



SYLLABUS

Media Language /Slavonic Mythology

Academic year 2025-2026

1. Information about the study program

1.1. University	Babeș-Bolyai University
1.2. Faculty	The Faculty of Letters
1.3. Department	Department of Slavic Languages and Literatures
1.4. Field of study	Language and Literature
1.5. Study cycle (BA/MA)	BA
1.6. Study programme/Qualification	Ukrainian Language and Literature/Bachelor of Philology
1.7. Enrolment frequency	Full time

2. Information about the subject

2.1. Course title			Media Language /Slavonic Mythology – Optional course of Ukrainian Language and Literature 5: package – LLX5109 (in Ukrainian and Romanian)				Course code	LLU5125 (2)	
2.2. Course tutor			Vacant – Associate Professor Ioan Herbil, PhD / Lecturer Mihaela HERBIL, PhD						
2.3. Seminar tutor			Vacant – Associate Professor Ioan Herbil, PhD / Lecturer Mihaela HERBIL, PhD						
2.4. Year of study	III	2.5. Semester	5	2.6. Type of assessment	C	2.7. Course status	Contents	DS	
							Mandatory	Optional	

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 / practical course (laboratory)	2
3.4. Total number of hours in the curriculum	56	of which: 3.5 course	28	3.6 seminar / practical course (laboratory)	28
Allotted time for individual study (ID) and self-study activities (SA)					hours
Study based on textbook, course manual, recommended bibliography, personal notes (SA)					42
Additional research (in the library, online scientific databases/platforms, or field documentation)					32
Preparation for seminars / laboratory classes/ essays/ projects/ homework/ portfolios and reports					15
Tutoring					–
Assessment (examinations)					2
Other activities:					7
3.7. Total hours for individual study (ID) and self-study activities (SA)					98
3.8. Total hours per semester					154
3.9. Number of credits					6

Date of approval
Name and signature of Dean



4. Prerequisites (if necessary)

4.1. curriculum	Passing the exam in this optional subject involves promoting the <i>segments Media Language/ Slavonic Mythology</i> , the two segments having equal weight (50% + 50%) in calculating the average.
4.2. skills Segment 1	Basic notions in the field of Media Language and other compartments of the language, mastered in the Ukrainian language classes of the previous semesters.
Segment 2	Basic notions related to the Slavonic mythology .

5. Conditions (if necessary)

5.1. for delivering lectures	Classroom equipped with blackboard, laptop, photocopies, books
5.2. for teaching seminars / practical courses (laboratory classes)	Classroom equipped with blackboard, laptop, photocopies, books Attendance at the seminar course is mandatory in proportion of 75%

6. Acquired specific skills

Professional/ essential skills	<ul style="list-style-type: none"> C1. Appropriate use of concepts in the study of general linguistics, literary theory and universal and comparative literature. C2. Effective communication, written and oral, in Romanian and Ukrainian. C3. Description of the phonetic, lexical and grammatical system of the Ukrainian language and its use in the production and translation of texts and in verbal interaction. C5. Description of the phonetic, lexical and grammatical system of modern language B and its use in the production and translation of texts and in verbal interaction.
Transversal skills	<ul style="list-style-type: none"> CT1. Using the instruments of linguistics and literary studies in accordance to professional ethics. CT2. Teamwork; interpersonal communication, taking on specific roles. CT3. Setting up an individual project for lifelong training; achieving training by accumulating information, participating in team projects and in institutional and personal development programs.

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

7.1 General objective of course	<p>Course 1</p> <ul style="list-style-type: none"> Familiarization of students with the basic notions of the discipline (the concept of media language; specific characteristics of journalistic language); identification of the publishing style in different texts. Development and improvement of oral and written communication skills; application in practice of theoretical knowledge. Complete vocabulary with new expressions. <p>Course 2</p> <ul style="list-style-type: none"> Familiarization with the terminology of the discipline. Knowledge of Slavonic mythology. Manifestation of interest by students in researching Slavonic mythology.
7.2 Specific objectives	<p>Course 1</p> <ul style="list-style-type: none"> Development of skills in recognition of journalistic style compared to other language styles. Recognizing and explaining the different phenomena of the Ukrainian language related to the field of media language. Deepening and developing language skills; vocabulary enrichment. <p>Course 2</p> <ul style="list-style-type: none"> The course provides students with the necessary training in the field of Slavonic mythology and aims to familiarize them with a new field regarding the origin and culture of a people.



8. Contents

8.1 Course 1: <i>Media Language</i>	Teaching methods	Remarks
1. Functional styles of language	Presentation, demonstration, exemplification, dialogue, debate	
2. Journalistic style: features	Presentation, demonstration, exemplification, dialogue, debate	
3. Language – expression of media culture	Presentation, demonstration, exemplification, dialogue, debate	
4. The ambiguity of journalistic language	Presentation, demonstration, exemplification, dialogue, debate	
5. Current trends in media language	Presentation, demonstration, exemplification, dialogue, debate	
6. Style and language in the media	Presentation, demonstration, exemplification, dialogue, debate	
7. Interpretation of journalistic language	Presentation, demonstration, exemplification, dialogue, debate	
Bibliography: <ul style="list-style-type: none"> • АЛЕКСЕЄВА Л. О., <i>Виразальні засоби мови у текстах розмовного, художнього та публіцистичного стилів.</i> – Донецьк: Юго-Восток, 2009; • КОВАЛЕНКО Б. О., <i>Стилістично знижена лексика в мові сучасної української публіцистики</i>, Кам'янець-Поділ., 2010; • МІНКОВА О. Ф., <i>Експресивний потенціал засобів вторинної номінації в мові новітньої української публіцистики</i>, Мелітополь: Вид. будинок ММД, 2012; • ПАПІШ В., <i>Стилістичний аспект вивчення усталених виразів</i> // Дивослово. – 1999. – № 7; • ТЕКЛЮК В., <i>Фразеологізми як синтаксичні одиниці в публіцистиці</i> // Дивослово. – 2002. – № 7; • ТИМОШЕНКО О., <i>Феномен метафори: проблема давня й сьогочасна</i> // Слово і час. – 2001. – № 5; • НЕСТЕРОВИЧ В. Ф., <i>Вплив громадськості на прийняття нормативно-правових актів через засоби масової інформації</i> / «Вісник Луганського державного університету внутрішніх справ імені Е. О. Дідоренка», 2014, № 2; • ***<i>Сучасна українська літературна мова: Лексика. Фразеологія</i> / За заг. ред. І.К. Білодіда. – К.: Наукова думка, 1973. 		
8.2 Seminar 1: <i>Media Language</i>	Teaching methods	Remarks
1. Changes of meaning in the language of the written press	Participatory lecture, conversation, explanation, demonstration, exercise	
2. The role of the media in strengthening the Ukrainian language	Participatory lecture, conversation, explanation, demonstration, exercise	
3. Ukrainian writers-publicists	Participatory lecture, conversation, explanation, demonstration, exercise	
4. Clichés of journalistic languages in the daily press	Participatory lecture, conversation, explanation, demonstration, exercise	
5. The difference between news and fake-news	Participatory lecture, conversation, explanation, demonstration, exercise	
6. Ethics in the language of the media	Participatory lecture, conversation, explanation, demonstration, exercise	



7. Presentation of papers	Participatory lecture, conversation, explanation, demonstration, exercise	
Bibliography: <ul style="list-style-type: none"> • ЖИВОТКО А., <i>Історія української преси</i>, Мюнхен, 1989-90. • ***<i>Літературний енциклопедичний словник</i> / За ред. В.Кожевнікова, П.Ніколаєва. – М.: Рад. енциклопедія, 1987. • ***<i>Новий тлумачний словник української мови</i>: У 4 т. / Уклад.: В.Яременко, О.Сліпущо. – К.: Аконті, 2001. 		

8.3 Course 2: Slavonic Mythology	Teaching methods	Remarks
1. Introduction to mythology	Presentation, explanation, demonstration, debate, analysis	
2. Peculiarities of Slavonic mythology in the context of world mythologies	Presentation, explanation, demonstration, debate, analysis	
3. Beliefs of Slavonic ancestors	Presentation, explanation, demonstration, debate, analysis	
4. The reflection of ancient beliefs in Ukrainian literature – I	Presentation, explanation, demonstration, debate, analysis	
5. The reflection of ancient beliefs in Ukrainian literature – II	Presentation, explanation, demonstration, debate, analysis	
6. Mythology and painting	Presentation, explanation, demonstration, debate, analysis	
7. Cultural aspects of mythology	Presentation, explanation, demonstration, debate, analysis	

Bibliography:

- АНТОНОВИЧ В. *Чари на Україні* / пер. та редан. В. Гнатюка. Львів: Наукове товариство ім. Шевченка, 1905.
- ГНАТЮК В. *Нарис української міфології* / підгот. та опрацюв. тексту, вступ. ст. і примітки Романа Кирчіва. Львів: Інститут народознавства НАН України, 2000;
- IVAN NECIU-LEVYTKYI. *Concepția despre lume a poporului ucrainean. Schiță de mitologie ucraineană*, în trad. Mihaelei Herbil și Cristinei Silaghi: Editura RCR Editorial. București, 2022;
- ****Енциклопедія «Українська міфологія»* // Українські електронні та паперові енциклопедичні видання: основні здобутки й перспективи: науковий збірник / НАН України; Інститут енциклопедичних досліджень. – К.: Академперіодика, 2015;
- ****Антологія: фольклор, міфи і легенди народів світу в шкільному курсі літератури.* / автор-упорядник М. Чумарна. Львів: Світ, 2019.

8.4 Seminar 2: Slavonic Mythology	Teaching methods	Remarks
1. Traditions and customs with pagan origins	Demonstration, conversation, explanation, exemplification, exercise	
2. Rituals and traditions related to the New Year and the Night of Ivan Kupalo	Demonstration, conversation, explanation, exemplification, exercise	
3. Mythological creatures in the story of Mychailo Kotiubynskyi <i>Shadows of forgotten ancestors</i>	Demonstration, conversation, explanation, exemplification, exercise	
4. <i>The worldview of the Ukrainian people. Outline of the Ukrainian Mythology</i> by Ivan Neciu-Levytkyi – book presentation	Demonstration, conversation, explanation, exemplification, exercise	
5. Perus vs Zeus – cultural approaches	Demonstration, conversation, explanation, exemplification, exercise	



6. Belives of the Slavs reflected in the story of Olha Kobyleanska <i>Sunday morning she was picking herbs</i>	Demonstration, conversation, explanation, exemplification, exercise	
7. Presentation of papers	Demonstration, conversation, explanation, exemplification, exercise	
<p>Bibliography:</p> <ul style="list-style-type: none"> • ТКАЧ М. <i>Міфологія: підручник</i>. Київ: ДАККіМ, 2009; • IVAN NECIU-LEVYŤKYI. <i>Conceptia despre lume a poporului ucrainean. Schiță de mitologie ucraineană</i>, în trad. Mihaelei Herbil și Cristinei Silaghi: Editura RCR Editorial. București, 2022; • КОБИЛЯНСЬКА О. <i>Твори</i>, Ужгород: Карпати, 1983; • ***<i>Українські міфи, демонологія, легенди</i> / упоряд. М.К. Дмитренко. Київ: Музична Україна, 1992; • ***<i>Українська міфологія та культурна спадщина: міфологічні уявлення, вірування, обряди, легенди та їхні відлуння у фольклорі і пізніших звичаях українців, братів-слов'ян та інших народів</i> / О. А. Кононенко. Харків: Фоліо, 2011. 		

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

<ul style="list-style-type: none"> • The content of the discipline is in accordance with the subject taught in other university centers in the country and abroad, such as: University of Bucharest; "Ștefan cel Mare" University of Suceava; "Taras H. Shevchenko" National University of Kiev (Ukraine); Yuri Fedkovyci University of Chernivtsi (Ukraine); Jagiellonian University (Poland); LM Universität München (Germany); University of Vienna (Austria). • In accordance with ARACIS standards, the department/specialization maintains continuous collaboration with representatives of the socio-economic and professional environment, especially with: 1. Maramures County School Inspectorate; 2. The Union of Ukrainians in Romania, Editorial Boards of Periodicals; 3. Radio Romania International – Ukrainian Section; 4. Accenture Industrial Software Solutions S.A. Cluj; 5. The Border Police.
--

10. Assessment (examination)

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Course and seminar 1 <i>Media Language</i>	<ul style="list-style-type: none"> • Knowledge and application of concepts and phenomena debated in the theoretical course. • The degree of assimilation of the specialized language, of the terms. • Ability to apply in practice the theoretical notions in the field of media language (exercises, translations, elaboration of journalistic type texts). • Understanding the importance of the studied discipline and its connection with other specialized disciplines. • Elaboration and presentation of a paper during the semester on a topic chosen from phraseology. • The evaluation at the end of the semester (form of verification – colloquium) will be doubled by the evaluation of the students' activity at the seminar classes. 	<p>Colloquium - written / oral</p> <p>75% attendance at the seminar is mandatory</p>	50% of grade



10.5 Course and seminar 2 <i>Slavonic Mythology</i>	<ul style="list-style-type: none"> • Applying the theoretical knowledge presented and debated to the theoretical course. • Elaboration and presentation of a paper during the semester on a chosen topic from Slavonic mythology. • Ability to apply in practice the theoretical notions in the field of Slavonic mythology. • Making translations from different fields. • Attitude aspects: conscientiousness, individual and group study. 	Colloquium - written / oral 75% attendance at the seminar is mandatory	50% of grade
10.6 Basic performance standard			
<p>Course and seminar 1:</p> <ul style="list-style-type: none"> • acquiring basic knowledge about the media language • correct use of specialized language • knowledge of the meaning and correct use of the media language studied in the course and seminar • identification different expressions from the language of the press in texts, ability to analyze <p>Course and seminar 2</p> <ul style="list-style-type: none"> • knowledge of the main aspects of the mythology • correct use of specialized terms • ability to identify elements of mythology in the works of some Ukrainian writers • recognizing the elements of Slavic mythology in the context of the mythology of other peoples. 			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development

Date:
13.01.2025

Course and seminar tutor's name and
signature
Associate Professor Ioan HERBIL, PhD

Course and seminar tutor's name and
signature
Lecturer Mihaela HERBIL, PhD

Date of approval:
28.01.2025

Head of Department's name and signature,
Associate Professor Ioan HERBIL, PhD

Date of approval
Name and signature of Dean