



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:
COMMUNICATION THEORY

1. Introduce the *three premises of symbolic interactionism*, as elaborated by H. G. Blumer, and illustrate them by examples of your choice.
2. Discuss the contribution of the *Significant Other* and of the *Generalized Other*, as defined by G. H. Mead, to the formation of the self, and illustrate each of these concepts by relevant examples.
3. Introduce the *looking-glass-self* theory, as elaborated by C. H. Cooley, and illustrate it by a relevant example.
4. Define the *internal dialectics*, as introduced by the relational dialectics theory, and illustrate them by relevant examples.
5. Define the *external dialectics*, as introduced by the relational dialectics theory, and illustrate them by relevant examples.
6. Discuss the concept of *mutedness*, as introduced by the muted group theory, and illustrate it by a relevant example.
7. Discuss the *strategies of silencing*, as described by the muted group theory, and illustrate them by relevant examples.
8. Define the concept of *cultivation*, as introduced by the cultivation theory, 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.
10. Define the concept of *facework*, as introduced by the face-negotiation theory, and illustrate it by an example of your choice.

Bibliografie

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- Gerbner, G., Gross, L., Morgan, M., Signorielli (1986). *Living with televisions. The Dynamics of the Cultivation Process*. In Bryant, J. & Zillmann, D. (eds.), *Perspectives on Media Effects*, Hillsdale, NJ: Lawrence Erlbaum, 17-40.



- Ting-Toomey, S. (2005). The Matrix of Face: An Updated Face-Negotiation Theory. In W. B. Gudykunst (ed.), *Theorizing about intercultural communication*. Thousand Oaks, CA: Sage, p. 71-92.
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