



PROBA SCRISĂ A EXAMENULUI DE LICENȚĂ
SESIUNEA FEBRUARIE 2025
SPECIALIZAREA COMUNICARE ȘI MEDIA EMERGENTE
(CU PREDARE ÎN LIMBA ENGLEZĂ)/
COMMUNICATION AND EMERGING MEDIA
TEME PENTRU DISCIPLINA:
MASS MEDIA AND SOCIETY. EMERGING MEDIA

1. Think about the main *information disorders* within the current media landscape. Describe and discuss two of them using relevant examples.
2. One definition refers to *mis-information* as “information that is false, but the person who is disseminating it believes that it is true”. Discuss possible implications of exposure to mis-information in the current media landscape. Use relevant examples to support your ideas.
3. One definition refers to *dis-information* as “information that is false, and the person who is disseminating it knows it is false”. Offer some examples of online disinformation and discuss their possible implications for democracy.
4. Discuss the main negative effects of online disinformation on regular media users. Use relevant examples to support your ideas.
5. Disinformation propagators, like any other type of advertisers, benefit greatly from behavioral data collection (e.g., clicks, likes, playlists, etc.). Think about and discuss possible strategies aimed at minimizing the negative effects associated with *tailored ads* and *propaganda*.
6. What is a *machine learning algorithm*? Discuss the possible implications related to machine learning algorithms within the current media landscape. Use relevant examples to support your ideas.
7. What makes a story go *viral* on social media? Explain what are the mechanics behind the process of turning regular content into viral one. Use relevant examples to support your ideas.
8. Online abuse, hate speech, and trolling are online behaviors where an individual or a group is being attacked or discriminated against. Describe and discuss the main consequences of such online practices and how they should be addressed. Use relevant examples to support your ideas.
9. Based on the idea that a social media *echo chamber* favors people’s exposure only to information that reinforces what they already know, discuss the main effects associated with living inside echo chambers. Use relevant examples to support your argumentation.
10. Describe and discuss measures taken in the fight against online disinformation. Focus on the role of fact-checking by using real-life examples.



Bibliografie

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