



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:
COMMUNICATION THEORY

1. Symbolic interactionism highlights that the use of *symbols* is essential in the creation of social life; in this context, provide examples to show how the same symbol may have different meanings in different cultures.
2. Introduce the *three premises of symbolic interactionism*, as elaborated by H. G. Blumer, by putting forward that the meaning is not intrinsic to things, but it is created through human interaction and is subject to interpretation; briefly illustrate each premise by examples of your choice.
3. C. H. Cooley stated that: “I am not what I think I am, and I am not what you think I am. I am what I think you think I am”, emphasizing that the self-concepts of individuals result from the assimilation of the judgments of others. Based on this remark, explain the *looking-glass self hypothesis* and illustrate it by an example of your choice.
4. For G. H. Mead, the *self*, or the relatively stable set of perceptions that people hold on themselves, is not a structure, but a process, in the formation of which the Significant Other (or important people to us) and the Generalized Other (or the viewpoint of a social group or the culture as a whole) play an important role. Discuss the contribution of the Significant Other and of the Generalized Other to the formation of the self and illustrate it by relevant examples.
5. In situations of initial interaction, people face *cognitive and behavioral uncertainty*. Define these types of uncertainty and illustrate them by relevant examples, referring to the communication strategies that we might use in order to overcome the uncertainty with regard to what the other has in mind or to how the other is going to behave.
6. From the point of view of uncertainty reduction theory, name one of the main concerns of individuals in initial interactions. What are the main communication strategies that people use in order to reduce the uncertainty? Illustrate each of them by examples of your choice.
7. One of the axioms of the uncertainty reduction theory states that, in a situation of initial interaction, as the amount of verbal communication between strangers increases, the level of uncertainty for each interactant in the relationship will decrease, while as uncertainty is further reduced, the amount of verbal communication will increase. Discuss this axiom and illustrate it by an example of your choice.
8. One of the axioms of the uncertainty reduction theory states that as nonverbal affiliative expressiveness increases, uncertainty levels will decrease in an initial interaction situation. In addition, decreases in the uncertainty level will cause increases in nonverbal affiliative expressiveness. Discuss this axiom and illustrate it by an example of your choice.
9. Define the concept of *face*, as introduced by the face-negotiation theory, and illustrate it by an example of your choice, in which you emphasize the fact that the preoccupation for self-image is a common phenomenon.
10. Define the concept of *facework*, as introduced by the face-negotiation theory, and illustrate it by an example of your choice, in which you emphasize the fact that people’s preoccupation for maintaining and/or restoring their face is a common phenomenon.