Brief history of technological evolution in this field; Mobile equipment and technologies; Software and hardware evolution of mobile devices; Wide adoption of mobile devices; Classification of mobile applications and hardware devices; Content types for mobile applications; Mobile and multimedia platforms; Adapting web content for mobile applications; Successful economic models on the market of mobile content producers.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Web-design	WD04	5	2	-	2	-

Course description (Syllabus): Introduction to computer networks. The client-server paradigm. Web Technologies. Markup languages and their evolution. Search Engines. HTML. CSS. Embedding digital media into the Web. Web applications for accessing and streaming digital media. Interaction with other web content. Web APIs.

Course title	Code	No. of credits	Number of hours per week				
			course	seminar	laboratory	project	Individual Study
Specialty Practice (field base)	Pr04	3	-	-	-	-	120

Course description (Syllabus): Describing and understanding the institution/organization/activity of the internship/practice training about the global society; Increasing the capacity of self-knowledge, self-discipline, and professional autonomy; Increasing the skills necessary for applying work values.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Archiving systems for digital documents	ASD03	4	2	2		

Course description (Syllabus): Archivematica is an integrated suite of open-source software tools that allows users to process digital objects from ingest to access in compliance with the ISO-OAIS functional model. Users monitor and control the ingest and preservation of micro-services via a web-based dashboard. Archivematica uses METS, PREMIS, Dublin Core, the Library of Congress BagIt specification, and other recognized standards to generate trustworthy, authentic, reliable, and system-independent Archival Information Packages (AIPs) for storage in your preferred repository. Students will learn about digital preservation and how to use Archivematica.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Analysis of digital worlds	ADW03	4	2	2		

Course description (Syllabus): Introductory course: From Space to the Digital World. Key concepts and perspectives in analyzing digital worlds. Geomedia: Reconsidering space in digital cultures. Prezi presentation, debate; The proxemics of digital worlds: place versus digital world. Culture and society in a digital context. Theoretical approaches to digital worlds. The research process in digital worlds. Gameplay and immersion in digital worlds. Social networking sites. Digital involvement: from virtual communities to electronic tribes. Digital involvement: digital natives. The politicization of digital anthropology: political involvement from an anthropological perspective. The analysis of digital worlds as a reflective exercise about the gamification of society. Hypermedia representations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Search engine optimization and marketing (SEO & SEM)	SEO03	5	2	2	-	-

Course description (Syllabus): Introductory notions of SEM / SEO. On and off page optimization elements. Advertising campaigns: AdWords, Facebook, etc. Branding elements. UI Optimization. Services 3rd party.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Information security in the online environment	ISO03	5	2	2		

Course description (Syllabus): Security. Securing network applications. Access policies: network, computer, user account. Digital signature, certificates. Web and e-mail security. Security of wireless communications systems. E-commerce security. Implications of security.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Public Relations Campaigns	PRC04	5	2	2		

Course description (Syllabus): Historical perspective: the origins, evolution, and maturity of PR; Systematization of basic notions: marketing communication, advertising, publicity, public relations, publics in PR; Introductory notions of strategic management. Management of crises and crisis communication techniques; Defining PR issues; Planning and programming in PR. Events, campaigns, and programs in PR; Phrasing communication campaigns; Action and communication in PR; Evaluation of PR programs.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social communication	ASD03	5	2	2		

Course description (Syllabus): Introduction to Social Communication. Objectives of human communication. Communication models: positivist and systemic models. Interpersonal communication. Communication within groups. Communication in multicultural environments. Mass communication. Social communication: resources from social history. Social communication: resources from anthropology. Social communication: resources from ethnography. Social communication: resources from general psychology. Social communication: resources from applied psychology. Communication in networks. Social communication in human communities.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Musical illustration	MG03	4	2	2		

Course description (Syllabus): The concept of the digital environment: terminology and etymology; the content and scope of the notion; the general and specific features of digital creation globally. Principles, methods, and techniques of realization regarding the digital material: Music production, video production, and their branches, and current application. The history of digital concerns in the world (21st century). The stages of creating a project that incorporates image, sound, and word. The morphology of the international digital environment. Image and audio impact - Characteristic features of a project that include visual and auditory elements. Technical aspects of the most used audio and video production programs. Initiation in graphic design elements and combining them with sound material. The architectural form of a digital project: The design process in making an audio-video project; The essential elements of the creation process.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Photography Heuristic	SEO03	5	2	1	-	-

Course description (Syllabus): Exploring and understanding digital photography within heuristic process - to look and/versus to see; the human eye, the photo camera, the light and the color - perceiving the world around, the color in physics, the color of objects, sensations and perceptions; an introduction in the theory of color - characteristics, contrasts, mixtures, relations, lights and shadows, the relation with the elements of geometry (points, lines, volumes, textures); an introduction in the history of photography - the experimental period (1826-1855), the trade and the photographic art (1856-1899), the photography and modernity (1900-1945), towards the permissive society (1946-1976), from postmodernism to globalization (1977-present); elements of composition - photographing landscapes, portraits, details, architecture and urban sites; elements of technique - cameras and lenses, how to be prepared, improving digital photographs, organizing the personal portfolio; photography as a research instrument in architecture - Brasov in parallel photographs in over 150 years of photography (1842-2020); photography and kitsch in consumerism - photographing kitsch and the kitsch photography; to photograph beyond to take pictures - boundaries, concepts, directions, the art of more-than-a-photograph.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Animation and Visual Effects	AEV04	3	1		2	

Course description (Syllabus): Introduction to Motion Graphics. Design principles applied in animations, motion graphics, and visual effects production. Motion principles – the basics of animation. Animation fundamentals. Kinetic typography (text-based animations). Optimized workflow process for motion and visual effects production.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
French I/II	LF03/ LF04				-	-
German I/II	LG03/ LG04	2	1	1	-	-
Spanish I/II	LS03/ LS04					

Course description (Syllabus): Building the theoretical and practical knowledge to practice foreign language in written or oral communication contexts successfully.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital communications systems	SCD05	6	2	-	2	-

Course description (Syllabus): Introduction to telecommunications. General concepts about digital modulation; Digital techniques in telecommunications networks; GSM fundamentals; GPRS. Getting started; Evolution of technologies towards 3G; UMTS. Components of the UMTS network. UTRAN architecture; Switching from 3G to 4G. HSDPA and HSUPA; About 4G (LTE); WiFi introduction; Bluetooth basics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Organizational communication and behaviour	CCO05	5	2	2		

Course description (Syllabus): Introduction to organizational behavior. Occupational fields and careers. Internal and external communication in staffing procedures. Recruitment. The role of the communication expert in the mass recruitment process. Applicants' selection. Conducting selection interviews. Communication with candidates. Induction and onboarding. The new employee's handbook. Content theories of work motivation - practical and managerial applications. Using motivational techniques. Process theories of work motivation – practical and managerial applications. Using motivational techniques. Employee development: training, coaching, and mentoring. Managerial communication. Employer branding. Social media for organizational communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Fake News	FN05	4	2	1	-	-

Course description (Syllabus): Defining fake news (theoretical aspects, history, "evolution" of fake news); Types of fake news (how fake news differ and why); Strategies used to identify fake news; Journalistic truth: analyzing sources of information, reported messages, the concept of fairness, manipulation, and Bias; The impact of fake news in the digital era: why people are prone to believing fake news, how fake news affects our daily life; Fake news and communication channels: traditional media and new media: TV, Radio, Social media, blogs; Combating fake news: strategies(AI software), tactics and measures to avoid misinformation; Ethics and professionalism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Artificial Intelligence and Digital Media	AAI05	5	1	2	-	-

Course description (Syllabus): Introduction to data extraction. (Introduction; General notions; The main types of data processing; Data categories and attribute types). Introduction to artificial intelligence (Introduction; The history; General notions; Basic types of machine learning (Support Vector Machine, Neural Networks, decision trees; Basic machine learning techniques (supervised, unsupervised) and areas of applicability). Introduction to machine learning (Introduction; Data pre-processing; Basic concepts in data preparation (training, testing, and validation; Performance evaluation methods; Steps to achieve machine learning). Prediction techniques (Introduction; Simple linear regression model; Learning model parameters; Cost/error function.; Optimizer (Gradient Descent); Analysis of the convergence of the error function and the effect of the learning rate; Multiple linear regression and polynomial regression model). Analysis and classification techniques automatic information (Introduction; Simple logistic regression model; Cost/error function; Evaluation of models; Classification with multiple classes). Neural networks and deep learning (Introduction; Deep neural networks; Analysis of large volumes of data).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Graphic Design	DG06	3	1	-	2	-

Course description (Syllabus): Basic principles of graphic design: perception, form and space, composition, dynamic balance, Gestalt principles in graphic design, study drawings, and exploration. Basics of Colour: Definitions, Similarities, harmony, and chromatic balance, Colour and compositional legibility, The dynamics of color, and psychological impact. Typography and Printing: Using Font Types: Anatomy, size, Font Types, Spacing, Legibility, accents, hierarchy, lines, typography ornaments, illustrated texts, and modeling (conception). Mock-ups and Publicitary production: Size and Format, Grids and margins, Mockup syles, Rhythm and contrast, Printing environments, Digital production, Chromatic quality control, Advertising, and Packaging design. Graphic design for Publishing House, Corporate Identity Design, and Visual Identity.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Printing Systems	DPS06	3	2	2		

Course description (Syllabus): Definition of digital printing and learning of working principle. Usage areas and advantages and disadvantages of digital printing. Learning Digital Printing System. Comprehension of interior place and exterior place prints and their properties. Learning the quality structure of digital printing technology. Examination of printing problems and solution proposals. Establishment of Digital Printing and Offset Printing Relationship. Learning the workflow and business models in Digital Printing Systems. Examination of sectoral applications in Digital Printing Systems. Examination of new strategies in digital printing. Evaluation of efficiency mechanism in digital printing systems. Assessing the impact of the new industrial revolution, Industry 4.0, on digital printing. Assessing the requirements for a successful digital printing operation. Examination of digital printing applications.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Branding	BRD06	4	2	2	-	-

Course description (Syllabus): What digital branding means; Value proposition; Mapping the user journey; Objectives in digital branding; Social media; Online advertising; Price strategies in the digital era; From integration to transmedia campaigns; Measuring digital branding.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Thesis Writing	PrL06	10	-	-	-	-

Course description (Syllabus): The course focuses on the writing process for the Bachelor's Thesis. Each student will be coordinated in this process by a Thesis Advisor. Applications for choosing the Thesis Advisor are submitted at the beginning of the 3rd year of study.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Storytelling	DS05	5	2	2		

Course description (Syllabus): Introduction to Digital Storytelling. Stories and their social functions. Stories and narratives. Storytelling as a technique for collecting social data. Storytelling as research data. Storytelling as a tool in producing change/development. How to tell a good story. Connecting with your own story and family stories. Storytelling in tourism. Storytelling in culture-development paradigm. Travel diary as storytelling. Digital storytelling. Multimedia and storytelling. Visual storytelling.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Humour on Digital Media	HDM05	5	2	2		

Course description (Syllabus): Humor – definitions, genres, typology, and functions. Theoretical perspectives in humor studies. Humor in (inter)cultural contexts. Humor as a communication process. Verbal and non-verbal means of building humor. Ethnic humor in mass media. Humor and politically correctness. Humor as a social process. The role of humor in digital media. Manifestations of humor in digital media.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Reportage(video)	SR05	5	2	2		

Course description (Syllabus): Information and the Communication of Information in the Digital Age; Online Journalism; Social Journalism; Journalistic Genders; Video Reportage and Reportage Photography; Video Reportage (types and tips); Pre-production, Production and Post-Production Processes; Adapting content on Social Media.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Gender and Mass Media	GMM05	5	2	2		

Course description (Syllabus): This course conceptualizes gender as a category of knowledge and explains how the social institution of mass media contributes to gender construction. The course proposes a reading of how subordinated by the mercantile principle, mass media also maintains and preserves the stereotyped gender content to be more persuasive. We also develop ideas about improving or challenging entertainment and news media to reflect true diversity better. Students will learn about key theories of gender and identity, the role of media in constructing gender, gender stereotype contents in media portrayals, the role of new media technologies in challenging traditional constructions of gender, and how to become more responsible consumers - and future producers - of media texts and imagery.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Virtual Reality	VR06	4	2	2		

Course description (Syllabus):

Understanding the problems posed by virtual reality applications; applying virtual reality elements in various fields; applying the basic knowledge of general and specialized technical culture to solve problems with domain-specific techniques; developing operating diagrams and graphical representations specific to the field of Virtual Reality; 3D-assisted synthesis of the general set of virtual reality applications specific to different industries, photogrammetry.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sound Production	SP06	4	2	2		

Course description (Syllabus): Introductory elements: acoustic elements, sound waves, sound generators, analog representation of audio signals. Analog audio interfaces: Preamplifiers are types of analog interfaces. Features: Balanced vs. unbalanced. Audio capture and playback devices. Microphones, characteristics, types. Speakers and headphones: types, parameters, and features. Stereo and multichannel (surround) capture and playback. Digital audio: digital representation of audio signals. Digital-to-analog conversion of audio signals. Nyquist criteria. Sampling. Analog / digital converters. Digital audio interfaces. Sound Processing 1: Equalizers and microphone control: types of equalizers, audio filters, digital equalizers, microphone control. Sound Processing. Effects and noise reduction. Noise in analog and digital audio. Noise reduction methods. Audio effects. Digital Signal Processing. Audio dynamics. Dynamics processors. General. Static curve. Dynamic limiters and compressors. Dynamic expanders and noise gates. Time constants for attack and release. Examples of using dynamic processors. Mixing console: elementary architecture, basic functions, case studies, implementation in analog and digital versions. Operation. Compression of audio signals, Lossless compression (ADPCM, FLAC), Loss compression: notions of psychoacoustics, MPEG standard, MP3 format.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Anthropology	DA06	3	2	2		

Course description (Syllabus): Digital Anthropology is a course focused on familiarising students with the current anthropological approaches to virtual worlds, virtual communities, and the various digital methods, techniques, and instruments employed in research. This course entails multiple approaches that will allow students to attain a greater understanding and proficiency in anthropology in general, emphasizing computer-mediated content. More specifically,

the course involves the study of (1) social anthropology with a focus on virtual worlds and communities, (2) digital methods and techniques currently used in anthropology, and (3) the theories relevant to the current developments in the study of online content. Particular attention is given to (a) the principles of digital research in anthropology, (b)discourse analysis of online content, (c)the immersion via participant observation in virtual worlds, and (d) the analysis and interpretation of data.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Data visualization	DA06	3	2	2		

Course description (Syllabus): Data types and data structures. Possible operations with data types. Data representation. Data conversion. Exposure; Conversation. Relational databases - introductory notions. Data types. Databases. Tables. Relations. Queries. SQL -basics. Network analysis - introductory notions. Graf. Node. Edge. Degree. Generating views of social networks/interaction/co-occurrence. Similarity coefficients. Text mining -natural language processing techniques.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Intellectual property protection	PPI06	3	2	2		

Course description (Syllabus): The course aims to familiarize students with the law and practice of protecting digital brands and productions. Students will develop the ability to understand and interpret the norms of law concerning concrete situations and the capacity for analysis. The course addresses several issues specific to protecting intellectual property rights and considers the development of the ability to use a language appropriate to the field.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Online Public Relations	OPR06	3	2	2		

Course description (Syllabus): Introduction in defining the domain and applicability of cyberspace in current Communication and Public relations research. Transformations and developments of the Internet: Web 1.0 and Web 2.0. Virtual space as a new social environment. Social media specific applications and new Internet development directions: Web 2.0 and beyond. Real spaces and virtual spaces. Online and offline. An actual perspective on virtual space: George Ritzer - McDonaldization and deMcDonaldization of the Internet. Methods and techniques of scientific research regarding Internet problematics. Methodological inputs on virtual space. Types of analysis of materials published online: Content analysis, Frequency analysis, Readability analysis, Valuation analysis, and Trend analysis. Audience measurement in the online environment: basic terminology in web audience measurement, Server-based measurements. Case Study: Log Analysis. Case Study: Faculty Site Audience Profile through Google Analytics. Audience measurement systems and internet traffic in Romania. Communication audit of an organization in the online environment - methods and techniques in analyzing the official websites of the organizations. Applications of content analysis in Social Media -Case Studies on Facebook.