

## COURSE SYLLABUS

### 1. Information about the study program

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)	MA
1.6 Study program/Qualification	Global Security and Human Rights Policies

### 2. Information about the subject

2.1 Course title	Media and Digital Culture/ Mass media și cultură digitală							
2.2 Course tutor	Lect. dr. Camelia Nistor							
2.3 Seminar tutor	Lect. dr. Camelia Nistor							
2.4 Year of study	1	2.5 Semester	1	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	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total number of hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution					Hours
Study based on textbook/course manual/recommended reading/personal notes					33
Additional research in the library, by accessing scientific databases, or during field work					20
Preparation for seminars/laboratory classes, essays, portfolios and reports					30
Tutoring					17
Assessment (examinations)					8
Other activities .....					
3.7 Total hours for individual study		108			
3.8 Total hours per semester		150			
3.9 Number of credits		6			

### 4. Prerequisites (if necessary)

4.1 Curriculum	Not the case
4.2 Skills	Not the case

### 5. Conditions (if necessary)

5.1. For delivering lectures	• -
5.2. For teaching seminars/laboratory classes	• -

## 6. Acquired specific competences

Professional competences	<ul style="list-style-type: none"> <li>• Applying the foundations of social and political theories in understanding, analysing and evaluating the contemporary socio-political organization</li> <li>- Appropriate use of basic concepts in the field of security studies in professional communication;</li> <li>- Application of fundamental concepts from political sciences in the description and explanation of events or processes specific to security in the contemporary period;</li> <li>- Analysis of given situations, by applying fundamental principles, theories and methods from the field of international relations and security studies.</li> <li>-acquiring the skills to evaluate and interpret risk situations, the new dangers in the international agenda, the new actors that generate dangers in the international security agenda</li> </ul>
Transversal competences	<ul style="list-style-type: none"> <li>• Management of information specific to solving complex tasks in context (receiving, transmitting, processing, storing information in profile documents), including by using an international language;</li> <li>• Critical thinking;</li> <li>^ the ability to apply transdisciplinary concepts and methodologies to given historical, event and procedural contexts;</li> <li>• Public speaking and presence skills</li> <li>• Digital competences</li> </ul>

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

7.1 General objective of course	<ul style="list-style-type: none"> <li>• To acquire the necessary skills international communication</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• To adequately use the basic concepts specific to security studies; to be able to operationalize the different theories and epistemes at the level of analysis of the contemporary security agenda.</li> <li>• To resort to the description and analysis of case studies by processing the content of profile documents;</li> <li>• To use specialized language correctly.</li> <li>• To be able to apply different paradigms and epistemes (realism, liberalism, constructivism, etc.) in explaining developments in national and international security strategies.</li> </ul>

## 8. Contents

8.1 Lectures	Teaching methods	Remarks
Introductory course	presentation, debate	
Communication and vocabulary in political discourse	presentation, debate	
Upgrading political discourse on international arena	presentation, debate	
Developing an international agenda	presentation, debate	
Promoting and acquire international communication influence	presentation, debate	
Communication through cultural diplomacy	presentation, debate	
Security sensitivities in communication	presentation, debate	
“Delivering” classified information	presentation, debate	
Group hysteria and crisis management	presentation, debate	
Strategic communication	presentation, debate	
Language in diplomacy and strategic negotiation	presentation, debate	
Multilateral political debate	presentation, debate	
Using social media for political discourse	presentation, debate	
Communication and cultural political identity	presentation, debate	
Recap	presentation, debate	
<b>Bibliography</b>		

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

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

<b>8.2 Seminars</b>	Teaching methods	Remarks
Introductory seminar	Debate and case studies	
Communicating international events	Debate and case studies	
Communication during war	Debate and case studies	
Communication in times of natural disasters	Debate and case studies	
Promoting political ideas	Debate and case studies	
Shaping international agenda	Debate and case studies	
International communication using television	Debate and case studies	
International communication using radio	Debate and case studies	
Media and social media in delivering political agenda	Debate and case studies	
How to structure strategic communication	Debate and case studies	
International political discourse	Debate and case studies	
Online political debates	Debate and case studies	
Communication regarding security threats	Debate and case studies	
Recap	Debate and case studies	

### **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.

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### **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"> <li>• degree of assimilation of specialized language;</li> <li>• correct use of specific concepts in describing and explaining events or processes</li> <li>• from the field of security information;</li> </ul>	Written Exam(quiz)	70%
10.5 Seminar	<ul style="list-style-type: none"> <li>• writing a report/essay/project;</li> <li>• compliance with the rules of structuring and drafting a scientific work;</li> <li>• public exposure of various opinions - from ideas basic up to the plenary presentation of the reports;</li> <li>• attitudinal aspects: seriousness, interest in individual study. - Understanding and critical analysis of texts; Capacity for analysis and synthesis</li> </ul>	Preparing short essays, participation to debates	20%
10.6 Basic performance standard			
understanding of the main theoretical debates - attendance and activity at least 70% of the seminars			
Organizational details, exceptional situation management:			
• -			

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