

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	Political and Communication Sciences
1.4 Field of study	Communication Sciences
1.5 Study cycle	Doctorate
1.6 Study program / Qualification	Doctoral training / PhD in Communication Sciences

2. Course data

2.1 Name of discipline	General research methods and methodology of scientific papers elaboration						
2.2 Teacher responsible for lectures	PROF. UNIV. ELENA ABRUDAN						
2.3 Teacher responsible for seminars	PROF. UNIV. ELENA ABRUDAN						
2.4 Year of study	I	2.5 Semester	I	2.6. Type of evaluation	Written exam	2.7 Course framework	OBL

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

3.1 Hours per week	3	Out of which: 3.2 Lectures	2	3.3 Seminars / Laboratory classes	1
3.4 Total hours in the curriculum	36	Out of which: 3.5 Lectures	24	3.6 Seminars / Laboratory classes	12
Allocation of study time:					
Study supported by textbooks, other course materials, recommended bibliography and personal student notes					14
Additional learning activities in the library, on specialized online platforms and in the field					14
Preparation of seminars / laboratory classes, topics, papers, portfolios and essays					14
Tutoring					4
Examinations					2
Other activities: -					-
3.7 Individual study (total hours)	36				
3.8 Total hours per semester	84				
3.9 Number of credits	15				

4. Preconditions (where applicable)

4.1 Curriculum	•
4.2 Competences	• Knowledge of an international language

5. Conditions (where applicable)

5.1 Conducting lectures	• Classroom equipped with a board, video projector, computer, speakers, internet connection
5.2 Conducting seminars / laboratory classes	• Classroom equipped with a board, video projector, computer, speakers, internet connection.

6. Specific competences acquired

Professional competences	<ul style="list-style-type: none"> • C1.2 Conceptual explanation of communication situations and specialized problems in the field • C2.2 Treating communication and the public / audience from the perspective of field-specific parameters, taking into account the relationship between the technology channel and the target audience • C6.1 Apply basic concepts for the production of a cultural event or cultural show according to professional standards
Transversal competences	<ul style="list-style-type: none"> • CT1 Solving in a realistic way - with both theoretical and practical arguments - some common professional situations, in order to solve them efficiently and deontologically • CT2 Application of efficient work techniques in the multidisciplinary team with the accomplishment of certain tasks on hierarchical levels

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

7.1 The general objective of the course	<ul style="list-style-type: none"> • Knowledge and use of concepts related to the production, dissemination and consumption of symbolic goods
7.2 Specific objectives	<ul style="list-style-type: none"> • stimulating creativity and the ability to produce symbolic goods • correct understanding of management mechanisms in the cultural field • knowledge of technologies for the production, dissemination and consumption of symbolic goods in the online environment

8. Content

8.1 Lectures	Teaching methods	Comments
1. Culture in the postmodern era. Social, symbolic, cultural capital	Multimedia presentation Debate	
2. Cultural institutions. Cultural and creative industries	Multimedia presentation Debate	
3. Production of symbolic goods	Multimedia presentation Debate	
4. Education and symbolic goods	Multimedia presentation Debate	
5. Technologies for production and dissemination of cultural products	Multimedia presentation Debate	
6. Audience as the source of the message of cultural production	Multimedia presentation Debate	
7. Culture in the age of consumption	Multimedia presentation Debate	
8. Media and production of cultural goods	Multimedia presentation Debate	
9. The imaginary of the postmodern era and the creative industries	Multimedia presentation Debate	
10. Management of a cultural organization	Multimedia presentation Debate	
11. Leadership in the cultural field	Multimedia presentation Debate	

12. Promotion of cultural services and products	Multimedia presentation Debate	
13. The art of attracting attention	Multimedia presentation Debate	
14. Presentation of projects made by students	Multimedia presentation Debate	

Bibliography:

1. Abrudan Elena, "Argument" in *Portret de grup 25 de ani de Jurnalism la UBB Cluj*, (2018), Cluj-Napoca PUC
2. Abrudan Elena, "Considerații finale" in *Portret de grup 25 de ani de Jurnalism la UBB Cluj*, (2018), Cluj-Napoca PUC
3. Abrudan Elena, *Cultura vizuala*, (2013), Cluj-Napoca:EIKON,
4. Elena Abrudan & Anuța Tarta, *Diversitate in mass-media*, Napoca Star, Cluj-Napoca, 2009
5. Barthes, Roland. *Mitologii*. Iași: Institutul European, 1997.
6. Baudrillard, Jean, *Sistemul obiectelor*, Cluj-Napoca, Echinoc, 1996.
7. Bourdieu, Pierre, *Economia bunurilor simbolice, meridian*, Bucuresti, 1986
8. Kellner, Douglas. *Cultura media*, Iași, Editura Institutul European, 2001.
9. Louw, E. *The Media and Cultural Production*, London, SAGE Publications Ltd. 2001, p. 155.
10. McQuail Denis, *Comunicarea*, Institutul european, Iasi, 1999
11. Mieke, Bernard, *Societatea cucerita de comunicare*, Polirom, 2000,
12. Roventa-Frumusani Daniela, *Semiotica. Societate. Cultura*. Iasi, Institutul european, 1999.
13. Russel, T. J. Lane, *Manual de publicitate*, București, Teora, 2002.
14. Wunemburger, Jean-Jeaques, *Viata imaginilor*, Cluj-Napoca, Cartimpex, 1998

Vasile Zecheru, *Managementul și cultura*, ediția a II-a, Litera International, București, 2002.

8.2 Seminar	Teaching methods	Comments
1. Case studies conducted together with doctoral students based on their research topic	Multimedia presentation Debate	
2. Promotion and online distribution of books and magazines published by a university publishing house	Multimedia presentation Debate	
3. Identify media products that can contribute to the formation of postmodern identity	Multimedia presentation Debate	
4. Romanian media products and their symbolic value	Multimedia presentation Debate	
5. Romanian and Hungarian media products on the Armenian genocide	Multimedia presentation Debate	
6. The role of media production in international relations	Multimedia presentation Debate	

Bibliography:

1. Berger, Arthur Asa, *What Objects Mean. An Introduction to Material Culture*, Left Coast Press, 2009
2. Bourdieu, Pierre, *Distinction: A Social Critique of the Judgment of Taste* (in French, La Distinction), Harvard University Press. 1979
3. Bourdieu, P. and Johnson, R. *The Field of Cultural Production: Essays on Art and Literature*, New York, Columbia University Press. 1993.
4. Crane, D. *The Production of Culture: Media and the Urban Arts*, London, SAGE Publications, Inc. 1992.

Rifkin, Jeremy, *The Age of Acces*, 2000.

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

- Carrying out an individual project, correlated with the activity of a research team for the realization of a cultural project
- Developing and supporting a project that demonstrates entrepreneurial skills

10. Examination

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in the final grade
10.4 Lectures	Essay on the production, promotion and distribution of symbolic goods in the online environment.	E	60%
10.5 Seminars / laboratory classes	Presentation of the works made for the topic of reflection (at least half a page each)	VP	40%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> • Understanding and knowing the role that cultural institutions and industries play in the production and dissemination of symbolic goods 			

Date of issue

Signature of the teacher responsible for lectures

Signature of the teacher responsible for seminars

Date of approval by the doctoral school council

Signature of the doctoral school director