



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	Current trends in linguistics / Master
1.7. Enrolment frequency	Full time

2. Information about the subject

2.1. Course title			Communication and discursive practices					Course code		LMF1238		
2.2. Course tutor					Lect. dr. Veronica Manole							
2.3. Seminar / practical course (laboratory) tutor					Lect. dr. Veronica Manole							
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	3	of which: 3.2 course	2	3.3 seminar / practical course (laboratory)	1
3.4. Total number of hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar / practical course (laboratory)	14
Allotted time for individual study (ID) and self-study activities (SA)					hours
Study based on textbook, course manual, recommended bibliography, personal notes (SA)					40
Additional research (in the library, online scientific databases/platforms, or field documentation)					40
Preparation for seminars / laboratory classes/ essays/ projects/ homework/ portfolios and reports					40
Tutoring					18
Assessment (examinations)					2
Other activities:					0
3.7. Total hours for individual study (ID) and self-study activities (SA)					140
3.8. Total hours per semester					182
3.9. Number of credits					6

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. skills	

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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)	

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 specific 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"> 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 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 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 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

8.1 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 I: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
12. Religious speech II: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
13. Legal discourse I: characteristics, typology and analysis	Conversation, explanation, group work, active participation	
14. Legal discourse II: characteristics, typology and analysis	Conversation, explanation, group work, active participation	

Bibliography

Bonhomme, M. & Adam, J.-M. (2005) *Argumentarea publicitară*. Trad. M.-E. Avadanei. Iași: Editura Institutul European.
 Charaudeau, P. & Ghiglione, R. (2005) *Talk show-ul. Despre libertatea cuvântului ca mit*. Trad. O. Pocovnicu. Iași: Polirom.
 Costăchescu, A. (2019). *Pragmatica lingvistică: teorii, dezbateri, exemple*. Iași: Editura Institutul European.
 Ghiorocoeanu, A. (2023) *Pragmatica discursului juridic*. Iași: Editura Institutul European.
 Guia, Sorin (2014). *Discursul religios. Structuri și tipuri*. Iași: Editura Universității Alexandru Ioan Cuza din Iași.
 Ionescu-Ruxăndoiu, L. (2003) *Limba și comunicare: elemente de pragmatică lingvistică*. București: Editura ALL.
 Ionescu-Ruxăndoiu, L. et al. (coord.) (2018) *Discursul parlamentar românesc (1866-1938): o perspectivă pragmatic-retorică*. București: Editura Universității din București.
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 Popescu, C. (2021) *Expresivitate publicitară*. București: Editura Paideia.
 Robu, M. A. (2015) *Discursul publicitar din perspectivă pragmatolingvistică*. Iași: Editura UAIC.
 Zafiu, R. (2007) *Limba și politică*. București: Editura Universității din București.

8.2 Seminar	Teaching methods	Remarks
1. Linguistic pragmatics I	Conversation, explanation, group work, active participation	
2. Linguistic pragmatics II	Conversation, explanation, group work, active participation	
3. Political discourse	Conversation, explanation, group work, active participation	

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4. Journalistic discourse	Conversation, explanation, group work, active participation	
5. Advertising discourse	Conversation, explanation, group work, active participation	
6. Religious speech	Conversation, explanation, group work, active participation	
7. Legal discourse	Conversation, explanation, group work, active participation	

Bibliography

Bonhomme, M. & Adam, J.-M. (2005) *Argumentarea publicitară*. Trad. M.-E. Avadanei. Iași: Editura Institutul European.
Charaudeau, P. & Ghiglione, R. (2005) *Talk show-ul. Despre libertatea cuvântului ca mit*. Trad. O. Pocovnicu. Iași: Polirom.
Costăchescu, A. (2019). *Pragmatica lingvistică: teorii, dezbateri, exemple*. Iași: Editura Institutul European.
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Ionescu-Ruxăndoiu, L. (coord.) (2018) *Dicționar de pragmatică și de analiza discursului*. Iași: Editura Institutul European.
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Zafiu, R. (2007) *Limba și politică*. 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	The right choice of corpus. Mastering the concepts	A written paper handed in during the session, analyzing a type of speech chosen by the student.	50%
10.5 Seminar	Mastering the concepts	Oral presentation during the semester	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).			

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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

Lect. Dr. Veronica Manole



Date of approval:
01.02.2025

Head of Department's name and signature,

Conf. Dr. Cristiana Papahagi

Date of approval: 01.02.2025

Name and signature of Dean: conf.dr. Rareș Moldovan