

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	of Letters
1.3 Department	Department of Theoretical and Applied Linguistics
1.4 Field of study ¹⁾	Master
1.5 Study level ²⁾	Master
1.6 Study programme/Qualification	Culture and discourse in the Anglo-American space (IFR)

2. Data about the course

2.1 Name of course	American Visual Culture							
2.2 Course convenor	Prof. dr. Elena BUJA							
2.3 Seminar/ laboratory/ project convenor								
2.4 Study year	2	2.5 Semester	1	2.6 Evaluation type	C	2.7 Course status	Content ³⁾	DCA
							Attendance type ⁴⁾	DO

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

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					76
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					15
Tutorial					2
Examinations					2
Other activities					2
3.7 Total number of hours of student activity		111			
3.8 Total number per semester		125			
3.9 Number of credits ⁵⁾		5			

4. Prerequisites (if applicable)

4.1 curriculum-related	• Elements of pragmatics and semantics.
4.2 competences-related	• It is not the case.

5. Conditions (if applicable)

5.1 for course development	• -
5.2 for seminar/ laboratory/ project development	• Classroom with video projector

6. Specific competences and learning outcomes

Professional competences	<p>Cp4. knowledge of the main concepts of American visual culture</p> <p>L.O.4. The graduate integrates and applies pertinent concepts related to American visual culture.</p> <p>Cp6. strengthening skills of analysis and interpretation of visual culture</p> <p>Cp7. knowledge of the requirements of teamwork</p> <p>L.O.6. The graduate is able to use a variety of modes and styles of communication appropriate to field-specific situations.</p> <p>L.O.7. The graduate is able to adapt effectively to the conditions of working in professional teams.</p>
Transversal competences	<p>Ct1. knowledge of communication and cooperation strategies in professional and/or intercultural contexts</p> <p>L.O.1. The graduate is able to communicate ideas, values, attitudes in English effectively and appropriately in different contexts.</p> <p>Ct2. know how to apply acquired knowledge in different professional and research situations</p> <p>L.O.2. The graduate is able to organize his/her professional and research work effectively and creatively.</p>

7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Familiarize students with basic concepts in American visual culture.
7.2 Specific objectives	To strengthen skills in analyzing and interpreting American visual culture.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Defining visual culture	exposure in ID technology	2	
Visual culture in the American space	exposure in ID technology	2	
Painting	exposure in ID technology	2	
Photography	exposure in ID technology	2	
Sculpture and installation techniques	exposure in ID technology	2	
Architecture	exposure in ID technology	2	
Advertising	exposure in ID technology	2	

Bibliography

- Harrison, Charles and Paul J. Wood (eds.). *Art in Theory. 1900-2000: An Anthology of Changing Ideas*. Oxford: Wiley-Blackwell, 2002
- Jenks, Chris (ed) *Visual Culture*. Routledge. New York, 1995.
- Jones, Amelia (ed.). *Feminism and Visual Culture Reader*. New York: Routledge, 2002
- Mirzoeff, Nicholas. *Visual Culture Reader*. New York: Routledge, 2002
- Robertson, Hilary (ed.). *Feminism-Art-Theory. An Anthology: 1968-2000*. Oxford: Wiley-Blackwell, 2001
- Silvia, Tony, Terry Anzur. 2011. *Power Performance. Multimedia Storytelling for Journalism and Public Relations*. Oxford: John Wiley & Sons.
- Stacks, Don W. 2011. *Primer of Public Relations Research. 2nd edition*. New York, London: The Guilford Press

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8.2 Seminar/laboratory/project	Teaching-learning methods	Number of hours	Remarks
Themes 1-2	alternating exposure with interactive method	2	topic in the subject calendar
Themes 3-4	alternating exposure with interactive method	2	topic in the subject calendar
Themes 5-7	alternating exposure with interactive method	3	topic in the subject calendar

Bibliography

- Harrison, Charles and Paul J. Wood (eds.). *Art in Theory. 1900-2000: An Anthology of Changing Ideas*. Oxford: Wiley-Blackwell, 2002

2. Jenks, Chris (ed) *Visual Culture*. Routledge. New York, 1995.
3. Jones, Amelia (ed.). *Feminism and Visual Culture Reader*. New York: Routledge, 2002
4. Mirzoeff, Nicholas. *Visual Culture Reader*. New York: Routledge, 2002
5. Robertson, Hilary (ed.). *Feminism-Art-Theory. An Anthology: 1968-2000*. Oxford: Wiley-Blackwell, 2001
6. Silvia, Tony, Terry Anzur. 2011. *Power Performance. Multimedia Storytelling for Journalism and Public Relations*. Oxford: John Wiley & Sons.
7. Stacks, Don W. 2011. *Primer of Public Relations Research. 2nd edition*. New York, London: The Guilford Press

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9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course content and the related practical activities meet the needs of integrating our graduates into the labor market, in prestigious multinational companies, by integrating the language skills acquired over the years in various professional communication scenarios. Graduates can move on to any activity involving effective communication, responsible information and skillful negotiation.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	volume of knowledge, fitting within requirements, logical argumentation, originality, correct use of specialized bibliography, writing of the paper	Written grid exam	60%
10.5 Seminar/ laboratory/ project	breadth of knowledge, fit to requirements, logical argumentation, originality	Forum	40%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> Obtain at least 50% of the marks for each test. 			

This course outline was certified in the Department Board meeting on 23/09/2024 and approved in the Faculty Board meeting on 23/09/2024.

Conf. dr. Adrian LĂCĂTUŞ, Dean	Prof. dr. Răzvan SĂFTOIU, Head of Department
Prof. dr. Elena BUJA, Course holder	Prof. dr. Elena BUJA, Holder of seminar/ laboratory/ project

Note:

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

- ⁴⁾ Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);
- ⁵⁾ One credit is the equivalent of 25 study hours (teaching activities and individual study).