27.06.2025

EXAMEN DE LICENȚĂ – SESIUNEA IUNIE-IULIE 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:
MASS MEDIA AND SOCIETY. EMERGING MEDIA

Topic number: 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*.

EVALUATION GRID

- Briefly define at least one of the following concepts: *behavioral data collection*, *disinformation propagators*, or *tailored ads* on social media – 0.5 p.

- Explain how disinformation, propaganda, or tailored ads go viral on social media. Highlight how big data and algorithms contribute to this process – 2 p.

- Describe at least two negative outcomes associated with the viral spread of tailored ads, disinformation, and propaganda on social media at personal level (e.g., manipulation of opinion, privacy loss, poor decision making, etc.) or societal level (e.g., polarization, election interference, harmful social trends, etc.) – 2 p.

- Provide clear, recent examples that illustrate the negative outcomes mentioned – 1 p.

- Suggest and explain at least two realistic strategies to reduce the harm caused by tailored ads and propaganda – 3 p.

- Style and academic writing – 0.5 p.

- Starting point – 1 p.

Passing grade: 5. Starting point included.

Președintele Comisiei de licență

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