

Disciplina	Comunicarea publică a rezultatelor cercetării științifice					
Titularul cursului/lucrărilor practice/seminariilor	Drd. Alexandra Țigănaș (specialist Ada Roseti)					
Domeniul de studiu	Geografie					
Programul de studii	Școala Doctorală <i>Simion Mehedinți – Natură și dezvoltare durabilă</i>					
Număr de credite	10					
Nivelul de studii		Licență		Masterat	x	Doctorat
Număr de ore	30 ore curs teoretic 12 ore lucrări practice					
Precondiții de accesare a disciplinei	Colocviu de admitere la școala doctorală <i>Simion Mehedinți</i>					
Conținutul cursului/lucrărilor practice/seminariilor	Tematică curs teoretic 1. Contextul și istoria comunicării publice a științei 2. Teorii despre comunicare 3. Elementele de bază ale unui proces comunicativ (emițător, receptor, mesaj, feedback, context, zgomot) 4. Comunicare mediată: mass media, social media 5. Abordări aplicate contextelor specifice ale cursanților 6. Comunicarea intradisciplinară și interdisciplinară în știință 7. Marketingul științei și cercetării Subiecte curs practic 1. Realizarea unor prezentări orale ale rezultatelor cercetării în trei minute și susținerea lor în fața unui public divers 2. Interacțiunea strategică, pe baza unor mesaje cheie, cu jurnaliști pentru realizarea unui interviu sau portret 3. Crearea unor strategii de comunicare a unui proiect de cercetare în social media 4. Identificarea și asumarea unor roluri esențiale în echipele de proiect (de cercetare) 5. Realizarea unui proiect de eveniment sau produs de comunicare publică cu plan de marketing atașat					
Forma de evaluare	Prezentare proiect					
Statutul disciplinei	x	Obligatorie		Opțională		Facultativă

Bibliografie

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