



02.02.2024

**EXAMEN DE LICENȚĂ – SESIUNEA FEBRUARIE 2024
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

- Describing/ defining at least one of the following notions: “behavioral data collection”; “disinformation propagators”, and “tailored ads” on social media – 0,5 p.
- Describing the broader communication context in which disinformation/ propaganda/tailored advertising content goes viral on social media, and explaining the role of big data collection in this process – 2 p.
- Mentioning and describing at least two negative effects associated with the viral spread of tailored ads, disinformation and propaganda in social media, which may refer to poor individual-level effects (e.g. poor decision making, uninformed choices, manipulation of opinion, psychological effects, lack of data privacy online etc.), to macro-level effects (e.g. polarization/ radicalisation of opinion, creation of filter bubbles and echo chambers, election interference, harmful social trends etc.) – 2 p.
- Providing, in sufficient detail, relevant and recent examples for the aforementioned negative effects – 1 p.
- Identify and discuss, in a logical and informed manner, at least two strategies to curb the negative effects associated with tailored ads and propaganda identified by the student – 3 p.
- Style and academic writing – 0,5 p.
- Starting point – 1 p.

Passing grade: 5. Starting point included.

Președintele Comisiei de licență

Prof. univ. dr. Alina Bârgăoanu