

COURSE SYLLABUS

1. Data about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative, and Communication Sciences
1.3 Doctoral school	Doctoral School of Communication, Public Relations, and Advertising
1.4 Field of study	Communication Sciences
1.5 Study cycle	Doctorate
1.6 Study program / Qualification	Doctoral training / Ph.D. in Communication Sciences

2. Course data

2.1 Name of discipline		Communication						
2.2 Teacher responsible for lectures		Professor Habil. Călin Rus, Ph.D.						
2.3 Teacher responsible for seminars		Associate professor Magor Kadar, Ph.D.						
2.4 Year of study	I	2.5 Semester	I	2.6. Type of evaluation	E/V	2.7 Course framework	Content	Type of discipline DF
							Obligativity	Mandatory/ Optional DO

3. Estimated total time of teaching activities (hours per semester)

3.1 Hours per week	4	Out of which: 3.2 Lectures	2	3.3 Seminars / Laboratory classes	2
3.4 Total hours in the curriculum	56	Out of which: 3.5 Lectures	28	3.6 Seminars / Laboratory classes	28
Allocation of study time:					
Study supported by textbooks, other course materials, recommended bibliography and personal student notes					8
Additional learning activities in the library, on specialized online platforms and in the field					4
Preparation of seminars / laboratory classes, topics, papers, portfolios and essays					8
Tutoring					5
Examinations					5
Other activities: -					
3.7 Individual study (total hours)	30				
3.8 Total hours per semester	56				
3.9 Number of credits	10				

4. Preconditions (where applicable)

4.1 Curriculum	None.
4.2 Competences	None.

5. Conditions (where applicable)

5.1 Conducting lectures	None.
5.2 Conducting seminars / laboratory classes	None.

6. Specific competences acquired

Professional competences	During this course, Ph.D. students will become familiar with the understanding of theoretical notions regarding the communication process. Also, the most important forms of communication will be analysed, as well as the most frequently used models. The course also aims to present the socio-psychological paradigms based on which communication must be understood. Last but not least, the Ph.D. students will deepen the main characteristics of the most important theories in the communication process.
Transversal competences	Development of individual communication skills; Accommodation with teamwork;

7. Course objectives (based on the acquired competencies grid)

7.1 The general objective of the course	Understanding and deepening the main forms and theories of communication
7.2 Specific objectives	<ol style="list-style-type: none"> 1. Gaining an overview of the main definitions and meanings of communication. 2. Presentation of the main models of communication. 3. Forming of a system that includes definitions, rules, models. 4. Creating a specialised language. 5. Analysis of the main paradigms of the communication process. 6. The formation of a database necessary for the study and deepening of the different fields of this discipline. 7. Acquiring the main communication theories, which can allow their application to interpret empirical studies.

8. Content

8.1 Lectures	Teaching methods	Comments
1. Major meanings of communication	Presentation/ interactive activities	Q&A session (topic 1)
2. The elements of the communication process	Presentation/ interactive activities	Q&A session (topic 2)
3. Definitions of communication	Presentation/ interactive activities	Q&A session (topic 3)
4. Forms of communication	Presentation/ interactive activities	Q&A session (topic 4)
5. Communication models	Presentation/ interactive activities	Q&A session (topic 5)
6. Communication paradigms	Presentation/ interactive activities	Q&A session (topic 6)
7. The "magic bullet" theory	Presentation/ interactive activities	Q&A session (topic 7)

8. The theory of selective influence a. <i>The theory of individual differences</i> b. <i>The theory of social differentiation</i> c. <i>The theory of social relations</i>	Presentation/ interactive activities	Q&A session (topic 8)
1. Theories of indirect influence a. The Modelling theory	Presentation/ interactive activities	Q&A session (topic 9)
10. The theory of social expectations a. <i>The theory of social organization</i>	Presentation/ interactive activities	Q&A session (topic 10)
Bibliography: COURSE READER: <ul style="list-style-type: none"> ○ Rad, Ilie, Forms and theories of communication, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca ○ DeFleur, Melvin L., Ball-Rokeach, Sandra, Theories of mass communication, Polirom Publishing House, Iași, 1999. ○ Mcquail, Denis, Communication, European Institute Publishing House, Iași, 1999. ○ Rus, Flaviu Călin, Introduction to the science of communication and public relations, European Institute Publishing House, Iași, 2002. 		
8.2 Seminars / laboratory classes	Teaching methods	Comments
1. Describe the five main meanings of the communication process	Presentation/ interactive activities	The professor will provide answers to the students' questions and guidance for the development of their theses (topic 1)
2. Analyse the main definitions of communication	Presentation/ interactive activities	The professor will provide answers to the students' questions and guidance for the development of their theses (topic 2)
3. Analyse verbal, nonverbal, and interpersonal communication	Presentation/ interactive activities	The professor will provide answers to the students' questions and guidance for the development of their theses (topic 3)
4. Describe the similarities and differences between the linear communication models and the circular communication model	Presentation/ interactive activities	The professor will provide answers to the students' questions and guidance for the development of their theses (topic 4)
5. Analyse the postulates of the cognitive paradigm	Presentation/ interactive activities	The professor will provide answers to the students' questions and guidance for the development of their theses (topic 5)
6. Describe the "magic bullet" theory	Presentation/ interactive activities	The professor will provide answers to the students' questions and guidance for the development of their theses (topic 6)
7. Analyse the theory of social differentiation	Presentation/ interactive activities	The professor will provide answers to the students' questions and guidance

		for the development of their theses (topic 7)
8. Explain the mechanism of theories of indirect influence	Presentation/ interactive activities	The professor will provide answers to the students' questions and guidance for the development of their theses (topic 8)
Case studies prepared with the doctoral students, based on their individual doctoral research topics	Presentation, discussion, exercises	
Bibliography: Bibliography: COURSE READER: <ul style="list-style-type: none"> ○ Rad, Ilie, Forms and theories of communication, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca ○ DeFleur, Melvin L., Ball-Rokeach, Sandra, Theories of mass communication, Polirom Publishing House, Iași, 1999. ○ Mcquail, Denis, Communication, European Institute Publishing House, Iași, 1999. ○ Rus, Flaviu Călin, Introduction to the science of communication and public relations, European Institute Publishing House, Iași, 2002. 		

9. Aligning the contents of the discipline with the expectations of the epistemic community representatives, professional associations and standard employers operating in the program field

The content of the discipline was corroborated with the expectations and academic rigors in the field, in accordance with the accumulation of necessary information for a Ph.D. student in communication.

10. Examination

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in the final grade
10.4 Lectures	Subjects with weight in the final grade	Written exam	66%
10.5 Seminars / laboratory classes	Written paper - analysis of scientific content, critical and methodological apparatus	Written evaluation	33%
10.6 Minimum performance standard			
To pass the exam, the student must prove the knowledge of the subject at least at a value of 5 for the final grade.			

Date of issue

September 2021

Signature of the teacher
responsible for lectures

Signature of the teacher
responsible for seminars

Date of approval by the doctoral school council
September 2021

Signature of the doctoral school director