COURSE DESCRIPTION
COMMUNICATION
Academic year 2025-2026

1. Programme-related data

1.1. Higher Education Institution	Babeş-Bolyai University, Cluj-Napoca
1.2. Faculty	Faculty of Political, Administrative, and Communication Sciences
1.3. Doctoral Shool	**Doctoral School of Communication, Public Relations, and Advertisir**
1.4. Field of study	Communication Sciences
1.5. Level of study	**DOCTORAL STUDIES**

2. Course-related data

2.1. Course title	**COMMUNICATION**			Course code	**SDCRPP2**
2.2. Course coordinator	Prof. Flaviu Călin Rus, Ph.D.				
2.3. Seminar coordinator	Prof. Kadar Magor Elek, Ph.D.				
2.4. Year of study	1	2.5. Semester	1	2.6. Type of assessment	Viva voce
2.7. Course status	Compulsory		2.8. Course type	Core subject	

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	**4**	of which: 3.2. course	**2**	3.3. seminar/ laboratory/ project	**2**
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	3.6. seminar/ laboratory	**28**
Time allocation for individual study (IS) and self-taught activities (ST)					**hours**
Learning from textbooks, course materials, bibliography, and notes (IS)					47
Additional research in the library, on subject-specific electronic platforms, and on-site					46
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					47
Tutoring (professional guidance)					2
Examinations					2
Other activities					
3.7. Total hours of individual study (IS) and self-taught activities (ST)				**144**	
3.8. Total hours per semester				**200**	
3.9. Number of credits				**8**	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2 skills-related	

5. Specific conditions (where applicable)

5.1. course-related	
5.2. seminar/laboratory-related	

6. Subject-specific learning outcomes

Knowledge
1. Communication principles
2. Rhetoric

	Skills
1.	Develops communication strategies
2.	Uses various communication channels
	Responsibility and autonomy
1.	The set of common principles regarding communication, such as active listening, establishing rapport, adapting register, and respecting others' interventions
2.	The art of discourse aimed at improving the ability of writers and speakers to inform, persuade, or motivate their audience
3.	Manages or contributes to the design and implementation of an organization's internal and external communication plans, including its online presence
4.	Uses different types of communication channels, such as verbal, handwritten, digital, and telephone communication, to build and exchange ideas or information.

7. Contents

7.1. Course	Teaching and learning methods	Remarks[1]
1. Major meanings of communication	Presentation/ interactive activities	Q&A session (topic 1)
2. The elements of the communication process	Presentation/ interactive activities	Q&A session (topic 2)
3. Definitions of communication	Presentation/ interactive activities	Q&A session (topic 3)
4. Forms of communication	Presentation/ interactive activities	Q&A session (topic 4)
5. Communication models	Presentation/ interactive activities	Q&A session (topic 5)
6. Communication paradigms	Presentation/ interactive activities	Q&A session (topic 6)
7. The "magic bullet" theory	Presentation/ interactive activities	Q&A session (topic 7)
8. The theory of selective influence a. *The theory of individual differences* b. *The theory of social differentiation* c. *The theory of social relations*	Presentation/ interactive activities	Q&A session (topic 8)
9. Theories of indirect influence a. The Modelling theory	Presentation/ interactive activities	Q&A session (topic 9)
10. The theory of social expectations a*. The theory of social organization*	Presentation/ interactive activities	Q&A session (topic 10)

Bibliography
COURSE SUPPORT:
- Rad, Ilie, Forms and theories of communication, Faculty of Political, Administrative and Communication Sciences, Bbeş-Bolyai University, Cluj-Napoca
- DeFleur, Melvin L., Ball-Rokeach, Sandra, Theories of mass communication, Polirom Publishing House, Iaşi, 1999.
- Mcquail, Denis, Communication, European Institute Publishing House, Iaşi, 1999.
- Rus, Flaviu Călin, Introduction to the science of communication and public relations, European Institute Publishing House, Iaşi, 2002.

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[1] For example, organisational aspects, recommendations for students, specific aspects relating to the course/seminar, such as inviting experts in the field, etc.

7.2. Seminar/ laboratory	Teaching and learning methods	Remarks
1. Describe the five main meanings of the communication process	Presentation, discussion, exercises	The professor will provide answers to the students' questions and guidance for the development of their theses (topic 1)
2. Analyse the main definitions of communication	Presentation, discussion, exercises	The same (topic 2)
3.Analyse verbal, nonverbal, and interpersonal communication	Presentation, discussion, exercises	The same (topic 3)
4. Describe the similarities and differences between the linear communication models and the circular communication model	Presentation, discussion, exercises	The same (topic 4)
5. Analyse the postulates of the cognitive paradigm	Presentation, discussion, exercises	The same (topic 5)
6. Describe the "magic bullet" theory	Presentation, discussion, exercises	The same (topic 6)
7. Analyse the theory of social differentiation	Presentation, discussion, exercises	The same (topic 7)
8. Explain the mechanism of theories of indirect influence	Presentation, discussion, exercises	The same (topic 8)
9.Case studies prepared with the doctoral students, based on their individual doctoral research topics	Presentation, discussion, exercises	The same (topic 9)

Bibliography
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- Rad, Ilie, Forms and theories of communication, Faculty of Political, Administrative and Communication Sciences, Bbeş-Bolyai University, Cluj-Napoca
- DeFleur, Melvin L., Ball-Rokeach, Sandra, Theories of mass communication, Polirom Publishing House, Iaşi, 1999.
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- Rus, Flaviu Călin, Introduction to the science of communication and public relations, European Institute Publishing House, Iaşi, 2002.

8. Evaluation

Type of activity	8.1 Evaluation criteria[2]	8.2 Evaluation methods[3]	8.3 Percentage in the final grade
8.4. Course	Subjects with weight in the final grade	Exam	66%
8.5. Seminar/ laboratory	Written paper - analysis of scientific content, critical and methodological apparatus	Written evaluation	33%
8.6 Minimum standard for passing			

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[2] The evaluation criteria must directly reflect the learning outcomes targeted at the level of the degree programme respectively at the level of the subject. More specifically, the learning outcomes set out in the expected learning outcomes are assessed.

[3] Both final evaluation methods and ongoing evaluation strategies should be established.

The ability to analyze and synthesize. Knowledge of the fundamental elements of research theory and methodology. The ability to correctly and appropriately use research concepts and methods. The proper use of bibliographic resources.

9. SDG labels (Sustainable Development Goals)[4]

	General label for Sustainable Development					
		3 SĂNĂTATE ȘI BUNĂSTARE	4 EDUCAȚIE DE CALITATE	5 EGALITATE DE GEN			8 MUNCĂ DECENTĂ ȘI CREȘTERE ECONOMICĂ
10 INEGALITĂȚI REDUSE		12 CONSUM ȘI PRODUCȚIE RESPONSABILE			16 PACE, JUSTIȚIE ȘI INSTITUȚII EFICIENTE	17 PARTENERIATE PENTRU REALIZAREA OBIECTIVELOR

Date of entry:
September 2025

Signature of course coordinator
Prof. Flaviu Calin RUS, PhD

Signature of seminar coordinator
Prof. Kadar Magor Elek, PhD

Date of approval in the department:
September 2025

Signature of the SDCRPP Director
Prof. Delia Balas, PhD

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[4] Select a single label which, according to the *Implementation of SDG labels in the academic process*, best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: *"No label applies."*