



31.01.2025

EXAMEN DE LICENȚĂ – SESIUNEA FEBRUARIE 2025
DISCIPLINE FUNDAMENTALE ȘI DE SPECIALITATE
SPECIALIZAREA COMUNICARE ȘI MEDIA EMERGENTE
(CU PREDARE ÎN LIMBA ENGLEZĂ)/
COMMUNICATION AND EMERGING MEDIA
GRILA DE CORECTARE PENTRU DISCIPLINA:
CRISIS COMMUNICATION

Topic number: 2

Considering the media coverage of the events, comment on the consequences of an organizational crisis referring to a crisis from the last eight years. Explain how media intervention leads to crisis escalation by looking into the crisis response, problem and segment/ dimension affected, and the main topics involved. For the case discussed, propose a message and one activity to address the media.

EVALUATION GRID

- Discuss the consequences of an organizational crisis considering the literature in the field (1p)
- Discuss media's role in crisis and crisis escalation (1p)
- Analyze the consequences of an organizational crisis that took place in the last 8 years and discuss the role of media in the case (2,5p)
- Discuss the crisis response, the problem, the type of crisis, and the main topics based on your chosen example (2,5p)
- Propose one appropriate message and activity to address the situation (1,5p)
- Style and academic writing (0,5p)
- Starting point (1p)

Passing grade: 5. Starting point included.

Președintele Comisiei de licență
Prof. univ. dr. Alina Bârgăoanu