



PROBA SCRISĂ A EXAMENULUI DE LICENȚĂ
SESIUNEA IUNIE-IULIE 2022
SPECIALIZAREA COMUNICARE ȘI MEDIA EMERGENTE
(CU PREDARE ÎN LIMBA ENGLEZĂ)/
COMMUNICATION AND EMERGING MEDIA
TEME PENTRU DISCIPLINA:
CRISIS COMMUNICATION

1. Explore the current development of crisis communication by referring to a crisis that a brand faced in the last five years.
2. Discuss the role that stealing thunder has in crisis communication and management by referring to a crisis that a brand faced in the last seven years.
3. Examine means and practices brands may use for preventing events going into crises. Refer to recent situations.
4. Analyze the role social media plays in transforming an event into a crisis by exploring a recent crisis.
5. Discuss the phases of the crisis with the help of a recent situation, by analyzing the role that reading signals has in crisis management.
6. Comment on the role of dialogue in social media for establishing solid relationships with stakeholders. Refer to good or bad practices providing concrete examples, either from literature or case studies.
7. Analyze the role that stakeholders play in the development of a crisis based on a recent situation.
8. Discuss means and practices of responding to crisis in social media. Refer to recent situations.
9. Review best practices in social media crisis communication, by referring to recent situations.
10. Examine the relationship between brand promise, stakeholders' expectations, and crisis response, by referring to recent situations.