Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
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Course syllabus
Academic year 2023-2024

1. Information about the program

1.1 Higher Education Institution	**Babeş-Bolyai University**
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	**Bachelor**
1.6 Programme of study/ Qualification	**International Relations and European Studies/Business Diplomacy**

2. Information about the discipline

2.1 Title	**Communication for International Careers 3**						
2.2 Course holder			**Dr. Delia Pop-Flanja**, Associate Prof.				
2.3 Seminar holder			**Dr. Delia Pop-Flanja**, Associate Prof.				
2.4 Year of study	**3**	2.5 Semester	**1**	2.6. Type of assessment[1]	**C**	2.7 Type of module[2]	**OP**

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	**3**	3.2 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: 4 x 25 =100	Hours
Study by using handbook, reader, bibliography and course notes	2
Additional library/specialised online research, field research	2
Preparation of seminars/laboratories, homework, projects, portfolios and essays	3
Tutoring	1
Examinations	2
Other activities:	

3.7 Total no. of hours for individual study	7
3.8 Total no. of hours per semester	100
3.9 No. of ETCS credit points	4

4. Prerequisites (where applicable)

4.1 of curriculum	❖
4.2 of competencies	❖ English language knowledge, B2 level

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

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

6. Specific skills acquired

Professional skills	❖ abilities pertaining to written and oral communication ❖ capacity to draft specific documents ❖ correct use of language registers ❖ adaptability to the communication-related requirements of a professional environment ❖ ability to use specific terminology
Interdisciplinary skills	❖ ability to work in teams ❖ critical and analytical abilities ❖ adequate use of language in various communication situations

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

7.1 General objective	❖ to acquaint students with professional elements pertaining to debates in English for international careers
7.2 Specific objectives	❖ to develop the range of vocabulary utilised by students in the process of debating ❖ to increase students' adaptability to a wide range of debates ❖ to develop practical abilities which are needed in order to make valid arguments and use persuasive language

8. Contents

8.1 Course	Teaching methods	Observations
1. Course presentation and basic debate terminology	PPT Presentation Discussion and debate analysis	
2. Introduction to debates: strategies, structure, rules	PPT Presentation Discussion Case Studies	
3. Constructing arguments – types of constructive and types of evidence	PPT Presentation Discussion Case Studies	
4. Countering debates and refutation strategies	PPT Presentation Discussion	

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	Case Studies	
5. Political/policy debates and moral reframing	PPT Presentation Discussion Case Studies	
6. AI in debates and argument mapping	PPT Presentation Discussion Case Studies	
7. Writing persuasive essays	PPT Presentation Discussion Case Studies	

Bibliography:

- Baca, Issac, "Moral Reframing: A Perspective-Taking Approach to Political Arguments", *Scientia et Humanitas*, Vol. 11, 2021.
- Feinberg, Matthew and Willer, Robb, "Moral reframing: A technique for effective and persuasive communication across political divides", in *Social and Personality Psychology Compass*, Volume13, Issue12, 2019.
- Fuller, Donald R. and Lloyd Lyle L., *Principles and Practices in Augmentative and Alternative Communication*, Thorofare, NJ: Slack, 2023.
- Moens, Marie-Francine "Argumentation mining: How can a machine acquire common sense and world knowledge?", *Argument & Computation* 9 (2018) 1–14 1, IOS Press.
- Weston, Anthony, *A Rulebook for Arguments*, Indianapolis, Indiana, Hackett Publishing Company, 2017.
- Wiesner, C, Haapala, T, Palonen, K, *Debates, Rhetoric and Political Action: Practices of Textual Interpretation and Analysis*, London: Palgrave Macmillan, 2017.
- Zarefsky, David, *The Practice of Argumentation. Effective Reasoning in Communication*, United Kingdom: Cambridge University Press, 2019.

8.2 Seminar/Laboratory	Teaching methods	Observations
1. Seminar presentation and basic debate terminology practice	PPT Presentation Discussion Role play	
2. Introduction to debates - debate strategies practice	Interactive presentation Discussion Text/video analysis Role play	
3. Analysing debate arguments	Interactive presentation Text analysis Role play	
4. Civil society debates - debate practice	Interactive presentation Text and video analysis Debate	

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5. Political debates - simulation	Interactive presentation Video analysis Role play	
6. Environmental protection vs. economic growth - debate practice	Interactive presentation Discussion and debate	
7. Human rights debates – debate practice	Interactive presentation Debate	
8. Security vs. liberty debates – debate practice	Interactive presentation Discussion and debate	
9. Intercultural debates - mastering the art of adaptation	Interactive presentation Discussion Role play	
10. Debates on education - a perpetual reform?	Interactive presentation Text and video analysis Debate	
11. Majority vs. minority debates – debate practice	Interactive presentation Debate	
12. Debates on modern mass media - between information and manipulation	Interactive presentation Debate	
13. Debates on a topic chosen by the students	Interactive presentation Debate	
14. Seminar evaluation and feedback	Feedback session	

Bibliography:

- Heinrichs,Jay, *Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion*, USA: Three Rivers Press, 2007.
- Jordana, Kayla N.; Sterlingb, Joanna; Pennebakera, James W. and Boyda, Ryan L., "Examining long-term trends in politics and culture through language of political leaders and cultural institutions", PNAS, 2 April 2019, Vol. 116, No. 9.
- Nickerson, Raymond S., *Argumentation. The Art of Persuasion*, United Kingdom: Cambridge University Press, 2021.
- Sivanathan, Niro, *The counterintuitive way to be more persuasive*, TEDxLondonBusinessSchool, May 2019.
- The editors of IDEA, *The Debatabase Book. A Must Have Guide for Successful Debate*. 6th edition, International Debate Education Association, 2013.

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

This course aims to develop essential abilities meant to foster the students' integration into the professional environment, by means of the various debates it relies on. The latter are presented in an interactive manner, the contents are up-to-date, the teaching methods are modern and the involvement of students is constant. Moreover, the seminar makes use of knowledge students have acquired from other courses within the curriculum and it is meant to facilitate the comprehension of other subjects in the field, from a terminological/linguistic point of view.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Knowledge about the course	Written exam	3p.
10.5 Seminar/ Laboratory	Activity during seminars Quality of the evaluation file	Continuous evaluation File assessment	3p. 3p.
			Ex officio: 1 point
10.6 Minimum standard of performance			
For grade 5: • active attendance at 20% of seminars • 2 elements of the evaluation file • accurate presentation of the file, ability to answer medium-difficulty questions		For grade 10: • active attendance at 50% of seminars • complete evaluation file • accurate presentation of the file, ability to answer high-difficulty questions	

Date | Course holder signature | Seminar holder signature

…22.09.2023…… …… ……

Date of departmental approval | Head of department signature

…29.09.2023……. …….