

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	DEPARTMENT OF JOURNALISM AND DIGITAL MEDIA
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	DIGITAL MEDIA AND GAME STUDIES

### 2. Information about the discipline

2.1 Discipline title	DIGITAL DISTRIBUTION PLATFORMS		UME3300
2.2 Course lecturer	DR. FLAVIA ȚĂRAN		
2.3 Seminar assistant	DR. FLAVIA ȚĂRAN		
2.4 Year of study	2	2.5 Semester	1
2.6. Evaluation type	E	2.7 Discipline type	OBL

### 3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	4	of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4 Total hours in the study plan	56	of which: 3.5 course	28	3.6 seminar/laboratory	28
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					30
Supplementary documentation in the library, on electronic platforms and in the field:					26
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					28
Tutorials					6
Examinations					4
Other activities: .....					
3.7 Total hours of individual study	94				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

### 5. Conditions (where applicable)

5.1 for the course	• Room with a video projector/digital display and Internet connection
5.2 for the seminar/laboratory	• Room with a video projector/digital display and Internet connection

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• Understanding communication on online digital platforms</li> <li>• Understanding content distribution on different media devices</li> <li>• Understanding content distribution in different contexts</li> <li>• Identifying characteristics of distribution and consumption</li> <li>• Analyzing multi-screen distribution strategies</li> <li>• Designing multi-screen distribution strategies</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• Communicating in the context of the dynamic Web</li> <li>• Critical thinking</li> <li>• Project design</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>• Understanding digital distribution and issues associated with it</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Understanding multi-screen, multi-platform content distribution</li> <li>• Understanding Create Once Publish Everywhere Strategies</li> <li>• Understanding content publishing, distribution and consumption</li> <li>• Understanding behaviors associated with users of digital media</li> <li>• Analyzing strategies and consumption patterns</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction. Types of digital platforms	Explanation, Demonstration	
2. The platformitization of the Web and cultural production	Explanation, Demonstration	
3. Managing and moderating User Generated Content	Explanation, Demonstration	
4. Online behaviours. Trolling, Flaming, Raids and Hoaxes	Explanation, Demonstration,	
5. Publishing and distributing editorial content	Explanation, Demonstration	
6. Create Once, Publish Everywhere	Explanation, Demonstration	
7. Multi-platform distribution	Explanation, Demonstration,	
8. Multi-screen distribution	Explanation, Demonstration	
9. Monetizing content or user attention	Explanation, Demonstration	
10. Digital streaming services and binge watching	Explanation, Demonstration	
11. Multimedia and Interactive Storytelling	Explanation, Demonstration	
12. Platform down: cyberattacks	Explanation, Demonstration	

13. Digital Campaigns on Social Media	Explanation, Demonstration	
14. Colloquium	Presentation of Web projects	

### **Bibliography:**

- Anderson, P. 2007. What is web 2.0. *Ideas, technologies and implications for education*, 60
- Barker, D., 2016. Web content management: Systems, features, and best practices. " O'Reilly Media, Inc."
- Couldry, N., 2012. Media, society, world: Social theory and digital media practice. Polity.
- Fuchs, C., 2017. Social media: A critical introduction. Sage.
- Halvorson, K., 2008. The discipline of content strategy. A list apart, 16
- O'Reilly, T. 2007. "What is Web 2.0: Design patterns and business models for the next generation of software." Communications and Strategies no. 65:17.
- Thelwall, M. 2009. Social Network Sites: Users and Uses. *In: ZELKOWITZ, M. V. (editor) Advances in Computers: Social Networking and the Web, Vol 76*. Ediția ed. San Diego: Elsevier Academic Press Inc.
- Van Dijck, J., 2013. The culture of connectivity: A critical history of social media. Oxford University Press..

### **Online resources:**

<http://alistapart.com/>

8.2 Seminar	Teaching methods	Observations
1. Using digital platform taxonomies	Application	
2. Monitoring and moderating Internet forums	Application	
3. Content monitoring on the Web – Google Analytics and Google AdSense	Application	
4. Publishing mobile first and multi-screen	Application	
5. Social media monitoring and management	Application	
6. Streaming and content curation platforms	Application	
7. Implementing and evaluating content distribution strategies	Application	

## **9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

- In the contemporary attention economy, digital media producers or editors need to devise content that will be consumed in different contexts, on devices with different capabilities, interfaces and screen sizes. As such, content production, content strategy require a deep understanding of distribution platforms, management and analytical tools that makes publishing adaptable to as many contexts as needed.

## **10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The ability to research and analyze a digital publishers multi-platform/multi-screen distribution strategy	<b>Individual project:</b> Two final projects	50%
10.5 Seminar/laboratory	A proposal for a distribution strategy for a certain type of content		50%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> <li>• The student shows a reasonable understanding of different platforms and their characteristics</li> <li>• The student is able to propose a realistic content distribution strategy</li> </ul>			

Date

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Course lecturer signature

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Seminar assistant signature

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Date of approval in the Department

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Head of department's signature

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