ROMÂNIA
UNIVERSITATEA BABEŞ-BOLYAI CLUJ-NAPOCA
FACULTATEA DE STUDII EUROPENE
DEPARTAMENTUL DE STUDII EUROPENE ŞI GUVERNANŢĂ

COURSE SYLLABUS

2017-2018

1. Information about the program

1.1 Higher Education Institution	Babeş-Bolyai University Cluj-Napoca
1.2 Faculty	European Studies
1.3 Department	European Studies and Governance
1.4 Field of study	International Relations and European Studies
1.5 Study level	Master
1.6 Programme of study/ Qualification	International Communication

2. Information about the discipline

2.1. Module	**Communication techniques**						
2.2. Course holder	**Assoc. Prof. Dr. Adrian-Gabriel Corpădean**						
2.3. Seminar holder	**Lect. Dr. Delia Pop-Flanja**						
2.4. Year of study	**1**	2.5. Semester	**1**	2.6. Type of assessment[1]	**C**	2.7. Type of module[2]	**OB.**

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	**3**	3.1 of which for course	**1**	3.3 of which for seminar	**2**
3.4 Total no. of hours in the curriculum	**42**	3.5 of which for course	**14**	3.6 of which for seminar	**28**

Time distribution:	Hours
Study by using handbook, reader, bibliography and course notes	**30**
Additional library/specialised online research, field research	**30**
Preparation of seminars/laboratories, homework, projects, portfolios and essays	**30**
Tutoring	**5**
Examinations	**5**
Other activities:	

3.7 Total no. of hours for individual study	**100**
3.8 Total no. of hours per semester	**142**
3.9 No. of ETCS credit points	**6**

4. Prerequisites (where applicable)

4.1 of curriculum	• -
4.2 of competencies	• knowledge of English language

5. Conditions (where applicable)

[1] E - exam, ME - multi-term examinations, C - collocutional examination/assessment test
[2] OB - core module, OP - elective module, F - extracurricular module

5.1 For the development of the course	•
5.2 For the development of the seminar/laboratory	• minimal attendance: 75%

6. Specific skills acquired

Professional skills	C3.To use analytical methodologies in the area of international relations and European affairs C5. To provide assistance in the area of international negotiation and mediation between groups with divergent interests C6. To provide assistance in the management of relations within organisations and institutions involved in European and international processes
Interdisciplinary skills	CT1. To manage information pertaining to the resolution of complex tasks in context (reception, transmission, modification and storage of information in specific documents), also by using an international language at an advanced level and a second one, at an intermediate or advanced level CT2. To apply effective multidisciplinary team work techniques at various hierarchical levels CT3. To objectively perform a self-assessment of the need for professional training aimed at insertion and adaptability to the requirements of the labour market

7. Course objectives (based on list of acquired skills)

7.1 General objective	• To develop professional communication abilities, both written and oral, through a practical approach and interactive teaching methods.
7.2 Specific objectives	• To improve terminology in the students' area of training. • To develop oral communication skills in concrete professional situations. • To enhance written communication abilities in the business environment.

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction: course presentation	Brainstorming	-
2. Business meetings. Relevant documents	Interactive presentation	Shri L. Henkel, *Successful Meetings: How to Plan, Prepare, and Execute Top-notch Business Meetings*, Atlantic Publishing Company, 2007, *passim.* (examples, case studies)
3. Political communication. Public speeches	Analysis and simulation	Brian McNair, *An Introduction to Political Communication*, Taylor & Francis, 2011, pp. 15-82.
4. Mass media communication	Example analysis	Jack Lule, *Understanding Media and Culture: An Introduction to Mass Communication*, http://catalog.flatworldknowledge.com/bookhub/reader/38

		33?e=lulemedia_1.0-ch02_s01. (ch. 1-3)
5. Awareness campaigns	PowerPoint presentation	Peter T. Coleman, Morton Deutsch, Eric C. Marcus, *The Handbook of Conflict Resolution: Theory and Practice*, John Wiley & Sons, 2014, *passim.* (examples, case studies)
6. Diplomatic language. Address formulas and specific documents	Graphic support presentation, brainstorming	Lawrence Olufemi Obisakin, *Protocol for Life: Guidelines on Diplomatic, Official and Social Manners*, 2007, *passim.* (examples, case studies)
7. Communication in academia	Lecture, team work	Li-Shih Huang, *Academic Communication Skills: Conversation Strategies for International Graduate Students*, University Press of America, 2010, pp. 1-24.

Compulsory bibliography

1. Coleman, Peter T., Deutsch, Morton, Marcus, Eric C., *The Handbook of Conflict Resolution: Theory and Practice*, John Wiley & Sons, 2014.
2. Henkel, Shri L., *Successful Meetings: How to Plan, Prepare, and Execute Top-notch Business Meetings*, Atlantic Publishing Company, 2007.
3. Huang, Li-Shih, *Academic Communication Skills: Conversation Strategies for International Graduate Students*, University Press of America, 2010.
4. Lule, Jack, *Understanding Media and Culture: An Introduction to Mass Communication*, http://catalog.flatworldknowledge.com/bookhub/reader/3833?e=lulemedia_1.0-ch02_s01.
5. McNair, Brian, *An Introduction to Political Communication*, 5th ed., Routledge, 2011, http://blogs.unpad.ac.id/teddykw/files/2012/05/An-Introduction-to-Political-Communication.pdf.
6. Stanko, Nick, "Use of Language in Diplomacy", https://www.diplomacy.edu/sites/default/files/Language_Diplomacy_Chapter2.PDF.

Optional bibliography

1. Littlejohn, Stephen W., Foss, Karen A., *Encyclopedia of Communication Theory*, vol. 1, SAGE, 2009.
2. Nielsen, John, *Effective Communication Skills: The Foundations for Change*, Xlibris Corporation, 2008.
   * contents available on-line

8.2 Seminar / Laboratory	Teaching methods	Observations
1. Students' introduction. Experience in communication	Individual presentations	-
2. Communication in the era of globalisation	Group debate	Albert L. Harris, Alan Rea, *Web 2.0 and Virtual World Technologies: A Growing Impact on IS Education*, https://www.unf.edu/uploadedFiles/aa/acadaffairs /provost/VirtualWorld_Technologies.pdf

3. Project team meetings. Progress reports. Crisis reports. The minutes.	Simulation, drafting documents	http://www.forbes.com/sites/victorlipman/2013/03/01/5-simple-steps-to-more-efficient-effective-meetings/
4. Contracts. Requests. Business documents	Drafting documents	http://www.writeexpress.com/writing-business.html
5. Electoral campaigns	Group simulations	Brian McNair, *An Introduction to Political Communication*, Taylor & Francis, 2011, pp. 85-117.
6. Political speaking	Simulation, contest	*Ibidem*, pp. 118-150.
7. Applying diplomatic protocol	Examples from students	http://www.eadsociety.com/wp-content/uploads/2015/02/9.-Diplomatic-Protocol-Manual.pdf
8. Communication situations in multicultural environments	Debate	https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics/2
9. Academic debates	Simulation	http://www.academicenglishuk.com/debates
10. Preparing an academic event	Team work	http://www.theguardian.com/higher-education-network/blog/2013/sep/26/academic-conference-five-tips-research
11. Advertising messages	Examples, creativity exercise	http://inspirationfeed.com/inspiration/advertising-inspiration/50-creative-effective-advertising-examples/
12. Mass media interviews and investigations	Simulation, examples	http://www.forbes.com/sites/shelisrael/2012/04/14/8-tips-on-conducting-great-interviews/
13. Mediation techniques in the business environment	Team-based simulation	http://www.cpradr.org/Portals/0/Across%20Borders/Why%20Businesses%20Need%20Mediation.pdf
14. Evaluating and preparing the professional file	Feedback session	https://europass.cedefop.europa.eu/en/home

Compulsory bibliography

1. Belch, George; Belch, Michael, *Advertising and Promotion. An Integrated Marketing Communications Perspective*, 6th ed., McGraw-Hill, 2003, http://lib.dtc.ac.th/ebook/BusinessAdmistration/5183.pdf.
2. Chilton, Paul, *Analysing Political Discourse. Theory and practice*, Routledge, 2004, http://voidnetwork.gr/wp-content/uploads/2016/10/Analysing-political-discourse-Theory-and-Practice-by-Paul-Chilton.pdf.
3. Harris, Albert L., Rea, Alan, *Web 2.0 and Virtual World Technologies: A Growing Impact on IS Education*, https://www.unf.edu/uploadedFiles/aa/acadaffairs/provost/VirtualWorld_Technologies.pdf
4. McNair, Brian, *An Introduction to Political Communication*, Taylor & Francis, 2011.
5. http://www.academicenglishuk.com/debates
6. http://www.cpradr.org/Portals/0/Across%20Borders/Why%20Businesses%20Need%20Mediation.pdf
7. http://www.eadsociety.com/wp-content/uploads/2015/02/9.-Diplomatic-Protocol-Manual.pdf
8. http://www.forbes.com/sites/shelisrael/2012/04/14/8-tips-on-conducting-great-interviews/
9. http://www.forbes.com/sites/victorlipman/2013/03/01/5-simple-steps-to-more-efficient-effective-meetings/
10. http://www.theguardian.com/higher-education-network/blog/2013/sep/26/academic-conference-five-tips-research
11. http://www.writeexpress.com/writing-business.html
12. https://europass.cedefop.europa.eu/en/home

13. https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics/2

Optional bibliography

1. Dabašinskienė, Ineta; Čubajevaitė, Laura, *Multilingualism in Europe*, Vytautas Magnus University, Kaunas, 2013, https://eltalpykla.vdu.lt/bitstream/handle/1/167/ISBN9786094670442.pdf?sequence=1.
2. Diplomatic protocol manual, Euro-Atlantic Diplomatic Society, http://www.eadsociety.com/wp-content/uploads/2015/02/9.-Diplomatic-Protocol-Manual.pdf.
3. Elgenius, Gabriella, *Expressions of Nationhood: National Symbols and Ceremonies in Contemporary Europe*, PhD thesis, LSE, 2005, https://core.ac.uk/download/pdf/16390523.pdf.
4. *Freedom on the Net 2015*, Freedom House, October 2015, https://freedomhouse.org/sites/default/files/FH_FOTN_2015Report.pdf.
5. Hooker, John, "Cultural Differences in Business Communication", December 2008, http://repository.cmu.edu/cgi/viewcontent.cgi?article=1149&context=tepper.
6. Moller, Dan, "Dilemmas of Political Correctness", Journal of Practical Ethics, vol. 4, issue 2, 2016, https://static1.squarespace.com/static/55b6412be4b0db2e41d0b473/t/57a3826f9de4bbd19999b495/1470333551618/PC+proof.pdf.
7. Tambini, Damian et al., "The new political campaigning", LSE Media Policy Brief 19, March 2017, http://eprints.lse.ac.uk/71945/7/LSE%20MPP%20Policy%20Brief%2019%20-%20The%20new%20political%20campaigning_final.pdf.

9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field

- Students will acquire knowledge and competences in the area of written and oral communication, so as to become familiar with situations encountered in the professional environment, both public and private. Such abilities correspond to the requirements of the labour market in the area of communication, as they include the drafting of documents, the participation in business, mass media and political situations, in keeping with the students' area of training.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Final presentation of the file Questions on correlating the contents of the file to information from the course	Oral presentation Questions	50
10.5 Seminar/Laboratory	Seminar activity Quality of the file	Continuous evaluation File correction	40 + 1 extra point
10.6 Minimum standard of performance			
• a minimum of 4 items in the evaluation file • a coherent presentation of the file, the ability to answer medium-difficulty questions • active attendance at a minimum of 25% of seminars			

Date
1 September 2017

Course holder signature
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Seminar holder signature
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Date of departmental approval
.....15.09.2017.....

Head of department signature
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