

COURSE SYLLABUS

1. Information about the study program

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|---------------------------------|--|
| 1.1 University | Babeş-Bolyai University |
| 1.2 Faculty | Faculty of History and Philosophy |
| 1.3 Department | International Studies and Contemporary History |
| 1.4 Field of study | Security Studies |
| 1.5 Study cycle (BA/MA) | BA |
| 1.6 Study program/Qualification | Security Studies |

2. Information about the subject

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|-------------------|--|--------------|---|------------------------|---|-------------------|-----------|----|
| 2.1 Course title | Disinformation and digital communication | | | | | | | |
| 2.2 Course tutor | | | | | | | | |
| 2.3 Seminar tutor | | | | | | | | |
| 2.4 Year of study | 3 | 2.5 Semester | 6 | 2.6 Type of assessment | E | 2.7 Course status | Contents | |
| | | | | | | | Mandatory | DS |

3. Total estimated time (teaching hours per semester)

| | | | | | |
|---|----|----------------------|----|------------------------|-------|
| 3.1 Number of hours per week | 4 | of which: 3.2 course | 2 | 3.3 seminar/laboratory | 2 |
| 3.4 Total number of hours in the curriculum | 56 | of which: 3.5 course | 28 | 3.6 seminar/laboratory | 28 |
| Time distribution | | | | | Hours |
| Study based on textbook/course manual/recommended reading/personal notes | | | | | 18 |
| Additional research in the library, by accessing scientific databases, or during field work | | | | | 20 |
| Preparation for seminars/laboratory classes, essays, portfolios and reports | | | | | 18 |
| Tutoring | | | | | 6 |
| Assessment (examinations) | | | | | 6 |
| Other activities | | | | | 1 |
| 3.7 Total hours for individual study | | 69 | | | |
| 3.8 Total hours per semester | | 125 | | | |
| 3.9 Number of credits | | 5 | | | |

4. Prerequisites (if necessary)

| | |
|----------------|--------------|
| 4.1 Curriculum | Not the case |
| 4.2 Skills | Not the case |

5. Conditions (if necessary)

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|---|--|
| 5.1. For delivering lectures | <ul style="list-style-type: none"> -Video-projector |
| 5.2. For teaching seminars/laboratory classes | <ul style="list-style-type: none"> -video-projector |

6. Acquired specific competences

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|--------------------------|---|
| Professional competences | Organizing the security consulting activity - Determining the level of security within the organization - Establishing the strategy for ensuring the security of the organization |
| Transversal competences | Organizing the security consulting activity - Determining the level of security within the organization - Establishing the strategy for ensuring the security of the organization |

7. Course objectives (derived from the specific competences acquired)

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|---------------------------------|--|
| 7.1 General objective of course | <ul style="list-style-type: none">Developing the skills and abilities to identify disinformation, to prevent, combat and manage the terrorist crisis before, during and after committing terrorist attacks |
| 7.2 Specific objectives | <ul style="list-style-type: none">The course aims to train specialists able to detect, recognize and identify trends in media disinformation |

8. Contents

| 8.1 Lectures | Teaching methods | Remarks |
|--|---------------------|---------|
| 1. Online use conditions | Presentation/debate | |
| 2. Digital regulations on information | Presentation/debate | |
| 3. The use of social media | Presentation/debate | |
| 4. Criteria to identify misinformation | Presentation/debate | |
| 5. How to respond to disinformation | Presentation/debate | |
| 6. Official positions on disinformation | Presentation/debate | |
| 7. Preventing and combating the spread of ideological communication | Presentation/debate | |
| 8. Critical analysis | Presentation/debate | |
| 9. Informational war | Presentation/debate | |
| 10. Strategical communication | Presentation/debate | |
| 11. Preparation and development of the EU agenda on disinformation | Presentation/debate | |
| 12. NATO response on disinformation | Presentation/debate | |
| 13. Management of the consequences of the informational attack | Presentation/debate | |
| 14. Disinformation and human rights | Presentation/debate | |
| Bibliography | | |
| Balaban, Delia Cristina, Publicitatea de la planificarea strategică la implementarea media, Polirom, Iași, 2009. | | |
| Frey, Siegfried, Die Macht des Bildes, Verlag Hans Huber, Bern, 1999. | | |
| Kroeber-Riel, Werner, Bildkommunikation, Verlag Vahlen, München, 1996. | | |
| Petre, Dan și Dragoș Iliescu, Psihologia reclamei, comunicare.ro, 2006. | | |

Petrescu, Dacia Crina, Creativitate si investigare in Publicitate, Carpatica, Cluj-Napoca, 2002.

Russel, Thomas, Lane, Ronald, Manual de publicitate, Editura Teora, 2002.

| 8.2 Seminars | Teaching methods | Remarks |
|---|------------------|---------|
| 1. Online use conditions | debate/analysis | |
| 2. Digital regulations on information | debate/analysis | |
| 3. The use of social media | debate/analysis | |
| 4. Criteria to identify misinformation | debate/analysis | |
| 5. How to respond to disinformation | debate/analysis | |
| 6. Official positions on disinformation | debate/analysis | |
| 7. Preventing and combating the spread of ideological communication | debate/analysis | |
| 8. Critical analysis | debate/analysis | |
| 9. Informational war | debate/analysis | |
| 10. Strategical communication | debate/analysis | |
| 11. Preparation and development of the EU agenda on disinformation | debate/analysis | |
| 12. NATO response on disinformation | debate/analysis | |
| 13. Management of the consequences of the informational attack | debate/analysis | |
| 14. Disinformation and human rights | Debate/analysis | |

Bibliography

Balaban, Delia Cristina, Publicitatea de la planificarea strategică la implementarea media, Polirom, Iași, 2009.

Frey, Siegfried, Die Macht des Bildes, Verlag Hans Huber, Bern, 1999.

Kroeber-Riel, Werner, Bildkommunikation, Verlag Vahlen, München, 1996.

Petre, Dan și Dragoș Iliescu, Psihologia reclamei, comunicare.ro, 2006.

9. Validating course contents based on the expectations of epistemic communities, professional associations and of potential employers related to the field of study.

- The discipline was developed in accordance with the works in the field, published in the country and abroad;
- Some of the topics in the course include relevant issues that are the subject of concern of relevant institutions or international scientific conferences, including debates in international journals.

10. Assessment (examination)

| Type of activity | 10.1 Assessment criteria | 10.2 Assessment methods | 10.3 Weight in the final grade |
|------------------|--|-------------------------|--------------------------------|
| 10.4 Lecture | <ul style="list-style-type: none"> • Exam | Exam | 40% |

| | | | |
|--------------|---|--------------|-----|
| 10.5 Seminar | <ul style="list-style-type: none"> Debates | Presentation | 60% |
|--------------|---|--------------|-----|

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|---|--|--|--|
| 10.6 Basic performance standard | | | |
| <ul style="list-style-type: none"> 5 | | | |

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|--------------------------------|--------------------------------------|---------------------------|
| Date | Course tutor's signature | Seminar tutor's signature |
| Date of department endorsement | Head of department's signature | |
| Date of Dean's endorsement | Signature of the vice-Dean in charge | Faculty stamp |