



30.06.2023

**EXAMEN DE LICENȚĂ – SESIUNEA IUNIE-IULIE 2023
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: 7

What makes a story go viral on social media? Explain what are the mechanics behind the process of turning regular content into viral one. Use relevant examples support your ideas.

EVALUATION GRID

- Describing/ defining the notions of “viral content” and/or “virality” on social media – 0,5 p.
- Describing the broader communication context in which a piece of content goes viral on social media – 2 p.
- Mentioning at least two mechanisms of virality, which may refer to the contribution of technology (e.g., algorithms, bots, etc.), human factor (e.g., the behavior of users, social media consumption patterns, etc.), the characteristics of the content itself (e.g., appeal to emotion, controversy, polarizing messages, format, topic, etc.) – 1 p.
- Providing logical, reasoned and detailed explanations of the aforementioned viralization mechanisms – 3 p.
- Providing, in sufficient detail, at least one relevant and recent example for each type of mechanism identified – 2 p.
- Style and academic writing – 0,5 p.
- Starting point – 1.

Passing grade: 5. Starting point included.

Președintele Comisiei de licență

Prof. univ. dr. Alina Bârgăoanu