

## COURSE SYLLABUS

### 1. Data about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Letters
1.3 Doctoral school	Doctoral School of Hungarian Studies
1.4 Field of study	Philology
1.5 Study cycle	Doctorate
1.6 Study program / Qualification	Doctoral training / PhD in Philology

### 2. Course data

2.1 Name of discipline	Anthropology of communication						
2.2 Teacher responsible for lectures	Prof. dr. Keszeg Vilmos						
2.3 Teacher responsible for seminars	Prof. dr. Keszeg Vilmos						
2.4 Year of study	I	2.5 Semester	2	2.6. Type of evaluation	Ex.	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					48
Additional learning activities in the library, on specialized online platforms and in the field					74
Preparation of seminars / laboratory classes, topics, papers, portfolios and essays					48
Tutoring					6
Examinations					2
Other activities: -					36
3.7 Individual study (total hours)	214				
3.8 Total hours per semester	250				
3.9 Number of credits	10				

### 4. Preconditions (where applicable)

4.1 Curriculum	•
4.2 Competences	•

### 5. Conditions (where applicable)

5.1 Conducting lectures	•
5.2 Conducting seminars / laboratory classes	• Computer, video projector, Power Point

### 6. Specific competences acquired

<b>Professional competences</b>	<ul style="list-style-type: none"> <li>• - Interdisciplinary use and application of humanities and social sciences knowledge</li> <li>• - Contextual analysis and interpretation of cultural phenomena, institutions, texts</li> <li>• - Collection, analysis and interpretation of the dissertation database</li> </ul>
<b>Transversal competences</b>	<ul style="list-style-type: none"> <li>• - The use of conceptual and methodological devices in philology and anthropology.</li> <li>• - Analysis and interpretation of cultural elements in a cultural, institutional, ethnic, national and global context.</li> <li>• - Analysis and interpretation of the fundamental characteristics of postmodern cultures and identities.</li> </ul>

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

7.1 The general objective of the course	General objectives of the subject: to introduce new concepts in the discourse on aesthetic, social and cultural communication, about communicative and cultural memory, about historical consciousness.
7.2 Specific objectives	The aim of the subject is to train skills in the collection of cultural data, the use of methods of analysis, of writing scientific texts

### 8. Content

8.1 Lectures	Teaching methods	Comments
1. Domestic history. Concepts and terminology in the anthropological interpretation of history. Presentation, discussion, case studies, exercises	Presentation, discussion, case studies, exercises	
2. Local histories: authors, narratives, commemorative rituals		
3. The structure of scientific revolutions: anomalies, normative science, scientific paradigm, scientific society, scientific language		
4. The structure of scientific revolutions: the anthropological image of the Transylvanian Plain. Case Study		
5. Anthropology of writing. The history of writing, the history and paradigms of writing research. Writing functions. The "domestication" of writing: writing in everyday life.		
6. Works of "intruding authors": naive literature		
7. Critical interpretation of sources		
8. A typology of the text. Interpretation of narrative texts. Terminology, concepts of narrative. Narrative structures. Narrative strategies.		
9. Anthropology of discourse. Communication strategies. Orality as a source of anthropological research.		

10. The documentary value of literary texts. analysis		
11. Mass media and daily life. Terminology, concepts		
12. Mass media and daily life. Mass media as an archive for anthropological research. Case Study		
<b>8.2 Seminars</b>		
	Teaching methods	Comments
1. 1. Local histories	Debate based on the bibliography terminology; presentation of a case study	
2. Writing in everyday life		
3. Biographies and autobiographies		
4. The novel as a document		
5. Mass media as context		
6. Analysis of narrative texts. Methods of analysis		
Case studies prepared with the doctoral students, based on their individual doctoral research topics	Presentation, discussion, exercises	
<p><b>Bibliography:</b>  Keszeg Vilmos 2008 Alfabetizáció, írásszokások, populáris írásbeliség. Egyetemi jegyzet. KJNT–BBTE, Magyar Néprajz és Antropológia Tanszék, Kolozsvár  2011 A történetmondás antropológiája. Egyetemi jegyzet. KJNT–BBTE, Magyar Néprajz és Antropológia Tanszék, Kolozsvár  2018 A beszélés antropológiája. Egyetemi jegyzet. Kriza János Néprajzi Társaság – BBTE Magyar Néprajz és Antropológia Intézet, F03.1-PS7.2-01/ed.2, rev.5 3 Kolozsvár  Barbier, Frédéric – Lavenir, Catherine Bertho 2004 A média története. Diderot-tól az internetig. Osiris Kiadó, Budapest. (Eredeti kiadás: 2000.)  Bloch, Marc 1996 A történész mestersége. Osiris, Budapest  BOURDIEU, Pierre 1993 Les contradictions de l'héritage In: Uő: et alii: La misère du monde. Paris, Édition du Seuil 1091-1103  BRAUDEL, Fernand 1972 A történelem és a társadalomtudományok. A hosszú időtartam. Századok. 4-5.163-192. <a href="http://www.szazadok.hu/archiv/">http://www.szazadok.hu/archiv/</a>  FABRE, Daniel (dir.) 1997 Par écrit. Ethnologie des écritures quotidiennes. (Mission du patrimoine ethnologique. Collection Ethnologie de la France. Cahier, 11.) Textes réunis par Martin de la SOUDIÈRE et Claudie VOISENAT. Éditions de la maison des sciences de l'homme, Paris  2000 Domestiquer l'histoire. Ethnologie des monuments historiques. Éditions de la Maison des sciences de l'homme, Paris  Gyáni Gábor 2002 Történészdiskurzusok. Budapest, L'Harmattan, Budapest  Hartog, François 2003 Régimes d'historicité. Présentisme et expériences du temps. Seuil, Paris  KRIPPENDORFF, Klaus 1996 A tartalomelemzés módszertanának alapjai. Budapest, Balassi  Kuhn, Thomas S. 2000 A tudományos forradalmak szerkezete. Osiris, Budapest  Laplantine, Fr. 2000 Descrierea etnografică. Polirom, București  Lepenies, Wolf 2001 Irodalom és tudomány közt félúton. A szociológia születése. Szofi III. V. (1–2). 53–61.  LEPENIES, Wolf 1990 Les trois cultures. Entre science et littérature l'avènement de la sociologie. Édition de la maison des sciences de l'homme, Paris  LOTMAN, Jurij 2001 Kultúra és robbanás. Pannonica Kiadó, Budapest  LYONS, Martin 2001 La culture littéraire des travailleurs. Autobiographies ouvrières dans l'Europe du XIXe siècle. Annales HSS. (4–5) 927–946.  McLUHAN, Marshall 2001 A Gutenberg-galaxis. A tipográfiai ember létrejötte. Trezor Kiadó, Budapest (Eredeti kiadás: 1962.)  TÓTH István György 1996 Mivelhogy magad írást nem tudsz... Az írás térhódítása a művelődésben a kora újkori Magyarországon. MTA Történettudományi Intézete, Budapest  VANSINA, Jan 1973 (1961) Oral Tradition. A Study in a Historical Methodology. Victoria, Australia  VIALA, Alain 1985 Naissance de l'écrivain. Editions de Minuit, Paris  SCHUTZ, Alfred –LUCKMANN, Thomas 1974 The Structure of the Life World, London, Heinemann, 1974</p>		

**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**

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**10. Examination**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in the final grade
10.4 Lectures	Knowledge of the course topic	Permanent evaluation	33%
	Knowledge of terminology and methods of analysis	Permanent evaluation	
10.5 Seminars / laboratory classes	Knowledge of the seminar theme	Permanent evaluation	33%
	Ability to solve problems, the ability to discuss	Tracking the collection and analysis of data from the dissertation	
	Development of a draft ethnological research, based on scientific knowledge acquired	Development of a draft ethnological research, based on scientific knowledge. Drawing up a bibliography appropriate to the dissertation topic	33%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> <li>• Acquiring basic knowledge about the presented topic</li> <li>• Application of terminology and methods of analysis</li> </ul>			

Date of issue

Signature of the teacher responsible for lectures

Signature of the teacher responsible for seminars

25.09.2021

*Kezgep vikees*

*Kezgep vikees*

Date of approval by the doctoral school council

Signature of the doctoral school director

28.09.2021

*Kezgep vikees*