



## SYLLABUS

### Chinese Language. Journalistic Text. Reading and Writing (2)

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 Asian Languages and Literatures
1.4. Field of study	Philology
1.5. Study cycle (BA/MA)	MA
1.6. Study programme/Qualification	East-Asian Studies and Research/Master's Degree in Philology
1.7. Enrolment frequency	Full time

#### 2. Information about the subject

2.1. Course title		Chinese Language. Journalistic Text. Reading and Writing (2)				Course code		LMA1216	
2.2. Course tutor					Chen Kai				
2.3. Seminar / practical course(laboratory) tutor					Chen Kai				
2.4. Year of study	1	2.5. Semester	2	2.6. Type of assessment	C	2.7. Course status	Contents	DS	
							Mandatory	DOb	

#### 3. Total estimated time (teaching hours per semester)

3.1. Number of hours per week	5	of which: 3.2 course	2	3.3 seminar/practical course (laboratory)	3
3.4. Total number of hours in the curriculum	70	of which: 3.5 course	28	3.6 seminar/practical course (laboratory)	42
<b>Allotted time for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Study based on textbook, course manual, recommended bibliography, personal notes (SA)					30
Additional research (in the library, online scientific databases/platforms, or field documentation)					30
Preparation for seminars/laboratory classes/ essays/projects/homework/ portfolios and reports					30
Tutoring					10
Assessment (examinations)					2
Other activities:					10
<b>3.7. Total hours for individual study (ID) and self-study activities (SA)</b>					<b>112</b>
<b>3.8. Total hours per semester</b>					<b>182</b>
<b>3.9. Number of credits</b>					<b>7</b>



#### 4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. skills	-

#### 5. Conditions (if necessary)

5.1. for delivering lectures	Course room, Audio system, photocopies, printed materials, books
5.2. for teaching seminars / practical courses(laboratory classes)	Seminars room

#### 6. Acquired specific skills

Professional/essential skills	<p>C1 Conductsscientificresearch.</p> <p>C2 Translate texts.</p> <p>C3 Applies scientific methods.</p> <p>C4 Follows a code of ethical conduct for translation activities.</p> <p>C5 Uses dictionaries.</p> <p>C6 Apply grammar and spelling rules.</p> <p>C7 Speaks several foreign languages.</p> <p>C8 Manages personal professional development.</p> <p>C9 Writes scientific, academic papers and technical documentation.</p> <p>C10 Creates cultural-linguistic adaptation of texts.</p>
Transversal skills	<p>CT1 Shows initiative.</p> <p>CT2 Accepts criticism and guidance.</p> <p>CT3 Takes ownership.</p> <p>CT4 Demonstrates cross-cultural competence.</p>

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

7.1 General objective of course	<ul style="list-style-type: none"> <li>The skill of correctly interpreting, translating, and editing journalistic texts.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>Familiarization with the format and content of Chinese journalistic texts.</li> <li>The accumulation of a vocabulary that enables them to write texts for the audiovisual media.</li> </ul>

#### 8. Contents

8.1 Course	Teaching methods	Remarks
Course 1: Radio News; construction, language, role. Characteristics of Chinese news bulletins.	Presentation, Explanation, Demonstration; Interactive course	
Course 2: Radio Reporting; form, characteristics, and structure.	Presentation, Explanation, Demonstration; Interactive	

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	course	
Course 3: Radio Feature; definition, form, Chinese characteristics.	Presentation, Explanation, Demonstration; Interactive course	
Course 4: Radio Interview; techniques, features, interview psychology, Chinese standards.	Presentation, Explanation, Demonstration; Interactive course	
Course 5: Irony and Humor in Journalistic Texts; Chinese humor.	Presentation, Explanation, Demonstration; Interactive course	
Course 6: Introduction or Presentation Text in Radio Talk Shows; portrayal techniques.	Presentation, Explanation, Demonstration; Interactive course	
Course 7: Online Journalism in China; the human journalist and the AI journalist.	Presentation, Explanation, Demonstration; Interactive course	
Course 8: Creating Articles Using Artificial Intelligence Programs; ChatGPT and Ernie Bot.	Presentation, Explanation, Demonstration; Interactive course	
Course 9: Writing Articles for Website Posting. Read articles and scanned articles.	Presentation, Explanation, Demonstration; Interactive course	
Course 10: Theater and Film Critique.	Presentation, Explanation, Demonstration; Interactive course	
Course 11: Reviews and Book Presentations. Creating informative video materials.	Presentation, Explanation, Demonstration; Interactive course	
Course 12: Reception of Written and Oral Texts. Transmission of Written and Oral Texts.formation and Misinformation.	Presentation, Explanation, Demonstration; Interactive course	
Course 13: Translating Written Press Texts.	Presentation, Explanation, Demonstration; Interactive course	
Course 14: Translating Oral Texts from Audiovisual Media.	Presentation, Explanation, Demonstration; Interactive course	
Bibliography: 1) Xu Baohuang, <i>Jurnalismul</i> , Editura Universității Chineze de Jurnalism, 2016 徐宝璜《新闻学》，中国传媒大学出版社，2016 2) Li Liangrong, <i>Discuții teoretice de jurnalism</i> , Editura Universității Fudan, 2021 李良荣《新闻学概论（第七版）》，复旦大学出版社，2021 3) Chen Lidan, <i>Teoria jurnalismului</i> , Editura Universității Fudan, 2020 陈力丹《新闻理论十讲（修订版）》，复旦大学出版社，2020 4) Mihai Coman, <i>Manual de jurnalism</i> , Editura Polirom, 2009 5) lect.univ Cristian Zoicaș, <i>Support de curs: Limbaj journalistic în radio</i> 6) Georgeta Stepanov, <i>Bazele jurnalismului</i> , Editura CEP Usm, 2019		
8.2 Seminar / practical course (laboratory class)	Teaching methods	Remarks
Seminar 1: Radio News Collected One Week Before the Seminar	Dialogue, Interactive course	



Seminar 2: Radio Reports Collected One Week Before the Seminar	Dialogue, Interactive course	
Seminar 3: Radio Features Collected One Week Before the Seminar	Dialogue, Interactive course	
Seminar 4: Radio Interviews Collected One Week Before the Seminar	Dialogue, Interactive course	
Seminar 5: Excerpts of Ironical and Humorous Journalistic Texts from Audiovisual Media	Dialogue, Interactive course	
Seminar 6: Excerpts from Talk Shows	Dialogue, Interactive course	
Seminar 7: Journalistic Texts Created by Artificial Intelligence vs. Texts Created by Humans	Dialogue, Interactive course	
Seminar 8: Journalistic Texts Created by ChatGPT and Ernie Bot	Dialogue, Interactive course	
Seminar 9: Online Articles, Official and Unofficial		
Seminar 10: Theater and Film Critique Articles	Dialogue, Interactive course	
Seminar 11: Reviews for Analysis; Creating Clips for Book Presentations		
Seminar 12: Informative Texts, Misinformation Texts; Psychology and Directives	Dialogue, Interactive course	
Seminar 13: Analysis of Translations from the Written Press	Dialogue, Interactive course	
Seminar 14: Analysis of Translations from Audiovisual Oral Texts	Dialogue, Interactive course	
Bibliography: 1) Xu Baohuang, <i>Jurnalismul</i> , Editura Universității Chineze de Jurnalism, 2016 徐宝璜《新闻学》，中国传媒大学出版社，2016 2) Li Liangrong, <i>Discuții teoretice de jurnalism</i> , Editura Universității Fudan, 2021 李良荣《新闻学概论（第七版）》，复旦大学出版社，2021 3) Chen Lidan, <i>Teoria jurnalismului</i> , Editura Universității Fudan, 2020 陈力丹《新闻理论十讲（修订版）》，复旦大学出版社，2020 4) Mihai Coman, <i>Manual de jurnalism</i> , Editura Polirom, 2009 5) lect.univ Cristian Zoicaș, <i>Support de curs: Limbaj jurnalistic în radio</i> 6) Georgeta Stepanov, <i>Bazele jurnalismului</i> , Editura CEP Usm, 2019		

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

- D'effect Design SRL, Design educațional și design general. Persoana de contact (datele de identificare) Filip Lavinia-Manager general tel 0722522527
- Start-Up Media SRL, Servicii media și publicitare. Persoana de contact (datele de identificare) Ureche Tudor, director, tel.0722522527
- Cuiul SRL, Servicii de producere a materialelor din fier. Persoana de contact (datele de identificare) Cojocariu Mihai, director, tel./fax -233251147
- Fibrex Co SRL, Servicii de producere și vindere a obiectelor sanitare. Persoana de contact (datele de identificare) Pop Crisitian, director, tel. 0364101068
- Legocom Impex SRL, Servicii de tipografie. Persoana de contact (datele de identificare) Ureche Alexandru, director, tel. 0745253789;

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### 10. Assessment (examination)

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Course	Copying or cheating: 1 - Integrity in acquiring theoretical and practical knowledge	A 2-hour written exam, graded from 1 to 10.	50%
10.5 Seminar/practical course (laboratory class)	Activity and interventions in seminars and courses modify the grade as follows: Activity and interventions = + 1 point.	A 2-hour written exam, graded from 1 to 10.	50%
10.6 Basic performance standard			
The master's student understands the main characteristics of journalistic articles and is able to write articles on various topics.			

### 11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development

Date:  
15.01.2025

Course tutor's name and signature  
..... Lect.univ.dr. Chen Kai.....

Seminar tutor's name and signature /  
Practical course tutor's (Laboratory tutor's)  
name and signature,  
..... Lect.univ.dr. Chen Kai.....

Date of approval:  
25.01.2025

Head of Department's name and signature,  
Prof. univ. dr. habil. Rodica Frențiu

Date of approval  
Conf.univ.dr. Rareș Moldovan