

Contest Topics and Bibliography

Contest Tests for the Position

Position 8. *Associate Professor*

- a. The analysis of the contest file and holding a *Public Lecture* on "*Perspectives in the University Career*", in which the candidate presents the most significant previous professional results and the development plan of the university career (maximum 45 minutes);
- b. Candidates who do not come from higher education level will also give a *Didactic / Scientific Lecture* in front of the Specialized Commission:

Topics and Bibliography for the Didactic / Scientific Lecture

1. Social status and roles
2. Functions of sociology
3. The sociological thinking of E. Durkheim
4. Effects of social isolation
5. Techniques for studying public opinion. The opinion polls
6. Personality and socialization. The factors of personality development
7. Types of social communication
8. The agenda-setting function of mass communication
9. The influence of mass communication on public opinion
10. Content analysis as a research method of mass communication

Bibliography:

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4. Achim Miha, *Sociologie*, Editura Eikon, Cluj Napoca 2008
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