



## Course syllabus Academic year 2020-2021

### 1. Information about the program

|                                       |                                                     |
|---------------------------------------|-----------------------------------------------------|
| 1.1 Higher Education Institution      | <b>Babeș-Bolyai University</b>                      |
| 1.2 Faculty                           | <b>European Studies</b>                             |
| 1.3 Department                        | <b>European Studies and Governance</b>              |
| 1.4 Field of study                    | <b>International Relations and European Studies</b> |
| 1.5 Study level                       | <b>Bachelor</b>                                     |
| 1.6 Programme of study/ Qualification | <b>International Relations and European Studies</b> |

### 2. Information about the discipline

|                    |                                                  |              |          |                                      |          |                                 |           |
|--------------------|--------------------------------------------------|--------------|----------|--------------------------------------|----------|---------------------------------|-----------|
| 2.1 Title          | <b>Communication for International Careers 3</b> |              |          |                                      |          |                                 |           |
| 2.2 Course holder  | <b>Dr. Delia Pop-Flanja, Lecturer</b>            |              |          |                                      |          |                                 |           |
| 2.3 Seminar holder | <b>Dr. Delia Pop-Flanja, Lecturer</b>            |              |          |                                      |          |                                 |           |
| 2.4 Year of study  | <b>3</b>                                         | 2.5 Semester | <b>1</b> | 2.6. Type of assessment <sup>1</sup> | <b>C</b> | 2.7 Type of module <sup>2</sup> | <b>OP</b> |

### 3. Total estimated time (teaching hours per semester)

|                                                                                 |              |                         |           |                          |           |
|---------------------------------------------------------------------------------|--------------|-------------------------|-----------|--------------------------|-----------|
| 3.1 No. of hours per week                                                       | <b>3</b>     | 3.2 of which for course | <b>1</b>  | 3.3 of which for seminar | <b>2</b>  |
| 3.4 Total no. of hours in the curriculum                                        | <b>42</b>    | 3.5 of which for course | <b>14</b> | 3.6 of which for seminar | <b>28</b> |
| 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)

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

<sup>1</sup> E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

<sup>2</sup> OB - core module, OP - elective module, F - extracurricular module



## 6. Specific skills acquired

|                                 |                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Professional skills</b>      | <ul style="list-style-type: none"> <li>❖ abilities pertaining to written and oral communication</li> <li>❖ capacity to draft specific documents</li> <li>❖ correct use of language registers</li> <li>❖ adaptability to the communication-related requirements of a professional environment</li> <li>❖ ability to use specific terminology</li> </ul> |
| <b>Interdisciplinary skills</b> | <ul style="list-style-type: none"> <li>❖ ability to work in teams</li> <li>❖ critical and analytical abilities</li> <li>❖ adequate use of language in various communication situations</li> </ul>                                                                                                                                                      |

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

|                         |                                                                                                                                                                                                                                                                                                                                         |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7.1 General objective   | <ul style="list-style-type: none"> <li>❖ to acquaint students with professional elements pertaining to debates in English for international careers</li> </ul>                                                                                                                                                                          |
| 7.2 Specific objectives | <ul style="list-style-type: none"> <li>❖ to develop the range of vocabulary utilised by students in the process of debating</li> <li>❖ to increase students' adaptability to a wide range of debates</li> <li>❖ to develop practical abilities which are needed in order to make valid arguments and use persuasive language</li> </ul> |

## 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<br>Discussion<br>Case Studies  |              |
| 3. Political debates - understanding the views of the political spectrum  | PPT Presentation<br>Discussion<br>Case Studies  |              |
| 4. Environmental protection vs. economic growth - terminology and debates | PPT Presentation<br>Discussion<br>Case Studies  |              |
| 5. Security vs. liberty debates - a highly topical issue                  | PPT Presentation<br>Discussion<br>Case Studies  |              |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|--|
| 6. Majority vs. minority debates -power, ethnicity, gender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | PPT Presentation<br>Discussion<br>Case Studies |  |
| 7. Writing persuasive essays                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | PPT Presentation<br>Discussion<br>Case Studies |  |
| <b>Bibliography:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                |  |
| <ul style="list-style-type: none"> <li>• Dailey, William O.; Hinck, Edward A.; Hinck, Shelly S., <i>Politeness in Presidential Debates: Shaping Political Face in Campaign Debates from 1960 to 2004</i>, Rowman &amp; Littlefield, 2008.</li> <li>• Gold, Matthew K., <i>Debates in the Digital Humanities</i>, University of Minnesota Press, 2012.</li> <li>• Freeley, J. Austin and Steinberg, L. David, <i>Argumentation and Debate, Critical Thinking for Reasoned Decision Making</i>, 12th Edition, Wadsworth Cengage Learning, 2008.</li> <li>• Helga Kotthoff, Helga; Spencer-Oatey, Helen; <i>Handbook of Intercultural Communication</i>, Walter de Gruyter, 2007.</li> <li>• Heinrichs, Jay, <i>Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion</i>, Three Rivers Press, USA, 2007.</li> </ul> |                                                |  |

| 8.2 Seminar/Laboratory                                            | Teaching methods                                                           | Observations |
|-------------------------------------------------------------------|----------------------------------------------------------------------------|--------------|
| 1. Seminar presentation and basic debate terminology practice     | PPT Presentation Discussion<br>Role play                                   |              |
| 2. Introduction to debates - debate strategies practice           | Interactive presentation<br>Discussion<br>Text/video analysis<br>Role play |              |
| 3. Analysing debate arguments                                     | Interactive presentation<br>Text analysis<br>Role play                     |              |
| 4. Civil society debates - debate practice                        | Interactive presentation<br>Text and video analysis<br>Debate              |              |
| 5. Political debates - simulation                                 | Interactive presentation<br>Video analysis<br>Role play                    |              |
| 6. Environmental protection vs. economic growth - debate practice | Interactive presentation<br>Discussion and debate                          |              |



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

**Bibliography:**

- Huber, Robert B. and Snider, Alfred C., *Influencing through Argument*, International Debate Education Association, New York, Amsterdam, Brussels, 2005.
- Johnson, Steven L., *Winning Debates: A Guide to Debating in the Style of the World Universities Debating Championships*, IDEA, 2009.
- Maude, Barry, *Managing Cross-Cultural Communication: Principles and Practice*, Palgrave Macmillan, 2011.
- Pérez, Francisco, *Political Communication in Europe*, UK, Palgrave Macmillan, 2013.
- Thomas, Alexander; Kinast, Eva-Ulrike; Schroll-Machl, Sylvia, *Handbook of Intercultural Communication and Cooperation: Basics and Areas of Application*, Vandenhoeck & Ruprecht, 2010.
- Valentini, Chiara și Giorgia Nesti, Giorgia, (ed.), *Public Communication in the European Union: History, Perspectives and Challenges*, Cambridge Scholar Publishing, 2010.
- Cressey, Laura, *Careers in International Affairs*, Georgetown University Press, 2014.
- Longman Dictionary of Contemporary English: [www.ldoceonline.com](http://www.ldoceonline.com)



**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                                 | Oral exam                                                                                                                                                                                                              | 3p.                                |
| 10.5 Seminar/<br>Laboratory                                                                                                                                                                                                       | Activity during seminars<br>Quality of the evaluation file | Continuous evaluation<br>File assessment                                                                                                                                                                               | 4p.<br>2p.                         |
| <i>Ex officio</i> : 1 point                                                                                                                                                                                                       |                                                            |                                                                                                                                                                                                                        |                                    |
| 10.6 Minimum standard of performance                                                                                                                                                                                              |                                                            |                                                                                                                                                                                                                        |                                    |
| For grade 5:                                                                                                                                                                                                                      |                                                            | For grade 10:                                                                                                                                                                                                          |                                    |
| <ul style="list-style-type: none"> <li>• active attendance at 20% of seminars</li> <li>• 2 elements of the evaluation file</li> <li>• accurate presentation of the file, ability to answer medium-difficulty questions</li> </ul> |                                                            | <ul style="list-style-type: none"> <li>• active attendance at 50% of seminars</li> <li>• complete evaluation file</li> <li>• accurate presentation of the file, ability to answer high-difficulty questions</li> </ul> |                                    |

Date

Course holder signature

Seminar holder signature

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Date of departmental approval

Head of department signature

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