

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	Professional Language							
2.2 Course convenor	Conf. dr. Stanca MĂDA							
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					54
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					12
Tutorial					2
Examinations					2
Other activities					2
3.7 Total number of hours of student activity		86			
3.8 Total number per semester		100			
3.9 Number of credits ⁵⁾		4			

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 techniques for analyzing various linguistic and literary structures L.O.4. The graduate integrates and pertinently applies the analysis of linguistic and/or literary structures in various professional situations.</p> <p>Cp6. diversified and in-depth knowledge of communication modes and styles Cp7. knowledge of the requirements of team work L.O.6. The graduate is able to use a variety of modes and styles of communication appropriate to specific situations in the field. 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 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 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	Professional Language aims to familiarize the Master's student with the professional language and oral and written communication techniques specific to today's workplace.
7.2 Specific objectives	<p>Familiarization with theories and concepts related to the analysis of professional language from a socio-pragmatic perspective Practicing the discursive elements necessary to establish certain techniques of written and oral expression in a professional context. Understanding the need for a strategic and differentiating approach to professional communication, depending on the particular and wider context of communication.</p>

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Professional communication.	exposure in ID technology	2	
Cultural dimensions. Workplace culture in Romania today.	exposure in ID technology	2	
Managerial communication (informing, negotiating, evaluative communication and giving directives)	exposure in ID technology	2	
Meetings - means of solving problems arising in the professional environment	exposure in ID technology	2	
The role of humor and irony in workplace communication	exposure in ID technology	2	
Fatic conversation in workplace communication	exposure in ID technology	2	
E-mail communication	exposure in ID technology	2	
Bibliography <ol style="list-style-type: none"> Austin, J.L. (1962) <i>How to Do Things With Words</i>, Oxford: Clarendon Press. Baird, John W. și James B. Stull (2003) <i>Comunicarea în afaceri: o simulare de seminar</i>, București: comunicare.ro. Bargiela-Chiappini, F. și S. J. Harris (1997) <i>Managing Language: The Discourse of Corporate Meetings</i>, Amsterdam: John Benjamins. Baron, N.S. (1998) <i>Letters by phone or speech by other means: the linguistics of e-mail</i>. în <i>Language and Communication</i>, 18(2): 133-170. Boden, D. (1994) <i>The Business of Talk: Organizations in Action</i>, Cambridge: Polity Press. Brown, P, și S.C. Levinson (1978, 1987) <i>Politeness: Some Universals in Language Usage</i>, London: Cambridge University Press. Caudron, S. (1992) Humour is healthy in the workplace. <i>Personnel Journal</i> / iunie: 63-68. Clyne, M. (1994) <i>Inter-cultural Communication at Work</i>, Cambridge: Cambridge University Press. 			

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10. Dwyer, J. (1993) *The Business Communication Handbook*, Sydney: Prentice Hall.
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16. Ionescu-Ruxăndoiu, Liliana (coord.), (2002) *Interacțiunea verbală în limba română actuală. Corpus. Schiță de tipologie*, București: EUB.
17. Ionescu-Ruxăndoiu, Liliana, (2003) *Limba și comunicare. Elemente de pragmatică lingvistică*, București: All Universitar.
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20. Tannen, Deborah (1994) *Talking from 9 to 5: Women and Men in the Workplace: Language, Sex and Power*, New York: Avon.

Material in ID-IFR technology: Stanca MĂDA, *Limba profesională*, curs în tehnologie ID (format electronic), adaptat pentru predarea în limba engleză.

8.2 Seminar/laboratory/project	Teaching-learning methods	Number of hours	Remarks
Professional communication. Theoretical background	alternating exposure with interactive method	2	topic in the subject calendar
Workplace culture. Communication by gender.	alternating exposure with interactive method	2	topic in the subject calendar
Meetings, facetious conversation and humor in professional settings	alternating exposure with interactive method	3	topic in the subject calendar

Bibliography

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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		Written grid exam	60%
10.5 Seminar/ laboratory/ project		Practical work	40%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> To 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 LĂCĂTUȘ, Dean	Prof. dr. Răzvan SĂFTOIU, Head of Department
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Conf. dr. Stanca MĂDA, Course holder	Conf. dr. Stanca MĂDA, Holder of seminar/ laboratory/ project
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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).