



TEMATICA LICENȚA LIMBI MODERNE APLICATE 2020  
TOPICS for GRADUATION PAPERS for APPLIED MODERN LANGUAGES (English, French) 2020  
Afășate în aprilie 2019/ Posted in April 2019

Arie tematică/ concentration topic/ domaine thématique	Teme limba engleză - profesor coordonator/ Topics for papers in English – advisor/ Sujets de mémoires de licence en anglais – directeur de mémoire	Teme limba franceză - profesor coordonator/ Topics for papers in French- advisor/ Sujets de mémoire de licence en français – directeur de mémoire
analiza discursului/ discourse analysis/ l'analyse du discours	1. <b>Prof. univ. dr. Laura MUREȘAN</b> – “A comparative analysis of texts belonging to different <i>genres</i> (e.g. journal articles, essays, advertisements etc.)”	1. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Le discours des entreprises sur la <i>cybersécurité</i> . Étude comparative des espaces francophone et anglophone”
	2. <b>Prof. univ. dr. Laura MUREȘAN</b> – “Contextual factors influencing the discourse features of email messages”	2. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Le discours des entreprises sur la <i>crise</i> . Étude comparative des espaces francophone et anglophone”
	3. <b>Prof. univ. dr. Laura MUREȘAN</b> – “Discourse Features of Text-Messages: Closer to Oral or to Written Communication?”	3. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Le discours des entreprises sur le <i>développement durable</i> . Étude comparative des espaces francophone et anglophone”
	4. <b>Prof. univ. dr. Laura MUREȘAN</b> – “Linguistic creativity and rhetorical devices in political discourse”	4. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Le discours des entreprises sur l’ <i>éthique des affaires</i> . Étude comparative des espaces francophone et anglophone”
	5. <b>Prof. univ. dr. Laura MUREȘAN</b> – “Linguistic creativity and genre characteristics in the media discourse”	5. <b>Conf. univ. dr. Rodica STANCIU-CAPOTA</b> - “Les adverbess de manière en français et en roumain. Étude de cas : le discours économique”
	6. <b>Prof. univ. dr. Laura MUREȘAN</b> – “What contributes to the attractiveness of article titles in <i>The Economist</i> ? Textual and contextual analysis”	6. <b>Conf. univ. dr. Rodica STANCIU-CAPOTA</b> - “L’expression de la quantité en français et en roumain. Étude de cas : le discours économique”

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analiza discursului/ discourse analysis/ l'analyse du discours	7. <b>Prof. univ. dr. Mariana NICOLAE</b> - “The Language of Today’s Organizations and the Challenges for Finding Jobs and for Career Management. Case Study”	7. <b>Asist. univ. dr. Olivia Cristiana RUSU</b> - “Discours oral économique - étude de cas, implications pratiques”
	8. <b>Prof. univ. dr. Mariana NICOLAE</b> - “Organizational Change - the Dynamics and Resistance to Change. The Language of Change in Organizations. Case Study.”	8. <b>Asist. univ. dr. Olivia Cristiana RUSU</b> - “ Discours écrit économique - étude de cas, implications pratiques”
	9. <b>Prof. univ. dr. Mariana NICOLAE</b> - “Organizations – Types of Organizations and of Organizational Management. The Importance of Language and Communication. Case Study.”	
	10. <b>Prof. univ. dr. Mariana NICOLAE</b> - “Personal Development - for Students and for Employees”	
	11. <b>Conf. univ. dr. Mirela BARDI</b> - “Analysis of Academic Discourse Features in Student Essay Writing”	
	12. <b>Conf. univ. dr. Viorela DIMA</b> – “Language and Conflict Management”	
	13. <b>Conf. univ. dr. Antonia ENACHE</b> - “Discourse Strategies in Political Confrontations - a Case Study”	
	14. <b>Conf. univ. dr. Antonia ENACHE</b> - “Modern tools of political propaganda: the personal website, social media and blogs - a case study / a comparative case study”	
	15. <b>Conf. univ. dr. Antonia ENACHE</b> - “Political Advertising on the Internet”	
	16. <b>Conf. univ. dr. Antonia ENACHE</b> - “Political Advertising in the Media”	
	17. <b>Conf. univ. dr. Antonia ENACHE</b> - “Political Advertising on Television”	
	18. <b>Conf. univ. dr. Antonia ENACHE</b> - “Political versus Commercial Advertising”	
	19. <b>Conf. univ. dr. Antonia ENACHE</b> - “Social Media as a Means of Advertising - a Comparative Case Study”	

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	20. <b>Conf. univ. dr. Antonia ENACHE</b> - “Social Media as a Means of Political Advertising - a Case Study”	
	21. <b>Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU</b> – “Academic Writing and the Challenges of Plagiarism”	
	22. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Similarities and Differences between Commercial Advertising and Political Advertising”	
	23. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “The Language of New Media (New Words, New Meanings, Abbreviations)”	
	24. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Transformations of Media in the 21st century”	
limbaje specializate/ English for Specific Purposes/ Le Français sur Objectifs Spécifiques	25. <b>Conf. univ. dr. Irina DAVID</b> - “The Language of Commercials and the Language of Written Advertisements: A Comparative Analysis”	9. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „La terminologie du secteur <i>Big data</i> ”
	26. <b>Conf. univ. dr. Irina DAVID</b> - “The Power of Words: Persuasion Strategies Used in Advertising”	10. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „La terminologie des <i>professions</i> à l’ère du numérique. ”
	27. <b>Conf. univ. dr. Viorela DIMA</b> – “Language and the Advertising Industry”	11. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „La terminologie de l’ <i>économie numérique</i> ”
	28. <b>Conf. univ. dr. Viorela DIMA</b> – “Languages and the Labour Market”	12. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „La terminologie de la <i>5 G</i> ”
	29. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “A Comparative Analysis of Traditional Media versus New Media”	13. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Le numérique et sa déclinaison terminologique dans l’entreprise 2020 – une analyse de réseau sémantique”
	30. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Facebook and Blogs as Effective Advertising Media”	14. <b>Conf. univ. dr. Maria Ana OPRESCU</b> - “Créativité lexico-sémantique en publicité”
	31. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Language Devices Used in Advertising Slogans”	15. <b>Conf. univ. dr. Maria Ana OPRESCU</b> - “Le slogan publicitaire en français et en anglais”
	32. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Language Manipulation and Misleading Advertising”	16. <b>Conf. univ. dr. Maria Ana OPRESCU</b> - “Peut-on parler d'une langue de la publicité?”

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<p>limbaje specializate/ English for Specific Purposes/ Le Français sur Objectifs Spécifiques</p>	33. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “New Media and its Impact on Advertising	
	34. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “The Impact of Cultural Values on Advertising”	
	35. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “The Language of Persuasion in the 21 <sup>st</sup> century Advertising”	
	36. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Social Media Advertising Options (Facebook, Blogs, Twitter, Instagram, LinkedIn, Youtube) – a Comparative Advantage Approach”	
	37. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Standardization versus Adaptation in International Advertising”	
	38. <b>Asist. univ. dr. Olivia Cristiana RUSU-</b> “Written Discourse Analysis on Economic Issues - investigation and implications”	
	39. <b>Asist. univ. dr. Olivia Cristiana RUSU-</b> “Oral Discourse Analysis on Economic Issues - investigation and implications”	
<p>predarea și învățarea limbilor străine/ the teaching and learning of foreign languages/ l'enseignement et l'apprentissage des langues étrangères</p>	40. <b>Prof. univ. dr. Laura MUREȘAN</b> - “Self-evaluation processes and instruments for more effective language teaching and learning”	
	41. <b>Prof. univ. dr. Laura MUREȘAN</b> - "Communicative language teaching and learning through role plays and simulations"	
	42. <b>Prof. univ. dr. Laura MUREȘAN</b> - "Developing integrated communication skills in the English class through attractive materials and tasks"	
	43. <b>Prof. univ. dr. Laura MUREȘAN</b> - "Needs analysis for effective language teaching and learning - Comparing the learners' and the teachers' views"	

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<p>predarea și învățarea limbilor străine/ the teaching and learning of foreign languages/ l'enseignement et l'apprentissage des langues étrangères</p>	44. <b>Prof. univ. dr. Laura MUREȘAN</b> - "Lesson planning for effective language teaching and learning - Comparing the learners' and the teachers' views"	
	45. <b>Prof. univ. dr. Laura MUREȘAN</b> - "What can we learn from the students' feedback? Comparing the learners' and the teachers' views"	
	46. <b>Prof. univ. dr. Laura MUREȘAN</b> - "Project-based team work and student involvement in decision-making for more effective learning"	
	47. <b>Conf. univ. dr. Mirela BARDI</b> - "Critical Thinking Tools in Academic Study – Perceptions and Practice"	
	48. <b>Conf. univ. dr. Mirela BARDI</b> - "Effective Language Learning Strategies – Student Practice and Perceptions"	
	49. <b>Conf. univ. dr. Mirela BARDI</b> - "Interactive (Language) Teaching in English Medium Instruction – a Study of Student/Lecturer Perceptions"	
	50. <b>Conf. univ. dr. Mirela BARDI</b> - "Quality in Higher Education – Analysis of University Websites"	
	51. <b>Conf. univ. dr. Irina DAVID</b> - "The Use of TED Talks in Foreign Language Teaching/ Learning: Benefits and Challenges"	
	52. <b>Conf. univ. dr. Viorela DIMA</b> - "Language Policies – Development and Implementation in Certain Geographical Areas (to be chosen by students and coordinating teacher)"	
	53. <b>Conf. univ. dr. Viorela DIMA</b> - "Market Trends in Language Teaching or Learning"	
	54. <b>Conf. univ. dr. Viorela DIMA</b> - "Multilingualism – Development and Implementation of National/ EU/ International Policies"	
55. <b>Conf. univ. dr. Raluca Șerban</b> – "Particularități		

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	morfo-sintactice ale limbii române. Studiu comparativ (cu limba engleză și/sau franceză)”	
	56. <b>Lect. univ. dr. Iulia Rășcanu</b> – “The Use of Digital Devices in Language Learning”	
studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	57. <b>Conf. univ. dr. Viorela DIMA</b> - “The Role of Cultural Centers in the Professional Development of Economists”	17. <b>Prof. univ. dr. Ruxandra CONSTANTINESCU-ȘTEFĂNEL</b> - “La contribution de la France au développement de la démocratie dans le monde ”
	58. <b>Conf. univ. dr. Lucia-Mihaela GROSU-RĂDULESCU</b> - “Diplomatic Interactions - the Importance of Cultural Decoding”	18. <b>Prof. univ. dr. Ruxandra CONSTANTINESCU-ȘTEFĂNEL</b> - “La culture et la civilisation de l’Afrique francophone (un pays au choix de l’étudiant)”
	59. <b>Conf. univ. dr. Lucia-Mihaela GROSU-RĂDULESCU</b> - “Power and Language – Scrutinizing the Political Discourse in Romania”	19. <b>Prof. univ. dr. Ruxandra CONSTANTINESCU-ȘTEFĂNEL</b> - “La culture et la civilisation du Maghreb (un pays au choix de l’étudiant)”
	60. <b>Conf. univ. dr. Lucia-Mihaela GROSU-RĂDULESCU</b> - “Stereotyping and Discrimination - An Interpretation of International Ads”	20. <b>Prof. univ. dr. Ruxandra CONSTANTINESCU-ȘTEFĂNEL</b> - “La Francophonie au XXI-e siècle”
	61. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Americanism and Americanization. Anti-Americanism”	21. <b>Prof. univ. dr. Ruxandra CONSTANTINESCU-ȘTEFĂNEL</b> - “La francophonie en Roumanie”
	62. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Analysis of Different Theories of Cultural Studies and their Impact on International Business and Economics”	22. <b>Prof.univ.dr. Ruxandra CONSTANTINESCU-ȘTEFĂNEL</b> – “Une analyse comparative des slogans publicitaires roumains et français”
	63. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Breaking Barriers: Music Videos and National Symbols”	23. <b>Prof.univ.dr. Ruxandra CONSTANTINESCU-ȘTEFĂNEL</b> - “L’image de la femme dans la publicité roumaine et française”
	64. <b>Conf. univ. dr. Roxana MARINESCU</b> - “British Cultural Studies – a Historic Perspective”	24. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Constructions identitaires et mobilisation des entreprises à travers l’espace virtuel”
	65. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Culture, Subcultures and Countercultures”	25. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Culture d’entreprise. Regards croisés [franco-roumain / espaces francophone et anglophone]”

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studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	66. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Gender Equality. Attitudes, Preoccupations, Contemporary Trends”	26. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Culture d’entreprise en Roumanie et interculturalité”
	67. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Globalization or Glocalization? A Choice?”	27. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Différences culturelles dans la communication organisationnelle. Étude comparative des espaces francophone et anglophone”
	68. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Intercultural Encounters: Romanian Perceptions of American Culture”	28. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Etude comparative de cultures d’entreprise [au choix de l’étudiant]”
	69. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Language and Bias – a Gender Perspective”	29. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “La communication en ligne des entreprises – une analyse sémantique”
	70. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Mass Media as an Instrument of Power and Control”	30. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> – “La communication professionnelle dans l’économie numérique. Une étude de cas.”
	71. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Multiculturalism vs. Nationalism. A Case Study”	31. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „La culture d’entreprise et la révolution numérique : enjeux, défis et pratiques”
	72. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Northern Ireland: Border Country”	32. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “La culture numérique – une analyse sémantique”
	73. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Postcolonialism. Postcolonial Literature. A Case Study”	33. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „La <i>créativité numérique</i> et le changement des entreprises. Une étude de cas.”
	74. <b>Conf. univ. dr. Roxana MARINESCU</b> - “Postcolonialism and Postcommunism. Different or the Same?”	34. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> – “La qualité de la communication d’entreprise à l’ère du Big data. Une étude de cas.”
	75. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Cultural Blunders in International Marketing”	35. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „Les enjeux de la <i>start-up sociale</i> . Une étude de cas.”
76. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Cultural Differences in International Advertising Messages”	36. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „Les enjeux de la <i>transformation digitale</i> des entreprises”	

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studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	77. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “The Legacy of Marshall McLuhan”	37. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> – “Le numérique et les conduites de changement. Une étude de cas.”
	78. <b>Conf. univ. dr. Teodora ȘERBAN-OPRESCU</b> - “American Culture (s) of Success”	38. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „Médias sociaux et culture d’entreprise. Une (r)évolution?”
	79. <b>Conf. univ. dr. Teodora ȘERBAN-OPRESCU</b> - “Attitude. Perception. Stereotypes (in American Settings)”	39. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „Nouveaux modèles d’entreprises : les <i>entreprises de services du numérique</i> . Une étude de cas.”
	80. <b>Conf. univ. dr. Teodora ȘERBAN-OPRESCU</b> - “Barriers to Intercultural Communication. A Case Study”	40. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „Numérisation et culture d’entreprise : défis et approches. Une étude de cas”
	81. <b>Conf. univ. dr. Teodora ȘERBAN-OPRESCU</b> - “Business Organization and Culture”	41. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - „ <i>Sécurité numérique et médias sociaux</i> dans l’entreprise du XXI-ème siècle. Une étude de cas.”
	82. <b>Conf. univ. dr. Teodora ȘERBAN-OPRESCU</b> - “Dealing with Difference. Aspects of Intercultural Communication. A Case Study”	42. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Une enquête comparative [pays][pays] des cultures d’entreprise par l’étude des sites internet de [deux compagnies multinationales] de [secteurs-clefs] : [A vs B] ; [C vs D]”
	83. <b>Conf. univ. dr. Teodora ȘERBAN-OPRESCU</b> - “Intercultural communication (in business settings). A Case Study”	
	84. <b>Conf. univ. dr. Teodora ȘERBAN-OPRESCU</b> - “Managing Diversity (in the United States)”	
	85. <b>Conf. univ. dr. Irina DAVID</b> - “The Image of Romania and the Romanians in the European Written Media”	
86. <b>Lect. univ. dr. Iulia Rășcanu</b> – “The Body in Advertising: Verbal/Non-verbal messages and Gender Discrimination”		



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studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	87. <b>Lect. univ. dr. Iulia Rășcanu</b> – “The Digital Killed the Video Star? Representations of the Digital in Society, Economy and Culture”	
	88. <b>Lect. univ. dr. Iulia Rășcanu</b> – “Mobility - North and South - and the Labour Market: Challenges and Opportunities”	
	89. <b>Lect. univ. dr. Iulia Rășcanu</b> – “The New Media vs. Traditional Advertising: Learning from the Past or Refuting It?”	
	90. <b>Lect. univ. dr. Iulia Rășcanu</b> – “The Transnational and its Role in Economies”	
	91. <b>Lect. univ. dr. Iulia Rășcanu</b> – “The Glocal Village: Communities, non-national languages and preservation of identity”	
	92. <b>Lect. univ. dr. Iulia Rășcanu</b> – “Multiculturalism and Corporate Culture: Challenges and Opportunities. A Case Study”	
	93. <b>Lect. univ. dr. Iulia Rășcanu</b> – “Misinformation and the Impact of Fake News on People's Behaviour”	
teorii și bune practici de comunicare/ communication theories and practices/ théories et bonnes pratiques de communication	94. <b>Prof. univ. dr. Laura MUREȘAN</b> - “New trends in academic/professional/business communication in multilingual settings”	
	95. <b>Prof. univ. dr. Laura MUREȘAN</b> - “New tendencies in English language communication in international projects (e.g. in virtual space, via skype, teleconferencing, etc.) ”	
	96. <b>Prof. univ. dr. Mariana NICOLAE</b> - “Communicational Conflicts and their Management in Organizations. Case Study.”	
	97. <b>Prof. univ. dr. Mariana NICOLAE</b> - “Ethics and Etiquette. Correct and Polite Language and Behaviours in Organizations. Case Study.”	

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teorii si bune practici de comunicare/ communication theories and practices/ théories et bonnes pratiques de communication	98. <b>Prof. univ. dr. Mariana NICOLAE</b> - “The Language of Leaders and Managers in Organizations. Case Study.”	
	99. <b>Prof. univ. dr. Mariana NICOLAE</b> - “The Professional Image of Romanian Employers and Employees. Ethics and Etiquette. Case Study.”	
	100. <b>Prof. univ. dr. Mariana NICOLAE</b> - “Verbal and Non-verbal Elements in Organizational Communication. Case Study.”	
	101. <b>Conf. univ. dr. Viorela DIMA</b> –“The Language of Diplomacy”	
	102. <b>Conf. univ. dr. Antonia ENACHE</b> - “The Language of Persuasion in Political Communication”	
	103. <b>Conf. univ. dr. Antonia ENACHE</b> – “Persuasive strategies in advertising”	
	104. <b>Conf. univ. dr. Antonia ENACHE</b> – “Persuasive strategies in political communication”	
	105. <b>Conf. univ. dr. Antonia ENACHE</b> – “The rhetoric of political speeches”	
	106. <b>Conf. univ. dr. Antonia ENACHE</b> – “The rhetoric of political debates”	
	107. <b>Conf. univ. dr. Lucia-Mihaela GROSU-RĂDULESCU</b> - “ Communication and Technology – the use of memes and GIFs in online interaction”	
108. <b>Conf. univ. dr. Lucia-Mihaela GROSU-RĂDULESCU</b> - “Blogs, vlogs and other means of online communication”		
109. <b>Conf. univ. dr. Lucia-Mihaela GROSU-RĂDULESCU</b> - “Social networks’ impact on politics and society”		

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teorii si bune practici de comunicare/ communication theories and practices/ théories et bonnes pratiques de communication	110. <b>Conf. univ. dr. Raluca HURDUZEU</b> – “Communication Competences and Organizational Performance. A Case Study”	
	111. <b>Conf. univ. dr. Raluca HURDUZEU</b> – “Effective Communication Techniques within Organizations. A Case Study”	
	112. <b>Conf. univ. dr. Raluca HURDUZEU</b> – “The Importance of Linguistics and Cultural Skills in Increasing Employability”	
	113. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Communication strategies to launch a new product”	
	114. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “The Internet as an Effective Advertising Medium”	
	115. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Social Media – Communication Strategies and Genres”	
	116. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Social Media Marketing: Benefits and Risks”	
	117. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Websites as Effective Marketing Communication Instruments”	
	118. <b>Conf. univ. dr. Irina DAVID</b> - “Effective Intercultural Communication – Verbal and Non-Verbal Strategies”	
119. <b>Conf. univ. dr. Irina DAVID</b> - “The Ethics of Written Communication”		
traductologie/ traductology/ traductologie	120. <b>Conf. univ. dr. Viorela DIMA</b> - “Writers as Authors versus Translators”	43. <b>Conf. univ. dr. Maria-Antoaneta LORENTZ</b> - “Les outils de traduction en ligne : avantages et inconvénients. Une étude de cas.”
	121. <b>Conf. univ. dr. Viorela DIMA</b> - “Advertising Translation”	
	122. <b>Conf. univ. dr. Viorela DIMA</b> - “Translating Culture – A Case Study on Business Newspapers”	
	123. <b>Conf. univ. dr. Viorela DIMA</b> - “Multilingualism in Translation Studies”	

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traductologie/ traductology/ traductologie	124. <b>Conf. univ. dr. Viorela DIMA</b> - “Research on Translator/ Interpreter Education”	
	125. <b>Conf. univ. dr. Viorela DIMA</b> - “The Impact of New Technologies in Translation Studies”	
	126. <b>Conf. univ. dr. Viorela DIMA</b> - “Online Translation Communities”	
	127. <b>Conf. univ. dr. Viorela DIMA</b> - “Translation Companies Today”	
	128. <b>Conf. univ. dr. Viorela DIMA</b> - “Trends in Community Interpreting”	
	129. <b>Conf. univ. dr. Maria ENACHE</b> – “Cross-cultural Issues in Translating Idioms /Proverbs”	
	130. <b>Conf. univ. dr. Maria ENACHE</b> – “Defining Translation Competence and the Role of the Translator”	
	131. <b>Conf. univ. dr. Maria ENACHE</b> – “Difficulties of News Translation”	
	132. <b>Conf. univ. dr. Maria ENACHE</b> – “Exploring the Concept of Fidelity in Official English-Romanian Movie (Title) Translation”	
	133. <b>Conf. univ. dr. Maria ENACHE</b> – “Issues of Legal Translation in Comparative Legal Systems: A Critical Analysis”	
	134. <b>Conf. univ. dr. Maria ENACHE</b> – “Strategies for Maintaining Cultural Identity in Translation in the Globalization Era”	
	135. <b>Conf. univ. dr. Maria ENACHE</b> - “The Influence of Cross-cultural Factors on Translators’ Roles in Approaching Literary Texts – from a Romanian Perspective”	

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	136. <b>Conf. univ. dr. Maria ENACHE</b> - “The Translation Action and Quality – A Case Study of the Romanian Translation of a British Novel”	
	137. <b>Conf. univ. dr. Maria ENACHE</b> - “Translating Humour in Subtitle Translation (a Case Study)”	
	138. <b>Conf. univ. dr. Maria ENACHE</b> – “Translation of Vulgarism in Film in Light of Nida’s Dynamic Equivalence Theory: A Case Study (Politeness in Screen Translation)”	
	139. <b>Conf. univ. dr. Cristina PRELIPCEANU</b> - “Cultural Awareness in Advertisement Translation”	