

Transilvania University of Braşov, Romania

Study program: Digital Media

Faculty: Sociology and Communication

Study period: 3 years (bachelor)

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Fundamentals of Communication	FC01	5	2	2		

Course description (Syllabus): Introduction. Tests on Communication Style Analysis, Oral Communication, Listening; 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 de 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	CMD01	4	2		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 behaviour; 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			
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Ethics and Deontology	ET01	4	1	1		

Course description (Syllabus): Ethical theories; ethics and communication; ethical responsibility; deontological codes; deontology and its limits.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Advertising	IPO1	4	2	1		

Course description (Syllabus): This course is an introductory study of advertising. It is focused on explaining the persuasion strategies of advertising communication by using descriptors as advertising, research and media. From these bases we build competences for both correct and efficient perception of advertising messages and plan and

develop advertising campaigns as well. Students will learn about the most important types of ads, integrated services with advertising agency, the stages of life cycle product from an advertising, component elements of an advertising content.

Course title	Code	No. of credits	Number of hours per week			
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Academic Writing	SA01	3	1	2		

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 a greater level of 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. A 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
Introduction to Political Sciences	ISPO2	4	2	1	-	-

Course description (Syllabus): Politics definitions; Political ideologies; The state; Political regimes; Constitutional systems; Democracy; Executive, legislative, bureaucracy; Interest groups; Political parties; Elections; Political communication and public opinion.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Psychology of digital media user	PMD02	4	2	1		

Course description (Syllabus): Cyberpsychology is the study of how widespread computer technologies, especially the Internet, affect people on cognitive, affective and behavioural level both online and in the real day by day life. The focus of this approach is on using the implications of this knowledge for improving our wellbeing in this digital age. Students will learn about cyberpsychology concepts, online disinhibition effect, specific characteristics of interpersonal relationships in cyberspace, specific forms of cyberbullying, Internet use addiction.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Management of social networks	MRS02	3	2	1	-	-

Course description (Syllabus): Social networks - conceptual delimitations, Characteristics of social networks, Types of social networks, Functions of social networks, Interpersonal relationships and communication process between members of the social network Social influence within social networks, Social support offered by network members Dynamic of the social network throughout life, Professional networking strategies Social networks and virtual space.

Course title	Code	No. of credits	Number of hours per week			
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Introduction to Public Relations	IRPO2	4	2	2		

Course description (Syllabus): What is PR? (defining PR); Jobs and activities in PR; Similarities and differences between Public Relations, Marketing and Advertising (exploring and explaining the differences); Historical Development of Public Relations; Theories and key concepts: 'Basic' theories of communication and the concept 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; Communication Process in Organization (Internal and External Communication, Identity, Image, Reputation, Corporate Social Responsibility); 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			
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Information literacy	CI02	2	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 analytical program and to participate in the academic scientific communication process to promote and acquire lifelong learning and lifelong learning skills. General competences regarding information literacy are structured on 3 components: accessing, evaluating and using information. Within the discipline the students will learn the specific competences imposed in the activity of documentation and then communication of the scientific information learning about searching strategies, databases, information management, citation, plagiarism, using ethic information.

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Writing for Digital Media	TRO2	2	1	1		

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

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Research Methods in Communication Science	MC02	5	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;

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Social Media	SM03	5	2	1		

Course description (Syllabus): Defining and Understanding Social Media, Sociality through Social Network Sites; Social Capital (types of relationships and their value); Social networks (structure, function, diffusion of information in the network and influences); Participatory culture and spreadable media; Social Network Sites as Virtual Communities; Impact of Artificial Intelligence and Big Data on Social Media; Social and Psychological Aspects of Social Media Use; The Dark Side of Social Media.

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Digital Media Production	PMD03	5	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			
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Creative techniques for designing PR products	TCr03	4	2	1	-	-

Course description (Syllabus): Creativity as aptitude; Creativity as process; Individual creative techniques; Group creative techniques; Brainstorming and varieties of the brainstorming; Creative techniques in the working procedures of publicity, advertising and public relations agencies.

Course title	Code	No. of credits	Number of hours per week			
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Mass-media System	SMM03	5	2	1		

Course description (Syllabus): Mass-Media: Object of Sociological Analysis - connotations the term media, Periods and research issues; Research Methods and Techniques - Sociological Survey, Press inquiry, Content analysis, semantic differentiator, Mediometric 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
Digital branding	BRD04	4	2	1		

Course description (Syllabus): What digital branding really 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			
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Introduction to online quantitative research	TC004	3	2	1		

Course description (Syllabus): Measurement problems in social sciences.Principles of sampling.Sampling procedures. Univariate data analysis: statistical indicators, tables, graphs. Hypothesis Testing.Bivariate data analysis.

Course title	Code	No. of credits	Number of hours per week			
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TV Editing	ETV04	4	2	1		

Course description (Syllabus) Defining the basis on the theoretical and practical knowledge gathered for the duration of the course, the students will gain the ability to edit TV news and content, and abide by TV editing rules and regulations. To learn the need and importance of video editing in and for TV. To learn basic framing and camera shot types and movements. To learn the various types of TV short form video genres and understand the different types of editing required for each of these. To learn how to set up an editing project and apply the correct editing methodology. To understand and learn the role of soundtrack and sound design in editing video material. To develop an unique and individual editing vision.

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Specialty Practice	Pr04	3	-	-	-	-

Course description (Syllabus): The first practice meeting with students to discuss the general topic of practice and the possibility of carrying it out in collaboration with partners and collaborating institutions. „Safety and security measures“ training on conducting the practice activity outside the university and preparing a report and the collective training file. Monitoring throughout the academic year and prepare the second semester evaluation Intermediate reports regarding the number of hours of practice. Final evaluation by drawing up

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Archiving systems for digital documents	SAD03	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 ingest and preservation 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 to use Archivematica.

Course title	Code	No. of credits	Number of hours per week			
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Digital repositories management	MDD03	4	2	2		

Course description (Syllabus): The growing need for better management of digital assets links to the response education should have in every field. All digital assets are set in web standards as resources. Managing resources entails a whole set of skill, let that be technical, managerial or communication ones. For a successful management of the resources a new field and new requirements are adding to the information science specialists with a wide coverage to all those involved in Open Science, and modern research. Students will learn about digital repositories, digital formats, interoperability, description standards and will use open source Omeka to build a digital exhibition.

Course title	Code	No. of credits	Number of hours per week			
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Search engine optimization and marketing (SEO & SEM)	SEO03	4	2	2	-	

Course description (Syllabus): SEO; Search engines; Advantages of search engine advertising, Content Marketing Optimization. On-page Optimization, Inbound marketing , Keywords, search intent. Monitoring tools and technical optimization. Website anatomy. Optimizing the website and the displayed results, Local SEO vs international SEO, Off-site optimization. Mobile optimization. Google Analytics understanding. Google Ads. Email marketing and marketing automation.

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Information security in the online environment	SIM03	4	2	-	2	-

Course description (Syllabus): Security. Securing network applications; Cryptography fundamentals; Access policies: network, computer, user account; Privacy, policy models; Authorization, authentication (unilateral and mutual symmetry, dynamic asymmetry) and secure services; Digital signature, certificates; TCP connection security: Open SSL and TLP; Web and e-mail security; Models for implementing security policies; Securing computer networks: firewalls and intrusion prevention systems; Implementation of network security: VPN and IPSec; Security of wireless communications systems; E-commerce security; Implications of security.

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Public Relations Campaigns	CRP04	3	2	2	-	-

Course description (Syllabus): Historical perspective: the origins, evolution and maturity of PR; Systematization of basic notions: marketing communication, advertising, publicity, public relations, public in PR; Introductory notions of strategic management. Management of crisis situations 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			
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Image analysis and interpretation techniques	Teh04	4	2	2		

Course description (Syllabus): Visual research, image characteristics, classification of images, images coding, content analysis of images, quantification of images, visual data interpretation, visual essay, documentary film, ethical and deontological elements regarding the use of images in research.

Course title	Code	No. of credits	Number of hours per week			
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Media Globalization	GMO4	3	2	1		

Course description (Syllabus): Presenting the definition and the particularities of globalization and socio-cultural change. Addressing the social, cultural, economic and political factors of globalization. Presenting the main dimensions of globalization, according to Thomas Eriksen's model: disembedding, acceleration, standardization, interconnectedness, movement, mixing, vulnerability and re-embedding. Emphasizing the methodology of globalization research. Discussing the theories of globalization. Interpreting the tendencies of globalization. Debating the premises and the characteristics of globalization. Emphasizing the current particularities of globalization. Interpreting the consequences of globalization. Presenting the impact of mass media on the postmodern society, as a factor of globalization.

Course title	Code	No. of credits	Number of hours per week			
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Digital Photography Heuristic	FDO4	3	1	2		

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			
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Digital communications systems	SCD05	5	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			
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Online Press Communication	CCO05	5	2	1	-	-

Course description (Syllabus): The role of the media and the basics of effective media relations; Press Office and Press Officer (press officer, consultancy account executive, media relations manager); Genres of written communication with the press (press release, news release, Press article, feature story, Pitch letter, The use and role of photos in print media, brochures and flyers, media kit); Successful techniques in press relations; address the media through the Internet and other techniques from the online environment (The communication netiquette, The press release and the online environment, Online Media Rooms, Video News Releases (VNR) and VNR 2.0, Online press conference).

Course title	Code	No. of credits	Number of hours per week			
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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 softwares), tactics and measures to avoid misinformation; Ethics and professionalism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Qualitative techniques of online research	ThCO05	4	2	1		

Course description (Syllabus): Digital techniques, digital data, online interviewing, synchronic techniques, asynchronous techniques, visual online elicitation, online observational techniques, online documents, ethics of online research.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
TV Production	PTV05	5	1	-	2	-

Course description (Syllabus): Introducing the notions regarding the techniques and practices used in TV system, using new information and communication technologies: technical and aesthetic approach, film, magnetic tape, digital media, broadcast media, decoupage, plan, sequence, assembly, technical cut, scenario; the understanding of current issues of the discipline: production, roles and specific occupations: producer, director, associate producer, screenwriter, technical director, production assistants, light directors, designer, stylist, costume designer, sound director, sound engineer, sound assistant operator, computer operator, etc.

Course title	Code	No. of credits	Number of hours per week			
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Media Planning	PM06	4	2	2		

Course description (Syllabus) Defining the basis practical and theoretical notions in advertising and media planning; distinguishing related domains; presenting the various types of advertising agencies and their internal structure, key processes and people; defining the principal stages of filmmaking and applicable creation processes within advertising agencies; understanding what pre-production, production and post-production entails and how to work through each of these stages in creating an advert (video); copyright techniques, the importance of sound and getting the visuals right; understanding the different types of camera movements and framings and applying them in a practical manner in choosing the right audiences, working with budgets and production limitations, measuring success; traditional and digital metrics in defining and measuring audiences; related domains, direct marketing, tele-marketing, sales.

Course title	Code	No. of credits	Number of hours per week			
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Web Design	WD06	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			
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Crisis Communication	CSC05	4	2	2		

Course description (Syllabus): Key concept: crisis, strategic communication; Types of crisis; How to prepare for a crisis; Crisis recognition; Crisis communication tactics and strategies, Crisis response strategies; Postcrisis concerns: evaluation, memory and learning; The internet and crisis public relations management.

Course title	Code	No. of credits	Number of hours per week			
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Online Press Communication	CPO05	4	1	2	-	-

Course description (Syllabus): The role of the media and the basics of effective media relations; Press Office and Press Officer (press officer, consultancy account executive, media relations manager); Genres of written communication with the press (press release, news release, Press article, feature story, Pitch letter, The use and role of photos in print media, brochures and flyers, media kit); Successful techniques in press relations; address the media through the Internet and other techniques from the online environment (The communication netiquette, The press release and the online environment, Online Media Rooms, Video News Releases (VNR) and VNR 2.0, Online press conference).

Course title	Code	No. of credits	Number of hours per week			
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Social Reportage(video)	RS06	4	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			
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Gender and massmedia	SG06		2	2		

Course description (Syllabus): This course conceptualizes gender as a category of knowledge and explicit how the social institution of mass media contributes to gender construction. The course proposes a reading of the how subordinated by mercantile principle, in order to be more persuasive, mass media also maintain and preserve the stereotype gender contents. We develop as well ideas about how to improve or challenge entertainment and news media to better reflect the true diversity. Students will learn about key theories of gender and identity, the role of media in constructing gender, gender stereotype contents in media portrayals, role of new media technologies in challenging traditional constructions of gender, 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			
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Virtual Reality	RV05	3	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 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			
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Digital World Analysis	GD06	3	1	2		

Course description (Syllabus):Digital World Analysis is a course focused on examining virtual worlds and virtual communities with the help of various sociological and anthropological methods and theories. This course is meant to allow students attain a greater level of understanding of the relevance of in-game open worlds created with the help of digital technologies. More specifically, the course involves the study of immersion in virtual worlds and the ensuing analysis and interpretation of data obtained while actively participating in digital environments.

Course title	Code	No. of credits	Number of hours per week			
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Anthropology Writing	AD06	3	1	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 level of understanding and proficiency of the field of anthropology in general, with an emphasis of 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; (3) the theories relevant for the current developments in the study of online content. A particular attention is given to: (a) the principles of digital researching in anthropology; (b) discourse analysis of online content; (c) the immersion via participant observation in virtual worlds; (d) the analysis and interpretation of data.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Intellectual property protection	PPI06	3	1	1	-	-

Course description (Syllabus): The course aims to familiarize students with the law and practice regarding the protection of digital brands and productions. Students will develop the ability to understand and interpret the norms of law concerning concrete situations, but also the capacity for analysis. The course addresses several issues specific to the protection of 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			
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Legal aspects of media production published on the Internet	ALPMP06	3	1	1	-	-

Course description (Syllabus): The course aims to familiarize students with the law and the judicial practice on certain aspects related to the Internet (respect for privacy, cybercrime, etc.), focusing on the law and jurisprudence in Romania and the EU regarding the subject of information technology law. Students will develop their ability to understand and interpret the rules of law concerning specific situations, and analytical ability. The course lies on the border between law, communication and media production addressing many issues specific virtual environment that is congruent with the juridical.