



PROBA SCRISĂ A EXAMENULUI DE LICENȚĂ
SESIUNEA IUNIE 2025
SPECIALIZAREA COMUNICARE ȘI MEDIA EMERGENTE
(CU PREDARE ÎN LIMBA ENGLEZĂ)/
COMMUNICATION AND EMERGING MEDIA
TEME PENTRU DISCIPLINA:
CRISIS COMMUNICATION

1. Discuss the crisis communication during an organizational crisis considering the problem, crisis escalation, and the mistakes made by the organization. For the case discussed, propose two messages and two activities appropriate for solving the situation and mention the targeted channels and stakeholders.
2. Considering the media coverage of the events, comment on the consequences of an organizational crisis referring to a crisis from the last eight years. Explain how media intervention leads to crisis escalation by looking into the crisis response, problem and segment/ dimension affected, and the main topics involved. For the case discussed, propose a message and one activity to address the media.
3. Considering a media/ social media crisis, comment on the stakeholders' role in boycotting the organization by pointing out the crisis response. For the case discussed, propose two messages and two activities appropriate for solving the situation and mention the targeted channels and stakeholders.
4. Considering the crisis communication principles and guidelines, comment on the crisis response in an organizational crisis that took place in the last eight years. Explain how following or breaking the principles and guidelines impacted the evolution of the crisis. For the case discussed, propose two messages and two activities appropriate for solving the situation and mention the targeted channels and stakeholders.
5. Discuss crisis communication in a media/ social media crisis by looking into the problem, crisis escalation, and mistakes made by the organization. For the case discussed, propose two messages and two activities appropriate for solving the situation and mention the targeted channels and stakeholders.
6. Considering the intervention of stakeholders, comment on the consequences of a media / social media crisis from the last eight years. Explain how stakeholders' intervention leads to crisis escalation, considering the crisis response, the problem, the type of crisis, and the main topics. Propose a message and an activity to solve the situation.
7. Considering the crisis communication principles and guidelines, comment on the crisis response in a media/ social media crisis that took place in the last eight years. Explain how following or breaking the principles and guidelines impacted the evolution of the crisis. For the case discussed, propose two messages and two activities appropriate for solving the situation and mention the targeted channels and stakeholders.
8. Comment on the best practices and recommendations for crisis communication in social media by referring to a crisis that took place in the last eight years. Discuss the consequences of not following the best practices and recommendations in social media.



For the case discussed, propose two messages and two activities appropriate for solving the situation and mention the targeted channels and stakeholders.

9. Comment on two crisis response strategies, discussing the way they have been used in crisis situations that took place in the last eight years. Analyze communication with stakeholders in these cases and propose a message and an activity for each strategy.
10. Comment stealing thunder strategy in crisis management and response, considering a situation in the last eight years in which using this strategy could have prevented the crisis escalation. Discuss the way the trust level and the relationship with stakeholders were affected. Propose a message and an activity that could have been used through the stealing thunder strategy, mentioning the stakeholders and channels.

Bibliografie

- Coombs, W. T., & Laufer, D. (2018). Global crisis management—current research and future directions. *Journal of International Management*, 24(3), 199-203.
- Lee, S. Y. (2020). Stealing thunder as a crisis communication strategy in the digital age. *Business Horizons*, 63(6), 801-810.
- Lin, X., Spence, P. R., Sellnow, T. L., & Lachlan, K. A. (2016). Crisis communication, learning and responding: Best practices in social media. *Computers in human behavior*, 65, 601-605.