

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2025-2026

## 2. Information on the discipline

2.1. Name	<b>Terminology: The Language of Media</b>								
2.2. Code	<b>25.0223IF2.2-04.1</b>								
2.3. Year of study	<b>2</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>A</b>	2.7. Number of ECTS credits	<b>2</b>
2.8. Leaders	S(S)	<b>conf.univ.dr. ENACHE Antonia Cristiana</b>					antonia.enache@rei.ase.ro		

## 3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	2.00	of which	
		S(S)	2.00
3.3. Total hours from curriculum	28.00	of which	
		S(S)	28.00
3.4. Total hours of study per semester (ECTS*25)	50.00		
3.5. Total hours of individual study	22.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	6.00		
Additional documentation in the library, on specialized online platforms and in the field	5.00		
Preparation of seminars, labs, assignments, portfolios and essays	4.00		
Tutorials	4.00		
Examinations	2.00		
Other activities	1.00		

## 4. Prerequisites

4.1. of curriculum	Academic communication and study skills and knowledge
4.2. of competences	Knowledge of English at levels B1-B2 cf. Common European Framework of References for Languages (CEFR)

## 5. Conditions

for the S(S)	Seminars require rooms with internet access. Seminar attendance is mandatory. Assignments and other seminar task are compulsory. Plagiarism is forbidden. Students are not allowed to use their mobile op\phones during classes Students are not to be late for class
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## 6. Acquired specific competences

PREFESSIONAL	C6	Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation;
PREFESSIONAL	C8	Assisting the planning and conduct of specific promotional activities in international contexts;

## 7. Objectives of the discipline

7.1. General objective	To acquire the correct use of the media concepts and language and to improve communication skills in the field
7.2. Specific objectives	<ul style="list-style-type: none"> <li>• elaboration and translation of articles for the written press and for the audiovisual field</li> <li>• organizing and planning interviews</li> <li>• planning the content of an economic magazine</li> <li>• language acquisition and familiarization with new types of media</li> <li>• creating advertisements for new types of media</li> <li>• communication strategies for the launch of a new product</li> </ul>

## 8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	Course aim, skills and working methods Media types, specific objectives and strategies	Presenting the structure of a miniproject, students will identify and analyze different media types.	Students will prepare a report on the media advantages and disadvantages.
2	Print media: newspapers, magazines, reviews, journals	Discussing the planning and structure of newspaper articles.	Students will write/translate articles for an economic publication. They will propose the contents of an economic review.
3	Broadcast media: radio, television, film	Elaborarea unui buletin de știri. Editarea unui documentar TV.	Editing a TV documentary. Writing a film review.
4	New media, social media and the specific language	New media types and genres	Students will present miniprojects on new media types and genres
5	Media and advertising	Simulation of an advertising campaign	Students will plan and present advertising campaign
6	Marketing communication strategies	Setting up communication strategies	Assesing the success of a new product launch
7	The relationship between language and culture in advertisement translation	Analysis of cultural differences and their impact on advertisement translation.	Students will analyze the differences between cultural values and the impact on an appropriate translation.
8	Course aim, skills and working methods Media types, specific objectives and strategies	Presenting the structure of a miniproject, students will identify and analyze different media types.	Students will prepare a report on the media advantages and disadvantages.

9	Print media: newspapers, magazines, reviews, journals	Discussing the planning and structure of newspaper articles.	Students will write/translate articles for an economic publication. They will propose the contents of an economic review.
10	Broadcast media: radio, television, film	Elaborarea unui buletin de știri. Editarea unui documentar TV.	Editing a TV documentary. Writing a film review.
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12	Media and advertising	Simulation of an advertising campaign	Students will plan and present advertising campaign
13	Marketing communication strategies	Setting up communication strategies	Assesing the success of a new product launch
14	The relationship between language and culture in advertisement translation	Analysis of cultural differences and their impact on advertisement translation.	Students will analyze the differences between cultural values and the impact on an appropriate translation.

### ***Bibliography***

- Ceramella, N., E. Lee., Cambridge English for the Media, CUP, , Cambridge, , 2008, Luxemburg
- Farrall, K., N. Lindsay, , Professional English in Use. Marketing, CUP., Cambridge, , 2008
- Levinson, J.C, Guerilla Advertising, Business Tech., Bucharest, , 1996, România
- McLuhan, M.,, The Gutenberg Galaxy, Toronto University Press., Toronto,, 2011, Canada
- Prelipceanu C., English for Marketing,, Cavallioti,, București,, 2004, România
- Zarrella, D.,, The Social Media Marketing Book,, O'Reilly Media, Sebastopol, , 2010, Statele Unite ale Americii
- Jones, R.H., Jaworska, S. si Aslan, E., Language and Media: A Resource Book for Students, Routledge , Londra, 2021, Marea Britanie

## **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

The content of the curriculum/ syllabus is based on the requirements of the labor market regarding the training of specialists in the field of Applied Modern Languages.  
Permanent contact with representatives of professional associations in the field.

## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Active participation in the seminar, with questions, comments, examples of analysis	Continuous assessment by recording participation in seminar discussions (questions, comments, examples, etc.).	20.00
10.2. S(S)	Quality, conscientiousness and creativity in solving seminar tasks. Understanding and mastery of the concepts taught, the ability to integrate and present them in a given context. Quality of the argumentation of the content of the oral presentation.	Continuous assessment by recording the quality of assignments completed and active participation in seminar activities and discussions. Oral Presentations/Projects	30.00
10.3. Final assessment	Understanding and mastery of the issues covered during seminars, demonstrated through adequate answers to subject-related questions.	Final witten test from the materials taught.	50.00
10.4. Modality of grading	Whole notes 1-10		

10.5. Minimum standard of performance	To pass, students must obtain at least 5 as the final grade, reflecting the students' ability to correctly use the concepts specific to the discipline. The final grade listed in the catalog is calculated as a weighted average of the grade obtained in the final written test and the score obtained in the seminar, according to the weights mentioned above.
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Date of listing,  
04/24/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,