



SYLLABUS

Communication and discursive practices

Academic year 2025-2026

1. Information about the study program

1.1. University	Babes-Bolyai University
1.2. Faculty	Faculty of Letters
1.3. Department	Department of Romance Languages and Literatures
1.4. Field of study	Language and literature
1.5. Study cycle	MA
1.6. Study programme/Qualification	Multilingual and Multicultural Communication / Master
1.7. Enrolment frequency	Full time

2. Information about the subject

2.1. Course title		Communication and discursive practices				Course code		LMF2209				
2.2. Course tutor				Lect. dr. Veronica Manole								
2.3. Seminar / practical course (laboratory) tutor												
2.4. Year of study		2	2.5. Semester		4	2.6. Type of assessment		V	2.7. Course status		Contents	DSIN
											Mandatory	DO

3. Total estimated time (teaching hours per semester)

3.1. Number of hours per week	2	of which: 3.2 course		3.3 seminar / practical course (laboratory)	2
3.4. Total number of hours in the curriculum	24	of which: 3.5 course		3.6 seminar / practical course (laboratory)	24
Allotted time for individual study (ID) and self-study activities (SA)					hours
Study based on textbook, course manual, recommended bibliography, personal notes (SA)					30
Additional research (in the library, online scientific databases/platforms, or field documentation)					50
Preparation for seminars / laboratory classes/ essays/ projects/ homework/ portfolios and reports					60
Tutoring					12
Assessment (examinations)					4
Other activities:					0
3.7. Total hours for individual study (ID) and self-study activities (SA)					156
3.8. Total hours per semester					180
3.9. Number of credits					7

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. skills	

5. Conditions (if necessary)

5.1. for delivering lectures	Classroom equipped with blackboard, computer, video projector, MS Teams.
5.2. for teaching seminars / practical courses (laboratory classes)	

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6. Acquired specific skills

Professional/ essential skills	<ul style="list-style-type: none"> - search databases - consults sources of information - demonstrates disciplinary expertise - thinks abstractly - interacts professionally in research and professional environments - promotes knowledge transfer - synthesizes information
Transversal skills	<ul style="list-style-type: none"> - demonstrates intercultural competence - works in teams - thinks analytically - respects diversity of cultural values and norms - appreciates the diversity of cultural and artistic expressions

7. Course objectives (derived from the acquired skills)

7.1 General objective of course	The course aims to synthesize several perspectives on communication and discourse, and to introduce students to discursive-textual practices that will be useful in professional life, in several professions (language teaching, mediation linguistics, public relations, journalism, etc.) and proposes to introduce students to linguistic pragmatics and the general typology of discourse and texts, oral and written, dialogic and monologue.
7.2 Specific objectives	<ol style="list-style-type: none"> 1. Knowledge and understanding (knowledge and appropriate use of specific concepts of the subject) <ul style="list-style-type: none"> - assimilation of the basic terminology of pragmatics and discourse analysis 2. Explanation and interpretation (explaining and interpreting ideas, projects, processes, and the theoretical and practical content of the subject) <ul style="list-style-type: none"> - explaining different grammatical phenomena specific to the language 3. Instrumental-applicative (designing, conducting and evaluating practical activities specific; use of methods, techniques and tools for investigation and application) <ul style="list-style-type: none"> - learning specific methods for analyzing grammatical and lexical errors - training in the practical use of grammar skills - practical exercises 4. Attitudinal (showing a positive and responsible attitude towards the field scientific / cultivating a scientific environment centered on values and democratic relations / promoting a cultural, moral and civic value system / making the best and and creative use of their own potential in scientific activities / involvement in the development institutional development and promotion of scientific innovation / engaging in partnership relations with other persons/institutions with similar responsibilities / participation in own professional development) <ul style="list-style-type: none"> - learning study skills on different discourse typologies, linguistic pragmatics



8. Contents

8.2 Course	Teaching methods	Remarks
1. Linguistic pragmatics: introduction	Conversation, explanation, group work, active participation	
2. Linguistic pragmatics: deixis, anaphora, implicatures	Conversation, explanation, group work, active participation	
3. Concepts of linguistic pragmatics: speech acts	Conversation, explanation, group work, active participation	
4. Concepts of linguistic pragmatics: linguistic politeness	Conversation, explanation, group work, active participation	
5. Political discourse I: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
6. Political discourse II: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
7. Journalistic discourse I: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
8. Journalistic discourse II: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
9. Advertising discourse I: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
10. Advertising discourse II: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
11. Religious speech: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
12. Legal discourse: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
Bibliography Bonhomme, M. & Adam, J.-M. (2005) <i>Argumentarea publicitară</i> . Trad. M.-E. Avadanei. Iași: Editura Institutul European. Costăchescu. A. (2019). <i>Pragmatica lingvistică: teorii, dezbateri, exemple</i> . Iași: Editura Institutul European. Ghiorocoeanu, A. (2023) <i>Pragmatica discursului juridic</i> . Iași: Editura Institutul European. Guia, Sorin (2014). <i>Discursul religios. Structuri și tipuri</i> . Iași: Editura Universității Alexandru Ioan Cuza din Iași. Ionescu-Ruxăndoiu, L. (2003) <i>Limba și comunicare: elemente de pragmatică lingvistică</i> . București: Editura ALL. Ionescu-Ruxăndoiu, L. et al. (coord.) (2018) <i>Discursul parlamentar românesc (1866-1938): o perspectivă pragmatic-retorică</i> . București: Editura Universității din București. Ionescu-Ruxăndoiu, L. (coord.) (2018) <i>Dicționar de pragmatică și de analiza discursului</i> . Iași: Editura Institutul European. Popescu, C. (2021) <i>Expresivitate publicitară</i> . București: Editura Paideia. Robu, M. A. (2015) <i>Discursul publicitar din perspectivă pragmalingvistică</i> . Iași: Editura UAIC. Zafiu, R. (2007) <i>Limba și politică</i> . București: Editura Universității din București.		

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

- In accordance with ARACIS standards, the department has a continuous collaboration with representatives of the socio-economic and professional, especially with FSP Global, French Institute, Honorary Consulate of Italy, "Mihai Eminescu" Cluj-Napoca, "Eugen Pora" Theoretical High School Cluj-Napoca.

10. Assessment (examination)



Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Course	Analyzing a text according to the theoretical framework studied.	Oral exam, rated from 1 to 10.	50%

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		For assessment, the student will present orally a part of his/her dissertation/other scientific work. The student will also have an oral presentation according to the topics indicated above.	50%
10.5 Basic performance standard The student masters the concepts, analyzes the texts and correctly identifies discourse typology and main features.			
Organizational details, management of exceptional situations: Cheating or attempted cheating in the examination will be penalized with the mark 1 (one).			

11. Labels ODD (Sustainable Development Objectives)

Date:
31.01.2025

Course tutor's name and signature
Lect. Dr. Veronica Manole



Seminar tutor's name and signature

Date of approval:
08.02.2025

Head of Department's name and signature,
Conf. Dr. Cristiana Papahagi



Date of approval:
Name and signature of Dean: