

## SYLLABUS

### 1. Information regarding the programme

1.1 Higher education institution	Babeş–Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communications, Public Relations and Advertising
1.4 Field of study	Communication sciences
1.5 Study cycle	Master
1.6 Study programme / qualification	Specialization in communication sciences
1.7. Mode of study	Full-time

### 2. Course information

2.1 Course name		<b>Theories of communication</b>			Course code		<b>UME5104</b>	
2.2 Course tutor		VINCZE Hanna Orsolya, PhD, associate professor						
2.3 Seminar tutor		VINCZE Hanna Orsolya, PhD, associate professor						
2.4 Year	I	2.5 Semester	1.	2.6 Evaluation	Ex	2.7 Course type	Content	Felul disciplinei DF
							Compulsory	Obligatorie/optională DO

### 3. Time allotment

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminar	1
<b>3.10 Number of ECTS credits</b>	<b>6</b>				

### 4. Prerequisites

4.1 curriculum	-
4.2 competencies	-

### 5. Conditions

5.1. for the course	-
5.2. for the seminar	-

### 6. Specific competencies

<b>Professional competencies</b>	<p><i>Comprehension and use of the specialised language specific to communication sciences, including</i></p> <ul style="list-style-type: none"> <li>Defining and using the specific concepts and specialized terminology of theories of communication</li> <li>Conceptually explaining communication situations</li> <li>Understanding theories of the different elements of the communication situations</li> <li>Understanding and describing the social and cultural context of communication</li> <li>Understanding and describing the communicational environment in which organizations function</li> </ul>
<b>Transversal competencies</b>	<p><i>Realistic approach to a number of usual professional situations for an effective and ethical resolution on the basis of both theoretical and practical arguments, including</i></p> <ul style="list-style-type: none"> <li>Developing analytical skills</li> <li>Developing the competence to reflect on complex situations</li> </ul>

## 7.Objectives

7.1 General objective	After the completion of the course, students should be able to understand and competently use the main concepts and terminology of communication theories in English, as well as to apply them to their field of expertise and everyday communication situations.
7.2 Specific objectives	Understanding and using the main concepts of theories of communication; Understanding and using the specific terminology of theories of communication; Understanding the main models of the communication process; Using the theories of communication in understanding and explaining communication situations emerging in society in general, and in the field of public relations and advertising in particular.

## 8.Course content

8.1 Course	Methods	Observations
1. Introduction	Presentation and discussion (brainstorming)	
2. Human communication and the study of communication	Presentation and discussion	
3. The history of media and communication technologies	Presentation and discussion	
4. Models of communication 1. Communication as transmission	Presentation and discussion	
5. Models of communication 2. Communication as performance	Presentation and discussion	
6. The participants of communication: roles and identities in the process of communication	Presentation and discussion	
7. The media of communication 1. Nonverbal communication	Presentation and discussion	
8. The media of communication 2. Language and speech	Presentation and discussion	
9. The media of communication 3. Images and visual communication	Presentation and discussion	
10. The media of communication 4. Broadcast media	Presentation and discussion	
11. The media of communication 5. New media and media convergence	Presentation and discussion	
12. The context of communication: culture and society	Presentation and discussion	
13. Meaning and understanding in communication		
14. Conclusions	Presentation and discussion	
<b>Bibliography</b> Fiske, John. <i>Introduction to Communication Studies</i> . 2nd ed. London and New York: Routledge, 2002. Ihlen, Oyvind, Betteke van Ruler, and Magnus Fredrikson, eds. <i>Public Relations and Social Theory. Key Figures and Concepts</i> . New York and London: Routledge, 2009. Jenkins, Henry. <i>Convergence Culture. Where Old and News Media Collide</i> . New York and London: New York University Press, 2006. Littlejohn, SW, and KA Foss. <i>Theories of Human Communication</i> . 9th ed. Belmont: Thomson, 2008.		

O'Sullivan, T, J Hartley, and D Saunders. *Key Concepts in Communication and Cultural Studies*. 2nd ed. London, New York: Routledge, 2006.  
 West, Richard, and Lynn H Turner. *Introducing Communication Theory, Analysis and Application*. New York: McGraw Hill, 2010.

8.2 Seminar	Method	Observation
1. Reading basic texts and discussion	Student presentation and discussions	
2. Reading basic texts and discussion	Student presentation and discussions	
3. Reading basic texts and discussion	Student presentation and discussions	
4. Reading basic texts and discussion	Student presentation and discussions	
5. Reading basic texts and discussion	Student presentation and discussions	
6. Reading basic texts and discussion	Student presentation and discussions	
7. Reading basic texts and discussion	Student presentation and discussions	
Bibliography Copley, Paul. <i>The Communication Theory Reader</i> . London: Routledge, 1996.		

**9. Corroborating course content with expectations of the epistemic community, of professional associations and representative employers in the field**

This is an introductory course that will serve as the foundation of more specialized ones. It will develop strong analytical skills, and the capacity to competently use the specialized terminology of the field in order to better understand everyday and professional communication situations.

**10. Grading**

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in the final grade
<b>10.4 Course</b>	Understanding and using the theories and terminology, including the bibliography	Written exam	40%
<b>10.5 Seminar</b>	Active participation in discussions of required readings	Evaluation	30%
	Written review essay on one of the assigned readings	Grading of essay	30%
<b>10.6 Minimum performance standards</b>			
For a passing grade (5), students are required to pass the written exam by obtaining 2 points of available 4, to actively participate in at least 3 seminars and to submit the review essay.			

Course tutor  
 Conf.univ.dr. Vincze Hanna Orsolya

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Date

18.04.2018.

Head of department

Prof. univ. dr. Ioan Hosu

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