

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Faculty of Letters
1.3 Department	Theoretical and Applied Linguistics
1.4 Field of study ¹⁾	Master
1.5 Study level ²⁾	Master
1.6 Study programme/ Qualification	Linguistic Studies for Intercultural Communication

2. Data about the course

2.1 Name of course	Public Relations from an Intercultural Perspective							
2.2 Course convenor	Assoc. Prof. Stanca MĂDA, PhD							
2.3 Seminar/ laboratory/ project convenor	Assoc. Prof. Stanca MĂDA, PhD							
2.4 Study year	2	2.5 Semester	1	2.6 Evaluation type	C	2.7 Course status	Content ³⁾	AC
							Attendance type ⁴⁾	EC

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					20
Additional documentation in libraries, specialized electronic platforms, and field research					20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					27
Tutorial					2
Examinations					2
Other activities.....					1
3.7 Total number of hours of student activity	72				
3.8 Total number per semester	105				
3.9 Number of credits ⁵⁾	4				

4. Prerequisites (if applicable)

4.1 curriculum-related	• Not applicable
4.2 competences-related	• Competencies related to discourse analysis and intercultural communication

5. Conditions (if applicable)

5.1 for course development	• Classroom with laptop, video-projector, internet connection, software
5.2 for seminar/ laboratory/ project development	• Classroom with video-projector

6. Specific competences and learning outcomes

Professional competences	<p>PC1. Professional competencies</p> <p>L.O.1.1. The graduate possesses advanced theoretical knowledge in the field of linguistics and related fields, necessary for processing information and identifying ways to facilitate communication between individuals from different cultural backgrounds.</p> <p>L.O.1.2 The graduate is able to observe and understand the similarities and differences between cultures and to approach them impartially, in the spirit of ethno-relativism.</p> <p>L.O.1.3 The graduate can initiate, design, monitor and complete research projects in the field of linguistics.</p> <p>L.O.1.4 The graduate can use the methodology and research tools specific to the field to document and investigate phenomena associated with interculturality.</p> <p>L.O.1.5 The graduate has the ability to process information from various sources, to compare and correlate it for research purposes and to develop original solutions to solve concrete problems arising in various communication situations.</p> <p>PC2. Competencies in the field of intercultural communication in professional and social contexts, using traditional and digital means</p> <p>L.O.2.1 The graduate possesses the ability to disseminate the results of his research, to present and argue his ideas in English, in writing, orally or with the help of digital means, in accordance with international academic norms and professional ethics.</p> <p>L.O.2.2 The graduate has the ability to mediate and manage communication between non-native speakers, in various communication situations and to use the tools necessary for effective collaboration with partners from different cultural and professional backgrounds.</p> <p>L.O.2.3 The graduate can participate in interactions in multicultural contexts, demonstrating understanding and tolerance towards the interlocutors opinions and values of the interlocutors, adapting his behavior to the given communication situation.</p>
Transversal competences	<p>CT1. Research-related and metacognitive competencies</p> <p>L.O.1.1 The graduate is prepared for independent or team work, and is able to plan and oversee activities designed for different project types.</p> <p>L.O.1.2. The graduate has the ability to efficiently organize his professional activity and to correctly and timely fulfill his work tasks, achieving a pre-established set of objectives.</p> <p>L.O.1.3 The graduate has the metacognitive skills necessary to gauge one's own strengths and liabilities relevant for the project in hand, and commits thereto accordingly.</p> <p>CT2. Career management and development</p> <p>L.O.2.1. Is able to identify and explore lifelong learning opportunities.</p> <p>L.O.2.2. Can set objectives for one's own career management and is able to act towards attaining them.</p> <p>L.O.2.3. Is capable of self-assessment, self-adjustment, and management of professional issues.</p> <p>L.O.2.4. Possesses the coping strategies to control professional and emotional stress.</p> <p>L.O.2.5. Is able to commit to and perform the tasks in keeping with the ethical principles and shared values of the professional community.</p>

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

7.1 General course objective	<ul style="list-style-type: none"> Operating with concepts specific to PR Increased awareness of intercultural differences and their importance in internal and external public relations within an organization. More effective communication.
7.2 Specific objectives	<ul style="list-style-type: none"> Increase awareness to issues related to intercultural communication (verbal, non-verbal and written) in the public space. Integration of communication

	knowledge acquired during studies in public relations. Communicative negotiation skills in a multicultural context.
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8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
PR. Definition. Typology. Intercultural context.	Expository/ Interactive	2	
PR – an intercultural experience	Expository/ Interactive	2	
Organizations and their communicative behaviour. Intercultural PR.	Expository/ Interactive	2	
PR Planning	Expository/ Interactive	2	
PR Campaign	Expository/ Interactive	2	
Professional conduct in PR	Expository/ Interactive	2	
Internal PR	Expository/ Interactive	2	
Bibliography <ol style="list-style-type: none"> 1. Attardo, Salvatore (ed.) (2014) <i>Encyclopedia of Humor Studies</i>. New York: Sage. 2. Beamer, L.; Varner, I. (2008) <i>Intercultural Communication in the Global Workplace</i>. International Edition – McGraw Hill; 3. Coman, C. (2006) <i>Relațiile publice. Principii și strategii</i>. Iași: Polirom; 4. Dagenais, B. (2002) <i>Profesia de relaționist</i>. Iași: Polirom; 5. Dagenais, B. (2003) <i>Campania de relații publice</i>. Iași: Polirom; 6. Holmes, J.; Stubbe, M. (2003) <i>Power and Politeness in the Workplace. A Sociolinguistic Analysis of Talk at Work</i>. London: Pearson Education; 7. Ionescu-Ruxăndoiu, L.; Hoinărescu, L. (editori) (2006) <i>Cooperation and Conflict in Ingroup and Intergroup Communication</i>. București: Editura Universității din București; 8. Măda, Stanca (2013) <i>Public Relations from an Intercultural Perspective</i>. Brașov: Editura Universității Transilvania din Brașov. 9. McLisky, Marie (2011) <i>English for Public Relations in Higher Education Studies. Course Book</i>. Reading: Garnet Educational. 10. Mucchielli, A. (2008) <i>Comunicarea în instituții și organizații</i>. Iași: Polirom; 11. Popescu, L. G. (2007) <i>Comunicare în administrația publică</i>. București: Editura Economică; 12. Rădulescu, C. (2005) <i>Comunicare și relații publice</i>. București: Editura Universității din București; 13. Șerb, S. (2000) <i>Relații publice și comunicare</i>. București: Teora. 			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
PR Plan and Campaign – Overview	Project work	4	
PR Plan and Campaign – Building the Image of an organization. The message	Applications	2	
Informing. Crisis management. PR and the minorities	Interactive methods	2	
Relațiile cu angajații. Studiu de caz: companie multinațională.	Project work	2	
Professional conduct in PR. Best practices	Project work	2	
Culture and communicative behaviour in dealing with intercultural conflict management – applications	Project work	4	
Bibliography <ol style="list-style-type: none"> 1. Daymon, Christine, Immy Holloway. 2011. <i>Qualitative Research Methods in Public Relations and Marketing Communications. 2nd edition</i>. London, New York: Routledge. 			

2. Silvia, Tony, Terry Anzur. 2011. *Power Performance. Multimedia Storytelling for Journalism and Public Relations*.
Oxford: John Wiley & Sons.
3. Stacks, Don W. 2011. *Primer of Public Relations Research. 2nd edition*. New York, London: The Guilford Press

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

The subject content is in line with the professional (institutional or academic) communication needs of graduates of a Master's program based on language studies. Graduates will be able to assess the risks of intercultural communication elements in a PR campaign.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Logical consistency; ability to deal with abstract concepts; degree of assimilation of specialized language; attitudinal criteria (conscientiousness, interest in individual study, etc.)	Written exam based on theoretical input	40%
	Active participation to 2/3 of the total no of courses		5%
10.5 Seminar/ laboratory/ project	Logical coherence; degree of assimilation of specialized language; ability to apply in practice.		50%
	Active participation to 2/3 of the total no of seminars		5%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> At least 50% of the marks for each part. Note: Non-attendance (0 attendance) in the full-time courses means that the students will not be able to sit the examination in the regular session. 			

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.

Assoc. Prof. Adrian LĂCĂTUȘ, PhD	Prof. Răzvan SĂFTOIU, PhD
Dean	Head of Department
Assoc. Prof. Stanca MĂDA, PhD	Assoc. Prof. Stanca MĂDA, PhD
Course holder	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).