



TEMATICA LICENȚA LIMBI MODERNE APLICATE 2025-2026
TOPICS for GRADUATION PAPERS for APPLIED MODERN LANGUAGES (English, French) 2026

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. Conf. univ. dr. Antonia ENACHE – “Discourse Strategies in Political Confrontations – a Case Study”	1. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Le discours de la « rumeur » à l’ère du numérique”
	2. Conf. univ. dr. Antonia ENACHE – “Modern tools of political propaganda: the personal website, social media and blogs – a case study / a comparative case study”	2. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Le discours des médias sur l’identité européenne”
	3. Conf. univ. dr. Antonia ENACHE – “Political Advertising on the Internet”	3. Prof univ. dr. Maria-Antoaneta LORENTZ – “Le discours des médias sur la construction européenne”
	4. Conf. univ. dr. Antonia ENACHE – “Political Advertising in the Media”	4. Prof univ. dr. Maria-Antoaneta LORENTZ - “Les discours relatifs à l’intelligence artificielle. Une étude de cas” "Parler et écrire avec l’IA"
	5. Conf. univ. dr. Antonia ENACHE – “Political Advertising on Television”	5. Prof univ. dr. Maria-Antoaneta LORENTZ – “Le discours des médias alternatifs”
	6. Conf. univ. dr. Antonia ENACHE – “Political versus Commercial Advertising”	6. Prof univ. dr. Maria-Antoaneta LORENTZ – “Les discours numériques : mutations langagières et communicationnelles”
	7. Conf. univ. dr. Antonia ENACHE – “Social Media as a Means of Advertising – a Comparative Case Study”	7. Conf. univ. dr. Olivia Cristina Rusu – “Discours oral économique – étude de cas, implications pratiques”

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

analiza discursului/ discourse analysis/ l'analyse du discours	8. Conf. univ. dr. Antonia ENACHE – “Social Media as a Means of Political Advertising – a Case Study”	8. Conf univ. dr. Olivia Cristina Rusu – “Discours écrit économique – étude de cas, implications pratiques”
	9. Conf. univ. dr. Antonia ENACHE – “The discourse of corporate social responsibility and its role for the 21st century company”	9. Conf univ. dr. Olivia Cristina RUSU Le discours politique - étude de cas, implications pratiques”
	10. Conf. univ. dr. Antonia ENACHE – “Advertising on social media”	10. Conf univ. dr. Olivia Cristina Rusu – “Analyse des discours présidentiels dans diverses langues et cultures : comparaison des stratégies rhétoriques ”
	11. Conf. univ. dr. Antonia ENACHE – “Political communication on social media”	11. Conf. Univ. dr. Olivia Cristina Rusu - “Analyse de l'emploi des termes spécialisés dans les discours politiques afin d'influencer l'opinion publique: étude de cas”
	12. Conf. univ. dr. Antonia ENACHE – “Political and commercial slogans: similarities and differences”	12. Lector univ. dr. Monica-Lucretia LUCA-HUSTI- “Analyse de l’emploi de nouveaux anglicismes dans le monde du travail: quel impact sur le recrutement ? Étude de cas”
	13. Conf. univ. dr. Antonia ENACHE – “Hard news" vs "soft news": similarities, differences, hybrid genres”	13. Lector univ. dr. Monica-Lucretia LUCA-HUSTI- “Le discours des influenceurs: quel impact sur les ventes ? Étude de cas”
	14. Conf. univ. dr. Antonia ENACHE – “Emotional contagion on social media (positive vs. negative emotions)	14. Lector univ. dr. Monica-Lucretia LUCA-HUSTI- “Le discours du podcast corporate: analyse de son influence sur la communication interne en entreprise”
	15. Conf. univ. dr. Antonia ENACHE – “The emotional appeal of clickbait headlines”	15. Lector univ. dr. Monica-Lucretia LUCA-HUSTI- “Analyse du discours de négociation: particularités de l’argumentation”
	16. Conf. univ. dr. Viorela DIMA – “Language and Conflict Management”	16. Lector univ. dr. Eugen Dominic NEGRICI – “Mouvements sociaux France–Etats–Unis
	17. Conf. univ. dr. Viorela DIMA – “Recent trends in student research”	
	18. Conf. univ. dr. Viorela DIMA – “University regulations on plagiarism avoidance”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

analiza discursului/ discourse analysis/ l'analyse du discours	19. Conf. univ. dr. Viorela DIMA – “Bilingual/ Multilingual Newspapers in Romania”	
	20. Conf. univ. dr. Viorela DIMA – “Recent developments in internet linguistics”	
	21. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU – “Political correctness – Views on advertising and consumer attitudes	
	22. Conf. univ. dr. Olivia Cristina Rusu – “Language and Conflict Management”	
	23. Conf. univ. dr. Olivia Cristina Rusu – “Political discourse - case study, practical implications”	
	24. Lector univ. dr. Alexandra MORARU - “War Metaphors in the current political discourse”	
	25. Lector univ. dr. Alexandra MORARU - “Rhetorical devices in political discourses (Trump, Macron, Zelenski)”	
	26. Lector univ. dr. Alexandra MORARU - “Critical Discourse Analysis and the news)”	
	27. Lector univ. dr. Adina Nicoleta PANAIT - “Genre Analysis in ESP: Investigating Communication in Professional Contexts”	
	28. Lector univ. dr. Adina Nicoleta PANAIT - “Discourse Strategies in English as a Lingua Franca (ELF) Workplace Interactions”	
	29. Lector univ. dr. Adina Nicoleta PANAIT - “Hedging and Boosting in Academic English: A Discourse-Based Case Study”	
	30. Lector univ. dr. Adina Nicoleta PANAIT - “Apologies and Accountability in Professional Email Exchanges: A Cross-Cultural Discourse Perspective”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

	31. Lector univ. dr. Adina Nicoleta PANAIT - “The Influence of Genre Conventions on Identity Construction in Online Professional Profiles (e.g., LinkedIn)”	
limbaje specializate/ English for Specific Purposes/ Le Français sur Objectifs Spécifiques	32. Conf. univ. dr. Irina DAVID – “The Language of Commercials and the Language of Written Advertisements: A Comparative Analysis”	17. Prof univ. dr. Maria-Antoaneta LORENTZ – „La terminologie du secteur <i>Big data</i> ”
	33. Conf. univ. dr. Irina DAVID – “The Power of Words: Persuasion Strategies Used in Advertising”	18. Prof. univ. dr. Maria-Antoaneta LORENTZ – „La terminologie des <i>professions</i> à l’ère du numérique. ”
	34. Conf. univ. dr. Lucia–Mihaela GROSU–RADULESCU – “A cultural and linguistic study of marketing strategies - the Romanian case”	19. Prof. univ. dr. Maria-Antoaneta LORENTZ – „La terminologie de l’ <i>économie numérique</i> ”
	35. Conf. univ. dr. Viorela DIMA – “Language and the Advertising Industry”	20. Prof. univ. dr. Maria-Antoaneta LORENTZ – „La terminologie de la 5 G”
	36. Conf. univ. dr. Viorela DIMA – “Labour market demands for speakers of foreign languages”	21. Prof. univ. dr. Maria-Antoaneta LORENTZ – “La crise sanitaire et sa déclinaison terminologique dans les médias – une analyse de réseau sémantique”
	37. Conf. univ. dr. Viorela DIMA – “The Social Impact of Humanitarian Aid”	22. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Le lexique de la pandémie du coronavirus Covid–19 ”
	38. Conf. univ. dr. Viorela DIMA – “Language Use in Professional Legal Communication”	23. Prof. univ. dr. Maria-Antoaneta LORENTZ - „La terminologie de l’intelligence artificielle – quels décryptages?”
	39. Conf. univ. dr. Olivia Cristina Rusu – “Written Discourse Analysis on Economic Issues – investigation and implications”	24. Conf univ. dr. Olivia Cristina RUSU – “Comparaison des structures linguistiques dans les langues de spécialité: analyse contrastive”
	40. Conf. univ. dr. Olivia Cristina Rusu – “Oral Discourse Analysis of Economic Issues – investigation and implications”	
	41. Lect. univ. dr. Ramona Elena CHIȚU - “The Role of English in Scientific Research: Writing and Publishing Challenges”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

	42. Lect. univ. dr. Ramona Elena CHIȚU- “Business English as a Lingua Franca – Challenges in Multinational Companies”	
	43. Lector univ. dr. Adina Nicoleta PANAIT - “Lexical Bundles and Phraseology in English for Legal Purposes: A Genre Perspective	
predarea și învățarea limbilor străine/ the teaching and learning of foreign languages/ l'enseignement et l'apprentissage des langues étrangères	44. Conf. univ. dr. Olivia Cristina RUSU- “ Impact of information technology on the learning of foreign languages for specific purposes”	25. Prof. univ. dr. Maria-Antoaneta LORENTZ- « Intégration des outils liés à l’intelligence artificielle dans l’enseignement/l’apprentissage des langues »
	45. Conf. univ. dr. Irina DAVID – “The Use of TED Talks in Foreign Language Teaching/ Learning: Benefits and Challenges”	26. Conf. univ. dr. Olivia Cristina RUSU- “ L'impact des technologies de l'information sur l'enseignement des langues étrangères spécialisées”
	46. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU – “Translanguaging – a powerful tool for learning”	27. Lector univ. dr. Monica-Lucretia LUCA-HUSTI- “L’évaluation par des paires – instrument efficace pour augmenter l’engagement d’apprentissage des étudiants”
	47. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU- “Visual literacy in the academia- A Case study”	28. Lector univ. dr. Monica-Lucretia LUCA-HUSTI- “L’usage du pitch commercial dans l’enseignement-apprentissage de l’expression orale: enjeux et défis”
	48. Conf. univ. dr. Lucia -Mihaela GROSU-RĂDULESCU - “Alternative and innovative methods of language teaching and learning	
	49. Conf. univ. dr. Viorela DIMA – “Language Policies – Development and Implementation in Certain Geographical Areas (to be chosen by students and coordinating teacher)”	
	50. Conf. univ. dr. Viorela DIMA – “Trends in Language Teaching or Learning”	
	51. Conf. univ. dr. Viorela DIMA – “Face-to-face and Online Language Learning. A Case Study”	
	52. Conf. univ. dr. Viorela DIMA – “First Language Acquisition. A Case Study”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

predarea și învățarea limbilor străine/ the teaching and learning of foreign languages/ l'enseignement et l'apprentissage des langues étrangères	53. Conf. univ. dr. Viorela DIMA – “Second Language Acquisition. A Case Study”	
	54. Conf. univ. dr. Viorela DIMA – “Feedback Exchange in Language Teaching and Learning”	
	55. Conf. univ. dr. Viorela DIMA – “Multilingualism – Development and Implementation of National/ EU/ International Policies”	
	56. Conf. univ. dr. Viorela DIMA - “Bilingual/ Multilingual/ Minority language education around the globe”	
	57. Conf. univ. dr. Viorela DIMA - “Language(s) and the construction of social identity”	
	58. Conf. univ. dr. Viorela DIMA – “Language assessment and certification. A case study”	
	59. Conf. univ. dr. Iulia RĂȘCANU – “The Use of Digital Devices in Language Learning”	
	60. Conf. univ. dr. Iulia RĂȘCANU – “The Digital Fights the Traditional: New Forms of Education and Perspectives upon the e-classroom”	
	61. Conf. univ. dr. Iulia RĂȘCANU –“Gadgets, Well-being, and Education. A Case Study”	
	62. Lector univ. dr. Magdalena CIUBĂNCAN – “Developing learner autonomy in teaching/learning foreign languages – contexts and strategies”	
	63. Lector univ dr. Adina Nicoleta PANAIT - “Metadiscourse in Student Presentations: Structuring Academic Talk at University Level”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

	64. Lector univ dr. Adina Nicoleta PANAIT - “Genre Awareness and Writing Performance: A Case Study of Undergraduate Students in EAP”	
studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	65. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU – “Youth citizenship – Opportunities and challenges of Romanian young adults	29. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Analyse des médias : les chaînes d’information en continu”
	66. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU - “Cultural identity, ethnicity and the challenges of a multicultural Europe”	30. Prof. univ. dr. Maria-Antoaneta LORENTZ - “Enjeux communicationnels de l’intelligence artificielle. Une étude de cas”
	67. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU - “The role of multilingualism and cultural diversity in supporting student mobility”	31. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Le pouvoir fédérateur de la télévision”
	68. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU - “Fandom and its role in youth communities”	32. Prof. univ. dr. Maria-Antoaneta LORENTZ – “L’identité des chaînes de télévision multilingues. Le cas d’ <i>Euronews</i> ”
	69. Prof. univ. dr. Roxana MARINESCU – “Americanism and Americanization. Anti-Americanism”	33. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Diversité linguistique et construction identitaire à travers les chaînes de télévision internationales : <i>CNN, BBC, TV5, France 24</i> ”
	70. Prof. univ. dr. Roxana MARINESCU – “The Impact of Cultural Studies on International Business and Economics”	34. Prof. univ. dr. Maria-Antoaneta LORENTZ – „Communications interculturelles à l’ère de l’intelligence artificielle. Une étude de cas”
	71. Prof. univ. dr. Roxana MARINESCU – “Breaking Barriers: Music Videos and National Symbols”	35. Prof. univ. dr. Maria-Antoaneta LORENTZ – “La couverture télévisuelle de l’actualité”
	72. Prof. univ. dr. Roxana MARINESCU – “British Cultural Studies – History, Meaning and Impact”	36. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Événements médiatiques à l’échelle européenne”
	73. Prof. univ. dr. Roxana MARINESCU – “Culture, Subcultures and Countercultures”	37. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Enjeux et défis des médias citoyens”
	74. Prof. univ. dr. Roxana MARINESCU – “Gender Equality. Attitudes, Preoccupations, Contemporary Trends”	38. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Enjeux et défis des médias alternatifs”

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	75. Prof. univ. dr. Roxana MARINESCU – “Globalization or Glocalization? A Choice?”	39. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Manières de consommer l’information : le cas de l’information « fast-food »
	76. Prof. univ. dr. Roxana MARINESCU – “Intercultural Encounters: Romanian Perceptions of American Culture”	40. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Le traitement médiatique d’événements phare de l’actualité ”
	77. Prof. univ. dr. Roxana MARINESCU – “Language and Bias – a Gender Perspective”	41. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Approches de l’actualité du jour sur les réseaux sociaux”
	78. Prof. univ. dr. Roxana MARINESCU – “Mass Media as an Instrument of Power and Control”	42. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Le pluralisme des médias au XXIe siècle”
	79. Prof. univ. dr. Roxana MARINESCU – “Multiculturalism vs. Nationalism. A Case Study”	43. Prof. univ. dr. Maria-Antoaneta LORENTZ – “ Les médias et les conduites de changement. Une étude de cas.”
	80. Prof. univ. dr. Roxana MARINESCU – “Northern Ireland: Border Country”	44. Prof. univ. dr. Maria-Antoaneta LORENTZ – « La numérisation du monde : bénédiction ou désastre ? »
	81. Prof. univ. dr. Roxana MARINESCU – “Postcolonialism. Postcolonial Literature. A Case Study”	45. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Analyse des médias : les chaînes d’information en continu”
	82. Prof. univ. dr. Roxana MARINESCU – “Postcolonialism and Postcommunism. Different or the Same?”	46. Lector univ. dr. Eugen Dominic NEGRICI – “Science–fiction, futurologie et intelligence artificielle dans le contexte culturel”
	83. Conf. univ. dr. Antonia ENACHE – “Cultural values in advertising”	47. Lector univ. dr. Eugen Dominic NEGRICI – “Culture populaire – comparaison Etats-Unis–France”
	84. Conf. univ. dr. Antonia ENACHE – “Phone apps: features, impact and influence”	48. Lector univ. dr. Eugen Dominic NEGRICI – “Le consumérisme : passé, présent, futur”
	85. Conf. univ. dr. Antonia ENACHE – “Covering” vs. “framing” in the news”	49. Lector univ. dr. Eugen Dominic NEGRICI – “Culture pop actuelle” (séries, films, livres)
	86. Conf. univ. dr. Antonia ENACHE – “Multimodal humour and creativity in advertising”	50. Lector univ. dr. Eugen Dominic NEGRICI – “La dimension antimatérialiste du cinéma français”

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	87. Conf. univ. dr. Antonia ENACHE – “Ideas and ideologies in advertising”	51. Lector univ. dr. Monica Alina TOMA — “Représentations des identités virtuelles au cinéma”
	88. Conf. univ. dr. Antonia ENACHE – “Persuasive strategies in advertising”	52. Lector univ. dr. Monica Alina TOMA — “Portraits du leadership dans les films”
	89. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “American Culture (s) of Success”	53. Lector univ. dr. Monica Alina TOMA — “Les dynamiques de la négociation dans les films”
	90. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “Attitude. Perception. Stereotypes (in American Settings)”	54. Lector univ. dr. Monica Alina TOMA — “L’entretien d’embauche au cinéma: défis et perspectives”
	91. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “Barriers to Intercultural Communication. A Case Study”	
	92. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “Business Organization and Culture”	
	93. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “Dealing with Difference. Aspects of Intercultural Communication. A Case Study”	
	94. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “Intercultural communication (in business settings). A Case Study”	
	95. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “Managing Diversity (in the United States)”	
	96. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “Identity. Adapting to New Culture(s)”.	
	97. Conf. univ. dr. Iulia RĂȘCANU – “The Body in Advertising: Verbal/Non-verbal messages and Gender Discrimination”	
	98. Conf. univ. dr. Iulia RĂȘCANU – “The Digital Killed the Video Star? Representations of the Digital in Society, Economy and Culture”	
	99. Conf. univ. dr. Iulia RĂȘCANU – “Mobility – North and South – and the Labour Market: Challenges and Opportunities”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	100. Conf. univ. dr. Iulia RĂȘCANU – “The New Media vs. Traditional Advertising: Learning from the Past or Refuting It?”	
	101. Conf. univ. dr. Iulia RĂȘCANU – “The Transnational and its Role in Economies”	
	102. Conf. univ. dr. Iulia RĂȘCANU – “The Glocal Village: Communities, non–national languages and preservation of identity”	
	103. Conf. univ. dr. Iulia RĂȘCANU – “Multiculturalism and Corporate Culture: Challenges and Opportunities. A Case Study”	
	104. Conf. univ. dr. Iulia RĂȘCANU – “Misinformation and the Impact of Fake News on People's Behaviour”	
	105. Conf. univ. dr. Iulia RĂȘCANU – “A.I. and New Trends in the Labour Market”	
	106. Conf. univ. dr. Iulia RĂȘCANU – “‘Money Is the Devil's Eye': Surfing through Music. 'Money' and Social Status in Song Lyrics”	
	107. Conf. univ. dr. Iulia RĂȘCANU – “Gender Issues and Inclusiveness: between Balance and Imbalance in Films and the New Media”	
	108. Conf. univ. dr. Raluca Marina NICOLAE - “Exploring the Subcultures of Japan”	
	109. Conf.univ.dr. Raluca -Nicoleta ȘERBAN - “Gender stereotypes in Romanian/International advertising”	
	110. Lector univ. dr. A. Elena STOICAN – “Being Different. Cultural effects of Indian migration to the USA/Romania”	
	111. Lector univ. dr. A. Elena STOICAN – “Corporate culture (s) in Postcommunist Contexts”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	112. Lector univ. dr. A. Elena STOICAN – “Cultural hybridity, postcolonial perspectives and consumerism”	
	113. Lector univ. dr. A. Elena STOICAN – “Trends of Americanisation in Romania”	
	114. Lector univ. dr. Magdalena CIUBĂNCAN - “Intercultural encounters and cultural (mis)understanding (focusing on Japan, Romania and the English-speaking cultural spaces)	
	115. Lector univ. dr. Daniela RADLER – “Modern and Contemporary Figures of Romanian diaspora”	
	116. Lector univ. dr. Daniela RADLER – “Fashion and Beauty Intermedial Representations in the Film Industry”	
	117. Lect. univ. dr. Ramona Elena CHIȚU – “Cultural Identity in Professional Discourse. A Comparative Analysis (Country) and (Country) ”	
	118. Lect. univ. dr. Ramona Elena CHIȚU – “Intercultural Pragmatics: Politeness Strategies in Negotiations”	
	119. Lector univ. dr. Monica Alina TOMA — “Depictions of Virtual Identities in Cinema”	
	120. Lector univ. dr. Monica Alina TOMA — “Portrayals of Leadership in Films”	
	121. Lector univ. dr. Monica Alina TOMA — “Negotiation Dynamics in Movies”	
	122. Lector univ. dr. Monica Alina TOMA — “The Job Interview in Film: Challenges and Perspectives”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

teorii si bune practici de comunicare/ communication theories and practices/ théories et bonnes pratiques de communication	123. Conf. univ. dr. Antonia ENACHE – “The Language of Persuasion in Political Communication”	55. Conf univ. dr. Olivia Cristina RUSU- “Analyse des pratiques de communication interculturelle dans les entreprises internationales : étude de cas sur le rôle du multilinguisme”
	124. Conf. univ. dr. Antonia ENACHE – “Persuasive strategies in advertising”	56. Conf univ. dr. Olivia Cristina RUSU- “Les politiques linguistiques visant à promouvoir le multilinguisme dans différentes institutions: une approche comparative”
	125. Conf. univ. dr. Antonia ENACHE – “Persuasive strategies in political communication”	57. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Communication d’entreprise et l’intelligence artificielle. Une étude de cas“
	126. Conf. univ. dr. Antonia ENACHE – “The rhetoric of political speeches”	58. Prof. univ. dr. Maria-Antoaneta LORENTZ – “Nouvelles pratiques communicatives à l’ère de l’intelligence artificielle“
	127. Conf. univ. dr. Antonia ENACHE – “The rhetoric of political debates”	59. Prof. univ. dr. Maria-Antoaneta LORENTZ - L’impact de l’IA sur les métiers de la communication“
	128. Conf. univ. dr. Antonia ENACHE – “Business writing (letters, emails, reports) – challenges and pitfalls”	
	129. Conf. univ. dr. Teodora ȘERBAN-OPRESCU – “Public Speaking. The Art of Communicating in Context”.	
	130. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU – “Plagiarism in online mediated exams”	
	131. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU- “Creativity, originality and Artificial Intelligence- A Case Study”	
	132. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU- “Digital storytelling-from traditional texts to interactive media”	
	133. Conf univ. dr. Olivia Cristina RUSU - “Analysis of intercultural communication practices in international companies : a case study on the role of multilingualism”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

teorii si bune practici de comunicare/ communication theories and practices/ théories et bonnes pratiques de communication	134. Conf. univ. dr. Olivia Cristina RUSU - “Language policies to promote multilingualism in different institutions : a comparative approach”	
	135. Conf. univ. dr. Viorela DIMA – “The Language of Diplomacy”	
	136. Conf. univ. dr. Viorela DIMA – “The Language of Corporations”	
	137. Conf. univ. dr. Viorela DIMA – “The Language of Public versus Private Organizations. A Case Study”	
	138. Conf. univ. dr. Viorela DIMA – “Verbal and Nonverbal Communication. A Case Study”	
	139. Conf. univ. dr. Raluca HURDUZEU – “Communication Competences and Organizational Performance. A Case Study”	
	140. Conf. univ. dr. Raluca HURDUZEU – “Effective Communication Techniques within Organizations. A Case Study”	
	141. Conf. univ. dr. Raluca HURDUZEU – “The Importance of Linguistics and Cultural Skills in Increasing Employability”	
	142. Conf. univ. dr. Irina DAVID – “Effective Intercultural Communication – Verbal and Non–Verbal Strategies”	
	143. Conf. univ. dr. Irina DAVID – “The Ethics of Written Communication”	
	144. Conf. univ. dr. Irina DAVID – “Face-to-Face and Online Communication in the Academic Environment: A Comparative Study	
	145. Conf. univ. dr. Iulia RĂȘCANU – “Video Killed the Radio Star - Again! Using Visuals in Marketing and Business Meetings. A Case Study”	
	146. Conf. univ. dr. Iulia RĂȘCANU – “The Power of A.I. and Misinformation Online”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

	147. Lector univ. dr. Magdalena CIUBĂNCAN - Communicating across cultures (focusing on Japan, Romania and the English-speaking cultural spaces)”	
	148. Lector univ. dr. Adina Nicoleta PANAIT - “The Role of Context in Shaping Politeness Strategies in Business Communication”	
	149. Lector univ. dr. Adina Nicoleta PANAIT - “Multimodal Genre Features in Corporate PowerPoint Presentations: A Discourse Analysis Approach”	
traductologie/ traductology/ traductologie	150. Conf. univ. dr. Elena TALMACIAN – “The challenges of translating Anglicisms in Romanian Banking Contexts”	60. Prof. univ. dr. Maria-Antoaneta LORENTZ —, La traduction à l’ère de l’intelligence artificielle. Une étude de cas”
	151. Conf. univ. dr. Viorela DIMA – “Advertising Translation”	61. Prof. univ. dr. Maria-Antoaneta LORENTZ - « Forces et faiblesse de l’IA dans la traduction. Une étude de cas »
	152. Conf. univ. dr. Viorela DIMA – “Translating Culture – A Case Study on Business Newspapers”	62. Conf univ. dr. Olivia Cristina RUSU - “ Analyse de la traduction et de l'adaptation des discours politiques, dans un contexte multilingue”
	153. Conf. univ. dr. Viorela DIMA – “Issues in the Translation of a Literary Work (to be chosen by students and coordinating teacher)”	63. Conf univ. dr. Olivia Cristina RUSU - “ Étude des implications linguistiques et culturelles des discours politiques traduits”
	154. Conf. univ. dr. Viorela DIMA – “Multilingualism in Translation Studies”	
	155. Conf. univ. dr. Viorela DIMA – “Research on Translator/ Interpreter Education”	
	156. Conf. univ. dr. Viorela DIMA – “The Impact of New Technologies in Translation Studies”	
	157. Conf. univ. dr. Viorela DIMA – “The Translation Profession”	
	158. Conf. univ. dr. Viorela DIMA – “Translation Project Management”	

TEMATICA LICENTA LIMBI MODERNE APLICATE 2024-2025

traductologie/ traductology/ traductologie	159. Conf. univ. dr. Viorela DIMA – “Trends in Community Interpreting”	
	160. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU – “Translation Quality Assessment – Challenges and Good Practices”	
	161. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU - “The challenges of Romanian to English translation. A case study on film subtitling”	
	162. Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU - “Translation practice and the rise of Artificial Intelligence”	
	163. Conf. univ. dr. Raluca HURDUZEU – “Translation Strategies in Advertising”	
	164. Conf. univ. dr. Raluca HURDUZEU – “Automatic Translation vs Human Translation”	
	165. Conf. univ. dr. Raluca HURDUZEU – “Translation Challenges and Solutions in Advertising”	
	166. Conf. univ. dr. Raluca HURDUZEU – “Social and Cultural Barriers in Translation”	
	167. Conf. univ. dr. Iulia RĂȘCANU – “Translation Is the Word: Romanian and English in the Legal Discourse”	
	168. Conf. univ. dr Raluca - Marina NICOLAE - “Japanese Buzz Words and their Impact on Media”	
	169. Conf. univ. dr Raluca - Marina NICOLAE - “Romanian Fiction Translated into Japanese. A Case Study”	
	170. Lector univ. dr. Magdalena CIUBĂNCAN – “What do we translate when we translate?”	