

# Transilvania University of Braşov, Romania

## Study program: Communication and Public Relations

Faculty: Sociology and Communication

Study period: 3 years, bachelor

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Fundamentals of Communication	FC01	5	2	2		

**Course description (Syllabus):** Definitions and functions of communication; The role of signs in communication; Discourse acts analysis; Elements of communication process; Interactions during the communication process; Rules of communication process.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Philosophy	IF01	4	2	1	-	-

**Course description (Syllabus):** The place and the relevance of Philosophy in the cultural whole. The classic age of the Greek antique Philosophy: the Atomism, the Sophists, Socrates, Plato, Aristotle. The Medieval Philosophy: the Apologetics: Tertullian and Origen; the Patristics: Saint Augustine; the scholastic Philosophy. "The quarrel of universals": Pierre Abelard and Tomas d'Aquino. The Renaissance Philosophy: General presentation; Erasmus of Rotterdam and Michel de Montaigne. The Modern Age Philosophy: General presentation; the Empiricism: Fr. Bacon, J. Locke, G. Berkeley; the Rationalism: R. Descartes, B. Spinoza, G.W. Leibniz. The German classical Philosophy: Im. Kant, G.W.F. Hegel; The Western Philosophy of the second half of the XIXth century: K. Marx, A. Comte, H. Spencer; The "Non-rationalistic" Philosophy of the XIXth century: S. Kierkegaard, A. Schopenhauer, Fr. Nietzsche. Directions in the XXth century Philosophy: H. Bergson, L. Wittgenstein, Ed. Husserl, M. Heidegger, J.-P. Sartre, H. Marcuse, J. Habermas, L. Blaga, E. Cioran.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Logic	LO01	4	2	1		

**Course description (Syllabus):** Introductory notions; Logic and language; Principles of logic; Theory of terms; Logic of sentences; Theory of interferences; Inductive logic; Theory of argumentation; Argumentative typology; Argumentation errors.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Informatics for Communication Sciences	INF01	3	1		1	

**Course description (Syllabus):** Information, communication and society - modern communication in democracy digital space. Computer use: General and basic architecture. Presentation of most used software and system applications for Communication & Public Relations use. Methods and techniques of academic written materials. Norms and rules of scientific writing. Using and building schemes (Figures). Using and constructing tables. Using and building graphics. Building a database in Microsoft Excel. Building a database in SPSS. Internet applications - from Web 1.0 to Web 2.0.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Sociology	IS01	4	2	2	-	-

**Course description (Syllabus):** Introductory course: the question of knowledge and sociological paradigms; The question of truth. Prediction, prophecy, imputation and attribution; the question of discourse; On theory of exchange;

social and economic exchange, theory of value, money and "gift"; Cooperation – competition; game-theory; on trust; Conflict: functions of conflicts; tipology of conflicts; strategies to solve conflicts; Conformity and submission; innovation and social ritualics; the question of deviance; stygma and the abnormal; the question of norm; socializing – general elements; Coercion; politics; violence; Power, domination and authority; Weber and Foucault.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic writing	SA01	4	1	2		

**Course description (Syllabus):** Academic Writing is a course focused on familiarising students with the current standards regarding how to draft, present and/or publish various types of academic papers. This course entails an approach that will allow students to attain a greater level of understanding and proficiency in writing an academic text. More specifically, this course includes relevant information and skills about the authoring process related to all the stages of producing a finished piece of text: (1) the types of academic documents; (2) envisaging what to write; (3) planning the text in outline; (4) drafting passages; (5) writing the whole text; (5) revising and rewriting it; (6) finishing the academic document in an appropriate form, together with publishing all of it or parts of the text. A particular attention is given to the accuracy of authoring, which includes but is not limited to: (a) considerations regarding the writing style; (b) the correct editing of bibliographic references; (c) the measures needed to avoid plagiarism; (d) the principles of representing data, tables and graphics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Ethics	ET02	3	1	1		

**Course description (Syllabus):** Definitions, objectives and area of interest; Types of ethics; Social ethics and individual moralities; The moral language specific and social communication practices.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing	MMC02	3	2	1		

**Course description (Syllabus):** The evolution and significance of marketing and management concepts (part one); The evolution and significance of marketing and management concepts (part two); Ethical and social issues regarding communication marketing and management; Marketing environment; Description of the communication market; Market segmentation; Communication objectives; Understanding of the consumer behavior; Positioning and repositioning of the communication offer; Product policy; New product development policy; Price policy; Placement policy; Defining strategy and budget of the communication activity.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Verbal and Nonverbal Communication	CVN02	3	2	2	-	-

**Course description (Syllabus):** The course provides the elements regarding the language, methodologies and expertise in verbal and nonverbal communication. The main topics are: Introduction. What is communication? Definitions of communication; The territory of communication. Border areas; Communicative phenomenon. Features of communication; Forms of communication; Verbal communication; Oral communication. Forms of oral communication; Written communication. How to write a CV; Non-verbal communication; Body language (A. Pease); Human relationships (T. Gordon and N. Burch); Persuasion and manipulation (Pratkanis and Aronson, JN. Kapferer); Interview for a job. Frequently Asked Questions.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Intruduction of Public Relations	IRP02	4	2	2		

**Course description (Syllabus):** What are *Public Relations*?; Key-concepts in defining public relations; History of public relations; The PR specialist role in organisations; Public relations campaigns. Fundamental concepts; The planning in public relations campaigns; Objectives of public relations campaigns; Strategies and tactics of public relations campaigns.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Information Literacy	CI01	2	1	1		

**Course description (Syllabus):** The aim of the course on Information Literacy is to improve the student skills to locate, collect and assess information in all formats. Some of the objectives are to support a university analytical curriculum and participate in the academic communication process for promoting and achieving lifelong learning skills and continuing education. The general competences related to information literacy are structured around 3 components: *accessing, assessment and use of information*. Under this subject, the students will acquire specific competences required by the documentation activity and then communication of the scientific information. 1. Information society; 2. Information management; Types of documents; Library classifications; 3. Information need; International standards in information culture; 4. Information access; 5. Search strategies; 6. Information evaluation; 7. Impact factor; Scientometry; 8. Information management; 9. Copywriting; 10. Presentation techniques; 11. Open access.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Research Methods in Communication Science	MC02	5	2	2		

**Course description (Syllabus):** The course provides an overview of the concepts, methods, and techniques applied in quantitative and qualitative communication research: The scientific method applied in communication research; Using theories in mass communication research; Ethical issues involving research participants and dissemination of findings; Conducting communication research: the research design; Survey research. Questionnaires design; Qualitative research: conducting individual interviews and focus-groups; Qualitative data analysis; Textual analysis techniques; Audience measurement - an introduction;

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Political Sciences	ISP02	4	2	2	-	-

**Course description (Syllabus):** Politics definitions; Political ideologies; The state; Political regimes; Constitutional systems; Democracy; Executive, legislative, biocracy; Interest groups; Political parties; Elections; Political communication and public opinion.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
History of the press	IP02	3	2	1	-	-

**Course description (Syllabus):** The historical role of the Romanian press; 1948 and Unionist press; The beginning of 20<sup>th</sup> century Romanian press; The press during the dictatorship; The press of Diaspora; The post 1989 press.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Specialised Practice, 90 hours	PR02	3	-	-	-	-

**Course description (Syllabus):** The course provides the PR market orientation of the students and the tool for developing the professional identity, helping the formation of professional dexterity and the basic training in public relations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Mass-media System	SMM03	5	2	2		

**Course description (Syllabus):** Mass-Media: Object of Sociological Analysis - connotations the term media, Periods and research issues; Research Methods and Techniques - Sociological Survey, Press inquiry, Content analysis, semantic differentiator, Mediometric Studies; Means of Mass Communication - Media types and characteristics: print media / electronic media, independent media, broadcast media, communication media; The Mass Communication Process - individual and social communication, functions of mass communication, models of analysis for mass communication, the content of mass communication, advertising and propaganda; The Effects of Media Communication - Media Audiences, the impact of media consumption: current status and public opinion, sociological paradigms of communication media, persuasion and attitudinal changes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Publicity	PAd03	5	2	2	-	-

**Course description (Syllabus):** Brief History of advertising; Functions and types of advertising; Advertising agency; Research in advertising; Planning in advertising; Creation in advertising – activities, creation process; Media strategy; Budget in advertising.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Creative techniques for designing PR products	TCr03	4	2	1	-	-

**Course description (Syllabus):** Creativity as aptitude; Creativity as process; Individual creative techniques; Group creative techniques; Brainstorming and varieties of the brainstorming; Creative techniques in the working procedures of publicity, advertising and public relations agencies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Communication	CS03	4	2	1		

**Course description (Syllabus):** Social communication: objectives and patterns; Interpersonal communication; Communications in groups and organisations; Mass communication; Language and critical thinking; Communication and social sciences language; Communication in social networks; Communication in human communities; Communication in the informational world. The internet.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Promotional Communication	MP04	5	2	2		

**Course description (Syllabus):** The role of the promotional communication in the organization activity; A brief history of the promotional communication; The objectives of promotional communication process; The planning of the promotional communication process; The advertising agency; Message creation and production; Traditional channels of message delivery: TV, radio, cinema, outdoor and print media; Sales promotion and point of purchase advertising; Events, sponsorship and brand experience; Direct marketing and personal selling.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Management of PR activities	CRP04	5	2	2	-	-

**Course description (Syllabus):** Systematization of the basics: marketing communications, advertising, publicity, public relations, publics. Introductives to strategic management; Crisis management; Team-building: basic concepts, types of team building games; Defining PR problems; Planning and programming in PR.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Political Communication	CP04	5	2	2		

**Course description (Syllabus):** Introduction to the study of political communication: phenomena and problems. Theories, specific terms, concepts and perspectives approach. Communication mechanisms. Types of political communication, communication actors, audiences, messages. Political communication in relation to the media. Actions of political actors in the electorate presentations, efficiency and effectiveness. Political communication in the context of political institutions and organizations. Government, opposition voters. Political communication at the start and at the end of the political campaign. Language and politics: political semantics, types of specific terms. Semantic and persuasion strategies. Construction and presentation of political communication. Political discourse, political actors and the audience. Psychological dimension of political communication: cognitive and emotional aspects. Rhetoric of political debate and analysis of political messages. Negotiation and the selection of news. Ethical dimension of political communication, especially during the election campaign.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Rhetoric	Re03	4	2	2	-	-

**Course description (Syllabus):** The main objectives of the course are: to provide students the opportunity to create and practice an argumentative, persuasive discourse, in different types of debates; to familiarize students with the terminology of rhetoric; to give students in depth elements about discourse; to develop communication and reasoning skills of students.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Intercultural communication	CI03	4	2	2		

**Course description (Syllabus):** Introduction, fundamentals; Conceptual clarifications; History of the mental collective; The consciousness of the collective imaginary; The representation of space and time within mentality; Political and ideological myths; Utopia and histories: illusions and figments of imagination; The structure of cultural institutions; The connection and interdependence of the economic, political and cultural aspects; Involvement in community issues. Cultural marketing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Cultural PR	PR03	5	2	2	-	-

**Course description (Syllabus):** The role of culture; Cultural consumption and consumer behaviour in culture; PR campaigns; Cultural events; PR programs for cultural events.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Media	SOM03	5	2	2	-	-

**Course description (Syllabus):** Digital culture; Digital platforms; Cyberdemocracy; Blogging and vlogging; Analyzing and measuring the impact of the Social Media; Ethics of the Social Media communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Media Globalization	GM04	4	2	2		

**Course description (Syllabus):** Presenting the definition and the particularities of globalization and socio-cultural change. Addressing the social, cultural, economic and political factors of globalization. Presenting the main dimensions of globalization, according to Thomas Eriksen's model: disembedding, acceleration, standardization, interconnectedness, movement, mixing, vulnerability and re-embedding. Emphasizing the methodology of

globalization research. Discussing the theories of globalization. Interpreting the tendencies of globalization. Debating the premises and the characteristics of globalization. Emphasizing the current particularities of globalization. Interpreting the consequences of globalization. Presenting the impact of mass media on the postmodern society, as a factor of globalization.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Communication and leadership in crisis situation	Clsc04	4	2	2	-	-

**Course description (Syllabus):** How to Position Ourselves to Influence and be Influenced; Building Interpersonal Relationship; Clarifying Expectations; Challenging Biases; Goals Setting and Problem Solving; The Fundamental Question of Leadership; Differences between Leadership, Management and Workers; Engineering Cognitive Change; Engineering Behavioral Change; Existential Analyses and Crisis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	Project
Specialised Computer Language Editing	ELS04	5	2	2	-	-

**Course description (Syllabus):** Introduce students to new information and communication technologies (NICT) and the development of skills that enable them to achieve and promote a PR product with NICT: multimedia communication elements, Hypermedia, capital and online networking, multimedia presentations, Cloud based presentations and applications, web site creation and integration of multimedia content.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
TV Production	PTV04	5	2	2	-	-

**Course description (Syllabus):** Introducing the notions regarding the techniques and practices used in TV system, using new information and communication technologies: technical and aesthetic approach, film, magnetic tape, digital media, broadcast media, decoupage, plan, sequence, assembly, technical cut, scenario; the understanding of current issues of the discipline: production, roles and specific occupations: producer, director, associate producer, screenwriter, technical director, production assistants, light directors, designer, stylist, costume designer, sound director, sound engineer, sound assistant operator, computer operator, etc.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	Project
Specialised Practice, 60 hours	Pr04	3	-	-	-	-

**Course description (Syllabus):** The course provides the PR market orientation of the students and the tool for developing the professional identity, helping the formation of professional dexterity and the basic training in public relations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Applications of Semiotics in Communication and Public Relations	ASem05	5	1	2		

**Course description (Syllabus):** Communicational paradigm; Epistemic situs of semiotics; Semiotics and semiology; Arbitrariness of the sign; Consequences; Structuralist semiologies; Icon, index and symbol; Sign and symbol in psychoanalytic paradigm; Semiology and hermeneutics; Applications.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Press Communication	CP05	5	2	2	-	-

**Course description (Syllabus):** the main objective of the course "Press Communication" is about learning the procedures for working with the media, their correct understanding and application of the future specialist in public relations or press officer, by identifying and using strategies, methods and techniques of communication. Contents of the course: The role of the media and the basics of effective media relations; Press Office and Press Officer (press officer, consultancy account executive, media relations manager); Genres of written communication with the press (press release, news release, Press article, feature story, Pitch letter, The use and role of photos in print media, brochures and flyers, media kit); Successful techniques in press relations; address the media through the Internet and other techniques from the online environment (The communication netiquette, The press release and the online environment, Online Media Rooms, Video News Releases (VNR) and VNR 2.0, Online press conference).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Jobs and careers with the profession of relationist	JC05	5	2	1	-	-

**Course description (Syllabus):** Career counseling as professional services; The self-awareness – acquisition and development; Self-awareness exercises; Personal future planning exercises; Jobs and careers as an employee; Professional services on your own; In charge with yourself – personal project career.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction in Human Resource Management	IMR05	5	2	1		

**Course description (Syllabus):** The course is focused on main topics in human resource management and their connection with communication process: staffing (recruitment, selection, induction and retention), performance appraisal, career development, reward management, work motivation, employee development (training and teambuilding), work relations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Negotiation Techniques	TN06	4	2	2	-	-

**Course description (Syllabus):** This course explores selected specific substantive issues of negotiation, using specific language, methodologies and expertise in communication. This course will provide an overview of the field of negotiation, drawing largely upon the theory and research in organizational psychology, social psychology, and organizational behavior. By the end of this course, the students will learn basic and classic issues in the field and they will: Learn how to prepare for a negotiation and anticipate behaviors of others in negotiations. Gain confidence in requesting, approaching, and engaging in negotiations. Develop critical negotiation skills that will serve them in both their personal and professional life.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social data analysis	AnDat06	3	1		2	

**Course description (Syllabus):** Measurement problems in social sciences. Principles of sampling. Sampling procedures. Univariate data analysis: statistical indicators, tables, graphs. Hypothesis Testing. Bivariate data analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Touristic Public Relations	RPT05	5	2	2		

**Course description (Syllabus):** The importance of creating a proper image of an organization in the context of globalization; The role of PR in tourism sector; The characteristics of a turistic PR campaign; An evaluation of the expectations of the consumer of touristic services; A theoretical and a practical approach of a touristic PR campaign

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Gender Studies	SG05	5	2	2	-	-

**Course description (Syllabus):** Feminism and its chronology; Sex- gender incongruence; The stereotype - as a cognitive organization; Gender stereotypes - Gender roles, From roles to status. The gender status; Aggressiveness, The beauty myth, Sexuality, The consequences of the gender stereotypes; The socialization of the gender - The family, The church, The school; The mass- media The circularity of gender socialization; The Domestic violence, sexual harassment, rape, prostitution, pornography, human being traffic.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
TV Image Editing	EIT05	5	2	2	-	-

**Course description (Syllabus):** Familiarity with the techniques and practices used in TV systems, using new information and communication technologies: film and TV image; Basic concepts: editing, cutting, linear and nonlinear editing; Online and offline editing; audio postproduction; graphics; Animation techniques. Applications that facilitate computer processing video: Windows Movie Maker; Pinnacle Studio; Sony Vegas; Adobe Premiere Pro.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Reportage(video)	RS05	5	2	2		

**Course description (Syllabus):** Information and the Communication of Information in the Digital Age; Online Journalism; Social Journalism; Journalistic Genders; Video Reportage and Reportage Photography; Video Reportage (types and tips); Pre-production, Production and Post-Production Processes; Adapting content on Social Media.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Advertising creation and production	CPP06	5	2	2		

**Course description (Syllabus):** Defining creativity; The Big Idea generation; Research methods for creativity evaluation; Copyrighting; The principles of design; Introduction to typography and print production; Photo and images creation and production; Video production; Web-design and message for new media creation and production; Elements of the corporate design; Event production.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Management of Social Networks	MRS06	5	2	2	-	-

**Course description (Syllabus):** Explanation of phenomena and processes occurring in social networks, using the psycho-sociological perspective and application of knowledge in the analysis of well-defined problems. Explaining social phenomena using adequately the concepts and the theories studied. Training and practice critical thinking and analysis, by studying various phenomena and social processes in social networks.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Personal and group communication	CIG06	5	2	2		

**Course description (Syllabus):** Interpersonal communication; Communications in groups and organisations; The territory of communication; Features and forms of communication; Oral communication; Written communication; Human relationships; Persuasion and manipulation; Listening; Assertive communication; Conflict and negotiation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Media Planning	PM06	5	2	2	-	-



**Course description (Syllabus):** Media elements - definitions. World media audience. Target group. Coverage (reach, coverage). Audience level (rating). GRP's (Gross Rating Points). Total GRP's. Contacts (Contacts, Impressions). Frequency (Frequency), CPT (Cost per Thousand). Designing the media plan. Target groups. Geographical factors. Reaction to competitive factors. Media Strategy and the types of PR campaigns. Stages in designing the media strategy. Designing the strategy and marketing objectives. Translating strategy into objectives and targets. The plan activities. Designing communication strategy and objectives. Different media channels - newspapers, magazines, television, radio, display advertising (outdoor). Media Planning and the digital medium.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Techniques for image analysis and interpretation	Than06	5	2	2		

**Course description (Syllabus):** Visual research, visual culture, visual communication; iconic knowledge; visual dimensions of the social life; visual data characteristics; the history of visual sociology; ethical and deontological aspects; visual research: photography, photo elicitation, drawings, graphic novel, maps, self-portrait, cartoons, graphic elicitation, film, visual ethnography, film editing, film elicitation; visual culture: houses, tattoos, graffiti, fashion; visual communication: visual rhetoric, rhetorical figures, emotion, humour, visual irony, social advertising, photo voice, photo novella, „talking environment“- commercial voice, municipality voice, propaganda voice, mass-media voice, subversive voice; images analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Online Communication and PR	CPR06	5	2	2	-	-

**Course description (Syllabus):** Introduction - defining the scope and applicability of online communication and PR in current scientific research; Changes and developments of Internet: Web 1.0 and Web 2.0; Virtual space as a new communication environment; digital communications strategies including social media, online communities, blogs, search engine marketing, mobile communications, video; cases of effective digital and integrated campaigns; integrated digital communications strategy for business.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Anthropology and Communication	AC06	3	2	2		

**Course description (Syllabus):** The main themes approached in this course are: The understanding of anthropology as a science specialized in the holistic study of humanity. Presenting the main fields of study in anthropology, emphasizing the purpose, objectives and specificity of cultural anthropology. Emphasizing the relations between anthropology and other social sciences and humanities. Presenting the evolution and disciplines of cultural anthropology, and the relation between ethnography, ethnology and anthropology. Discussing the main perspectives of cultural anthropology: holistic, comparative, applied. The definition, analysis and interpretation of culture as a subject of study. The identification and analysis of socio-cultural change processes. Presenting the cultural patterns and the various attitudes towards it. Emphasizing the development of theories in cultural anthropology. The analysis of fieldwork methods in cultural anthropology. Emphasizing the importance of the anthropology of communication as an important field of cultural anthropology. The two main subjects of study are language and mass media. Debating the new directions of research in the anthropology of communication, in the 21<sup>st</sup> century.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Aesthetic and Communication	EC06	3	2	1	-	-

**Course description (Syllabus):** Preliminary problems of Esthetics: subject, problematic, methodology; The esthetic value; The artistic work: general presentation, content, shape, reason, material; Constitutive principles of artistic work: isolation, arrangement, clarification, idealization; The artistic types: general presentation, taxonomies; Theoretic

syntheses of art: the artistic style, the artistic type, the classification of arts; The artistic personality: general presentation, features of artistic personality, genius and talent in art; The process of artistic creation: general presentation, the stages of the creation process; Reception of the artistic work; Esthetic categories: beautiful, ugly, sublime, grotesque, comic, tragic, fantastic etc.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Personal branding	CBP06	3	2	1		

**Course description (Syllabus):** Introduction to personal branding(defining personal brand/branding, brief history);(2)Personal branding and career development(the importance of having a personal brand, benefits of a strong personal brand);(3)Building the brand You: Identity, Reputation, developing self awareness, finding and defining personality traits, strengths, abilities, points of difference and target audience;(4)Personal branding in the online environment: Choosing the right channels, Social media plan: platforms and content, personal Blog);(5)Tactics and strategies for successful personal branding: communicationstrategies:storytelling, public speaking, personal branding statement(6)Personal branding in different fields of activity;(7)Creating a personal brand maintenance plan; (8)Ethics and professionalism.