

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	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2017-2018

2. Information on the discipline

2.1. Name	Politics and Communication								
2.2. Code	17.0091IF1.1-0003								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	conf.univ.dr. ENACHE Antonia Cristiana					antonia.enache@rei.ase.ro		
	S(S)	conf.univ.dr. ENACHE Antonia Cristiana					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
	C(C) 1.00
	S(S) 1.00
3.3. Total hours from curriculum	28.00 of which
	C(C) 14.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	72.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	20.00
Preparation of seminars, labs, assignments, portfolios and essays	30.00
Tutorials	
Examinations	2.00
Other activities	

4. Prerequisites

4.1. of curriculum	
4.2. of competences	B2 Level of English (In accordance with the Common European Framework for Languages)

5. Conditions

for the C(C)	<ul style="list-style-type: none"> • Classroom with a board and audio-video equipment: PC, an internet connection, speakers, overhead projector, CD player. • Seminar sheet and auxiliary materials distributed electronically.
for the S(S)	<ul style="list-style-type: none"> • Classroom with a board and audio-video equipment: PC, an internet connection, speakers, overhead projector, CD player. • Seminar sheet and auxiliary materials distributed electronically.

6. Acquired specific competences

PREFESSIONAL	C6	
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7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none"> • Introducing the domain of political communication, the most important theories and their application to the students.
7.2. Specific objectives	<ul style="list-style-type: none"> • Analysing the fundamental aspects of communication on the political arena; • Analysing political marketing strategies; • Developing and enhancing communication skills by analysing the specifics of political communication; • Analysing the most important strategies used in political debates, in election and pre-election talk-shows, and in direct confrontations of political actors; • Analysing the modern means of communication between politicians and electors (communication on the internet, the personal web-page, blogs and social networking).

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	1. Political communication theories. Communication and propaganda, discourse and dialogue.	Expository teaching method.	
2	2. The main actors in political communication; relations and interaction.	Expository teaching method.	
3	3. Political marketing; theory, research and applications.	Expository teaching method.	
4	4. Communication in political campaigns. Election and pre-election discourse. Legitimacy of discourse / political actor.	Expository teaching method.	
5	5. Televised debates in elections campaigns. Persuasive strategies. Confrontational strategies in face-to-face interaction.	Expository teaching method.	
6	6. The concept of „promise” and its implications in political communication. Types of promises, cliches. Promising or lying?	Expository teaching method.	
7	7. Commercial and political advertising. Advertising campaign strategies.	Expository teaching method.	

Bibliography

- Scurtulescu Antonia, Promisiunea politică, Lucman, Bucuresti, 2006, România
- Gerstle Jacques, Comunicarea politică, Institutul european, Iasi, 2002, România
- Beciu Camelia, Comunicarea politică, comunicare.ro, Bucuresti, 2002, România
- Thoveron Gabriel, Comunicarea politica azi, Antet, Bucuresti, 1996, România
- Enache Antonia, Militaru Marina, Political Communication, Editura Universitara, Bucuresti, 2013, România
- Lilleker Darren, Key Concepts in Political Communcation, Sage Publications, London, 2006, Marea Britanie

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	1. Political communication theories. Communication and propaganda, discourse and dialogue. These concepts and their evolution in time will be discussed.	Interactive, audio-visual work method.	
2	2. The main actors in political communication; relations and interaction. Students will discuss significant events on the national and international political stage.	Interactive, audio-visual work method.	
3	3. Political marketing; theory, research and applications.	Interactive, audio-visual work method.	
4	4. Communication in political campaigns. Election and pre-election discourse. Legitimacy of discourse / political actor. The aspects that grant legitimacy to political actors will be discussed, as well as the ways in which they are capitalized on by interested parties.	Interactive, audio-visual work method.	
5	5. Televised debates in elections campaigns. Persuasive strategies. Confrontational strategies in face-to-face interaction. Students will analyse excerpts from recent elections debate in the Romanian and international political environment; the strategies used by speakers to win over potential voters will be discussed.	Interactive, audio-visual work method.	
6	6. The concept of „promise” and its implications in political communication. Types of promises, cliches. Promising or lying? Examples of promises frequently made in elections campaigns will be presented, and students will discuss their role in political communication and the extent to which they can influence our options.	Interactive, audio-visual work method.	
7	7. Commercial and political advertising. Advertising campaign strategies. Similarities and differences between commercial and political advertising will be discussed.	Interactive, audio-visual work method.	

Bibliography

- Scurtulescu Antonia, Promisiunea politica, Lucman, Bucuresti, 2006, România
- Gerstle Jacques, Comunicarea politica, Institutul european, Iasi, 2002, România
- Beciu Camelia, Comunicare politica, comunicare.ro, Bucuresti, 2002, România
- Thoveron Gabriel, Comunicarea politica azi, Antet, Bucuresti, 1996, România
- Enache Antonia, Militaru Marina, Political communication, Editura Universitara, Bucuresti, 2013, România
- Lilleker Darren, Key Concepts in Political Communications, Sage Publications, London, 2006, 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 teaching – learning activities are based on labour market requirements, after integrated research projects. The aim is to enhance fundamental knowledge in the economic, social and communication fields of study.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Drafting a research project, based on a corpus of authentic materials chosen by the student, taking into account the basic concepts discussed during lectures and seminars.		25.00
10.2. S(S)	Active participation and interactive activities.		25.00
10.3. Final assessment	Final written exam		50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	• Students must attend 1/3 of the seminars, must be familiar with the basic concepts presented during the lectures, must draft a research project based on a corpus of authentic materials of their choice, and must obtain at least 5 in the final written exam.		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,