



26.06.2026

BACHELOR'S DEGREE EXAMINATION – JUNE–JULY 2026 SESSION

COMMUNICATION AND EMERGING MEDIA

EVALUATION GRID

VERSION 1

COMPULSORY SUBJECT

Exam topic from the core discipline – Mass media and society. Emerging media:

1. – 10 p.

EVALUATION GRID

- Distinguish between filter bubbles and echo chambers, demonstrating a clear understanding of their key characteristics and differences – 3 p.
- Analyze the scenario using relevant media and communication theories and explain how filter bubbles and echo chambers emerge and operate in digital environments – 2 p.
- Critically discuss the roles of algorithmic curation and user choice/selective exposure in creating and maintaining these information environments – 1 p.
- Assess the extent to which filter bubbles and echo chambers are common among young social media users, supporting the discussion with arguments from the assigned readings – 1 p.
- Provide clear and relevant real-life examples illustrating how filter bubbles and echo chambers emerge in contemporary contexts – 1,5 p.
- Style and academic writing – 0,5 p.
- Ex officio point – 1 p.

ELECTIVE SUBJECT (chosen at the time of submitting the Bachelor's thesis)

Exam topic in the elective discipline – Communication Theory:

2a. – 10 p.

EVALUATION GRID

- A brief overview of the context in which the muted group theory emerged (0.5 p)
- Definition of the concept of mutedness and related concepts (dominant group/non-dominant group) (2 p)



- Language sexism; discussion of how language creates and perpetuates power relations (3 p)
- Presentation and examples of three silencing methods means of silencing (e.g., ridicule, control, ritual) (3 p – 1 p for each method correctly discussed)
- Style and academic writing – 0,5 p.
- Ex officio point – 1 p.

Exam topic in the elective discipline – Crisis Communication:

2b. – 10 p.

EVALUATION GRID

- Discussion of crisis communication principles and recommendations from the scholarly literature – 2 p.
- Discussion of the extent to which the organization used as an example applied crisis communication recommendations – 2 p.
- Analysis of the impact on stakeholder relationships – 1.5 p.
- Analysis of the impact on organizational visibility – 1 p.
- Analysis of internal organizational effects – 1 p.
- Conclusions on the anatomy of the chosen case in light of the required analytical elements 1 p.
- Style and academic writing – 0,5 p.
- Ex officio point – 1 p.

The minimum passing grade for the written examination is 5 (five), calculated as the average of the grades obtained for the two exam topics. The bonus point awarded ex officio is included in the score for each topic.

Chair of the Bachelor's Examination Committee

Prof. Dr. Alina Bârgăoanu