



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	Slavic Languages and Literatures
1.4. Field of study	Language and Literature
1.5. Study cycle (BA/MA)	BA
1.6. Study programme/Qualification	Russian language and literature/ BA in Philology
1.7. Enrolment frequency	Full time

2. Information about the subject

2.1. Course title			(2) Media Language/ Slavonic Mythology (Optional course package 5 – LLX5108) – (in Russian and Romanian)				Course code	LLS5125	
2.2. Course tutor					Lecturer Jadwiga Mrożek Myszkowska, PhD				
2.3. Seminar tutor					Lecturer Jadwiga Mrożek Myszkowska, 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	2
3.4. Total number of hours in the curriculum	56	of which: 3.5 course	28	3.6 seminar	28
Allotted time for individual study (ID) and self-study activities (SA)					hours
Study based on textbook, course manual, recommended bibliography, personal notes (SA)					34
Additional research (in the library, online scientific databases/platforms, or field documentation)					34
Preparation for seminars / laboratory classes/ essays/ projects/ homework/ portfolios and reports					19
Tutoring					-
Assessment (examinations)					4
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	Promoting the Optional Course 5 requires the promotion of Press language and Slavic Mythology segments, each holding an equal value (50%+50%) in the overall final.
4.2. skills	<p>Course 1</p> <ul style="list-style-type: none"> • Basic grammatical, lexicological, phraseological knowledge and language stylistic. <p>Course 2</p> <ul style="list-style-type: none"> • Elementary knowledge of the European cultural space.

5. Conditions (if necessary)

5.1. for delivering lectures	Classroom equipped with blackboard, computer and video projector
5.2. for teaching seminars	Classroom equipped with blackboard, computer and video projector Mandatory student presence required for 75% of the classes, admission for the final evaluation being conditioned by class attendance.

6. Acquired specific skills

Professional/ essential skills	<ul style="list-style-type: none"> • C1. Appropriate use of fundamental concepts in the study of general linguistics, theory of literature and comparative literature. • C2. Efficient written and oral communication in Russian/Polish. • C3. Analysis and presentation of literary phenomena in the context of the reference culture. • C4. Understanding relationships and influences between literary and critical categories, as well as the relationships among various current methodologies. • C5. Understanding the interdependencies between the text and the fictional world.
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"> • Familiarizing the students with specific aspects of press language. • Familiarizing the students with the stylistic particularities of press texts. • Analysis and editing of journalistic texts, belonging to various Russian/Polish journalistic styles. <p>Course 2</p> <ul style="list-style-type: none"> • Familiarizing the students with the history and culture of the Slavic space. • Attaining knowledge in regards to the theory of myth and story. • Understanding the typical customs and beliefs of the Slavic cultural space, especially the Russian and Polish ones.
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7.2 Specific objectives	<p>Course 1</p> <ul style="list-style-type: none"> • The ability to practically use the knowledge of press-specific forms. • Presentation of the various techniques employed in editing press material. • Knowledge of the editing techniques in relation to the type of press/public receptor/journalistic genres. • Observing the different editing techniques in journalistic editing. <p>Course 2</p> <ul style="list-style-type: none"> • The course offers students a deep knowledge over the history and culture of the European space, in direct connection to the activity of different Slavic groups. Based on examples, the class participants will learn how to recognize and to classify elements and phenomena, which can be commonly-shared or group-specific within the contemporary Slavic cultural space, and will gain a better understanding over the ways in which public-space myths function.
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8. Contents

8.1 Course (Media language)	Teaching methods	Remarks
1. Word and language vs. style and stylistic – modern theories applied in press language (1).	Exposure, demonstration, exemplification, analysis, explanation	
2. Types of journalistic editing: a) in informative press; b) in specialized press; c) in cultural press.	Exposure, demonstration, exemplification, analysis, explanation	
3. The frame of the journalistic text. Particularities of the publicist style/language.	Participatory lecture, demonstration, exemplification, analysis, explanation	
4. Editing techniques in relation to the journalistic genres	Participatory lecture, demonstration, exemplification, analysis, explanation	
5. Figurative language in press text (1).	Participatory lecture, demonstration, exemplification, analysis, explanation	
6. Methods of enhancing expressivity in press text.	Participatory lecture, demonstration, exemplification, analysis, explanation	
7. Knowledge evaluation. Colloquium	Summative evaluation	
Bibliography 1. Geambașu, Constantin (coord.) (2002), <i>Cracovia. Pagini de cultură europeană</i> , Ed. Paideia. 2. Fras, J. (1999), <i>Dziennikarski warsztat językowy</i> , Wrocław. 3. Lis, T., Skowroński, K., Ozimecki, M. (2002), <i>ABC dziennikarstwa</i> , Warszawa. 4. Рахимова, Н.М., Акашева, Т.В. и др. (2018), <i>Язык прессы</i> , Магнитогорск.		
8.2 Seminar (Media language)	Teaching methods	Remarks
1. Figures of speech vs. press language (1).	Explanation, exemplification, analysis, dialogue	
2. Analysis of the language/style of reporting.	Explanation, exemplification, analysis, dialogue	
3. Analysis of the language/style in opinion journalism. Interview language / style particularities.	Explanation, exemplification, analysis, dialogue	
4. The role of the metaphor in press language.	Explanation, exemplification, analysis, dialogue	



5. Operations employed in press text editing: summarizing facts, criticism.	Explanation, exemplification, analysis, dialogue	
6. The role of the header in press language.	Explanation, exemplification, analysis, dialogue	
7. Paper presentation. Colloquium	Summative evaluation	
Bibliography 1. Geambașu, Constantin (coord.) (2002), <i>Cracovia. Pagini de cultură europeană</i> , Ed. Paideia 2. Bortnowski, S. (1999), <i>Warsztaty dziennikarskie</i> , Warszawa. 3. Grobel, L. (2006), <i>Sztuka wywiadu. Lekcje mistrza</i> , Warszawa. 4. Рахимова, Н.М., Акашева, Т.В. и др. (2018), <i>Язык прессы</i> , Магнитогорск.		
8.3 Course 2 (Slavic Mythology)	Teaching methods	Remarks
1. Notions of myth, mythology and study in the European context – several theoretical aspects. The Protoslavic people – before the separation into the three human groups: Eastern, Western and Southern (brief history).	Lecture, demonstration, exemplification, analysis	
2. Folk beliefs regarding the world and man in the Slavic cultural space.	Lecture, analysis, demonstration, exemplification	
3. The four ages of men: birth, childhood, marriage and family – beliefs, customs, rituals	Lecture, analysis, demonstration, exemplification	
4. The cult of the ancestors and of the dead – view over the afterlife. Fate and destiny, demons, vampires and werewolves.	Lecture, analysis, demonstration, exemplification, analysis	
5. The main Slavic deities. Slavic demonology. Slavic polytheism vs. Christian monotheism – the Christianization of the Slavs.	Lecture, analysis, demonstration, exemplification	
6. The story as a repository of pre-Christian beliefs – examples from the Russian and Polish spaces.	Lecture, analysis, demonstration, exemplification	
7. Folk and folkloric history of Poland and Russia vs. the real history of these countries.	Lecture, analysis, demonstration, exemplification	
Bibliography 1. Danilov, Ilie (2007), <i>Dictionar de mitologie slavă</i> , Ed. Polirom, Iași. 2. Geambașu, Constantin (coord.) (2010), <i>Studii de imagologie polonă</i> , Ed. Universității din București. 3. Brückner, A. (1985), <i>Mitologia słowiańska i polska</i> , Warszawa.		
8.4 Seminar 2 (Slavic Mythology)	Teaching methods	Remarks
1. The cult of the ancestors and of the dead. Beliefs about the afterlife.	Explanation, exemplification, analysis, dialogue	
2. The main Slavic deities. Slavic demonology.	Explanation, exemplification, analysis, dialogue	
3. The most important religious sanctuaries of the Slavs from the regions of interest.	Explanation, exemplification, analysis, dialogue	
4. The story as a repository of pre-Christian beliefs – examples from the Polish and Russian spaces.	Explanation, exemplification, analysis, dialogue	
5. Slavic-derived religious traditions in contemporary Romania.	Explanation, exemplification, analysis, dialogue	
6. Greek, Roman and Slavic mythology.	Explanation, exemplification, analysis, dialogue	
7. Paper presentation. Colloquium	Summative evaluation	



Bibliography:

1. Danilov, Ilie (2007), *Dicționar de mitologie slavă*, Ed. Polirom, Iași.
2. Geambașu, Constantin (coord.) (2010), *Studii de imagologie polonă*, Ed. Universității din București.
3. Brückner, A. (1985), *Mitologia słowiańska i polska*, Warszawa.
4. Гейштор, А. (2014), *Мифология славян*, Москва: Весь Мир.

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

- The content of the discipline is in concordance with the curriculum taught in other university centres in the country and abroad, like, for example: University of Bucharest, University "Al.I. Cuza" of Iasi, Jagiellonian University (Poland), University of Warsaw (Poland), University of Szeged (Hungary).
- In accordance with the standards of ARACIS, the department/ specialization has a continuous collaboration with the representatives of the socio-economic and professional field, and especially with: 1. TRADEURO SRL 2. Wolters Kluwer Financial Services 3. S.C. SIMEX S.A. 4. S.C. Universal CO SA 5. S.C. WENS Tours.

10. Assessment (examination)



Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Course 1, 2	1. The correctness and completeness of the knowledge, the assimilated degree of the taught material, the logical coherence.	Written and spoken colloquium	50%
10.5 Seminar 1, 2	1. Seminar attendance, activity and involvement.	Written and spoken colloquium.	50%
	2. Presentation of a paper for each (1st and 2nd seminar) on a topic agreed-upon at the beginning of the semester.		
10.6 Basic performance standard			
<div>Course and seminar 1</div> <ul style="list-style-type: none">• Gaining the basic knowledge of the journalistic field.• The capacity to indicate the characteristics of different press releases. <div>Course and seminar 2</div> <ul style="list-style-type: none">• General knowledge of the Slavic mythology.• Understanding the fundamental Slavic deities and rituals, as well as knowing the main religious sanctuaries of the Slavs.			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development



Date:
23.01.2025

Course 1, Course 2 tutor's name and signature	Seminar 1, Seminar 2 tutor's name and signature
Lecturer Jadwiga Mrożek-Myszkowska, PhD	Lecturer Jadwiga Mrożek-Myszkowska, PhD
	

Date of approval:
29.01.2025

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



Date of approval
Name and signature of Dean