Facultatea de Relatii Economice Internationale
Academia de Studii Economice din Bucuresti

Departamentul de limbi moderne si comunicare in afaceri

TEMATICA LICENTA LIMBI MODERNE APLICATE 2026-2027
TOPICS for GRADUATION PAPERS for APPLIED MODERN LANGUAGES (English, French) 2027

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"

analiza discursului/ discourse analysis/ l'analyse du discours	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"
	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. Monica-Lucretia LUCA-HUSTI-**

analiza discursului/ discourse analysis/ l'analyse du discours		" Connecteurs discursifs en français et en anglais dans la presse économique : une approche comparative - contrastive en corpus bilingue"
	17. **Conf. univ. dr. Viorela DIMA –** "Recent trends in student research"	**17.Lector univ. dr. Eugen Dominic NEGRICI –** "Mouvements sociaux France–Etats–Unis
	18. **Conf. univ. dr. Viorela DIMA –** "University regulations on plagiarism avoidance"	
	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"	
	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 *Big data*"
	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 *professions* 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'*économie numérique*"
	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"	25. **Lector univ. dr. Monica-Lucretia LUCA-HUSTI-** "L'utilisation des anglicismes dans le marché du recrutement français : quel impact sur les pratiques d'embauche? Étude de cas"
	41. **Lect. univ. dr. Ramona Elena CHIȚU-** "The Role of English in Scientific Research: Writing and Publishing Challenges"	
	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	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"

l'apprentissage des langues étrangères	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"	
	53. **Conf. univ. dr. Viorela DIMA** – "Second Language Acquisition. A Case Study"	
predarea și învățarea limbilor străine/ the teaching and learning of foreign languages/ l'enseignement et l'apprentissage des langues étrangères	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"	

predarea și învățarea limbilor străine/ the teaching and learning of foreign languages/ l'enseignement et l'apprentissage des langues étrangères	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. **Conf. univ. dr. Magdalena CIUBĂNCAN –** "Developing learner autonomy in teaching/learning foreign languages – contexts and strategies"	
	63. **Conf. univ. dr. Elena TALMACIAN -** "Using authentic English listening materials during business English classes"	
	64. **Conf. univ. dr. Elena TALMACIAN -** "The impact of integrating authentic English reading materials in business English teaching"	
	65. **Lector univ dr. Adina Nicoleta PANAIT** - "Metadiscourse in Student Presentations: Structuring Academic Talk at University Level"	
	66. **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	67. **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"
	68. **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"
	69. **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"
	70. **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'*Euronews*"

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	71. **Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU-** "Multicultural experiences-How the Erasmus mobility programme impacts professional choices"	33. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** "Diversité linguistique et construction identitaire à travers les chaînes de télévision internationales : *CNN, BBC, TV5, France 24*"
	72. **Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU-** "Breaking down cultural and linguistic barriers- A case study on sports"	34. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** „Communications interculturelles à l'ère de l'intelligence artificielle. Une étude de cas"
	73. **Prof. univ. dr. Roxana MARINESCU** – "Americanism and Americanization. Anti-Americanism"	35. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** "La couverture télévisuelle de l'actualité"
	74. **Prof. univ. dr. Roxana MARINESCU** – "The Impact of Cultural Studies on International Business and Economics"	36. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** "Événements médiatiques à l'échelle européenne"
	75. **Prof. univ. dr. Roxana MARINESCU** – "Breaking Barriers: Music Videos and National Symbols"	37. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** "Enjeux et défis des médias citoyens"
	76. **Prof. univ. dr. Roxana MARINESCU** – "British Cultural Studies – History, Meaning and Impact"	38. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** "Enjeux et défis des médias alternatifs"
	77. **Prof. univ. dr. Roxana MARINESCU** – "Culture, Subcultures and Countercultures"	39. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** "Manières de consommer l'information : le cas de l'information « fast–food »
	78. **Prof. univ. dr. Roxana MARINESCU** – "Gender Equality. Attitudes, Preoccupations, Contemporary Trends"	40. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** "Le traitement médiatique d'événements phare de l'actualité "
	79. **Prof. univ. dr. Roxana MARINESCU** – "Globalization or Glocalization? A Choice?"	41. **Prof. univ. dr. Maria-Antoaneta LORENTZ** – "Approches de l'actualité du jour sur les réseaux sociaux"
	80. **Prof. univ. dr. Roxana MARINESCU** – "Intercultural Encounters: Romanian Perceptions of American Culture"	42. **Prof. univ. dr. Maria-Antoaneta LORENTZ** – "Le pluralisme des médias au XXIe siècle"
	81. **Prof. univ. dr. Roxana MARINESCU** – "Language and Bias – a Gender Perspective"	43. **Prof. univ. dr. Maria-Antoaneta LORENTZ** – " Les médias et les conduites de changement. Une étude de cas."
	82. **Prof. univ. dr. Roxana MARINESCU** – "Mass Media as an Instrument of Power and Control"	44. **Prof. univ. dr. Maria-Antoaneta LORENTZ** – « La numérisation du monde : bénédiction ou désastre ? »

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	83. **Prof. univ. dr. Roxana MARINESCU** – "Multiculturalism vs. Nationalism. A Case Study"	45. **Prof. univ. dr. Maria-Antoaneta LORENTZ** – "Analyse des médias : les chaînes d'information en continu"
	84. **Prof. univ. dr. Roxana MARINESCU** – "Northern Ireland: Border Country"	46. **Lector univ. dr. Eugen Dominic NEGRICI –** "Science–fiction, futurologie et intelligence artificielle dans le contexte culturel"
	85. **Prof. univ. dr. Roxana MARINESCU** – "Postcolonialism. Postcolonial Literature. A Case Study"	47. **Lector univ. dr. Eugen Dominic NEGRICI –** "Culture populaire – comparaison Etats–Unis–France"
	86. **Prof. univ. dr. Roxana MARINESCU** – "Postcolonialism and Postcommunism. Different or the Same?"	48. **Lector univ. dr. Eugen Dominic NEGRICI –** "Le consumérisme : passé, présent, futur"
	87. **Conf. univ. dr. Antonia ENACHE** – "Cultural values in advertising"	49. **Lector univ. dr. Eugen Dominic NEGRICI –** "Culture pop actuelle" (séries, films, livres)
	88. **Conf. univ. dr. Antonia ENACHE –** "Phone apps: features, impact and influence"	50. **Lector univ. dr. Eugen Dominic NEGRICI –** "La dimension antimatérialiste du cinéma français"
	89. **Conf. univ. dr. Antonia ENACHE –** "Covering" vs. "framing" in the news"	51. **Lector univ. dr. Monica Alina TOMA –** "Représentations des identités virtuelles au cinéma"
	90. **Conf. univ. dr. Antonia ENACHE –** "Multimodal humour and creativity in advertising"	52. **Lector univ. dr. Monica Alina TOMA –** "Portraits du leadership dans les films"
	91. **Conf. univ. dr. Antonia ENACHE –** "Ideas and ideologies in advertising"	53. **Lector univ. dr. Monica Alina TOMA –** "Les dynamiques de la négociation dans les films"
	92. **Conf. univ. dr. Antonia ENACHE –** "Persuasive strategies in advertising"	54. **Lector univ. dr. Monica Alina TOMA** –– "L'entretien d'embauche au cinéma: défis et perspectives"
	93. **Conf. univ. dr. Teodora ȘERBAN-OPRESCU** – "American Culture (s) of Success"	55. **Lector univ. dr. Monica Alina TOMA –** " Le management à l'écran : représentations et imaginaires cinématographiques"
	94. **Conf. univ. dr. Teodora ȘERBAN-OPRESCU** – "Attitude. Perception. Stereotypes (in American Settings)"	56. **Lector univ. dr. Monica Alina TOMA –** "La recherche d'emploi au cinéma : défis et enjeux"

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	95. **Conf. univ. dr. Teodora ȘERBAN-OPRESCU** – "Barriers to Intercultural Communication. A Case Study"	
	96. **Conf. univ. dr. Teodora ȘERBAN-OPRESCU** – "Business Organization and Culture"	
	97. **Conf. univ. dr. Teodora ȘERBAN-OPRESCU** – "Dealing with Difference. Aspects of Intercultural Communication. A Case Study"	
	98. **Conf. univ. dr. Teodora ȘERBAN-OPRESCU –** "Intercultural communication (in business settings). A Case Study"	
	99. **Conf. univ. dr. Teodora ȘERBAN-OPRESCU** – "Managing Diversity (in the United States)"	
	100. **Conf. univ. dr. Teodora ȘERBAN-OPRESCU –** "Identity. Adapting to New Culture(s)".	
	101. **Conf. univ. dr. Iulia RĂȘCANU –** "The Body in Advertising: Verbal/Non–verbal messages and Gender Discrimination"	
	102. **Conf. univ. dr. Iulia RĂȘCANU –** "The Digital Killed the Video Star? Representations of the Digital in Society, Economy and Culture"	
	103. **Conf. univ. dr. Iulia RĂȘCANU –** "Mobility – North and South – and the Labour Market: Challenges and Opportunities"	
	104. **Conf. univ. dr. Iulia RĂȘCANU –** "The New Media vs. Traditional Advertising: Learning from the Past or Refuting It?"	
	105. **Conf. univ. dr. Iulia RĂȘCANU –** "The Transnational and its Role in Economies"	
	106. **Conf. univ. dr. Iulia RĂȘCANU –** "The Glocal Village: Communities, non–national languages and preservation of identity"	
	107. **Conf. univ. dr. Iulia RĂȘCANU –** "Multiculturalism and Corporate Culture: Challenges and Opportunities. A Case Study"	

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	108. **Conf. univ. dr. Iulia RĂȘCANU –** "Misinformation and the Impact of Fake News on People's Behaviour"	
	109. **Conf. univ. dr. Iulia RĂȘCANU–** "A.I. and New Trends in the Labour Market"	
	110. **Conf. univ. dr. Iulia RĂȘCANU –** "'Money Is the Devil's Eye': Surfing through Music. 'Money' and Social Status in Song Lyrics"	
	111. **Conf. univ. dr. Iulia RĂȘCANU–** "Gender Issues and Inclusiveness: between Balance and Imbalance in Films and the New Media"	
	112. **Conf. univ. dr Raluca Marina NICOLAE-** "Exploring the Subcultures of Japan"	
	113. **Conf.univ.dr. Raluca -Nicoleta ȘERBAN-** "Gender stereotypes in Romanian/International advertising"	
	114. **Lector univ. dr. A. Elena STOICAN –** "Being Different. Cultural effects of Indian migration to the USA/Romania"	
	115. **Lector univ. dr. A. Elena STOICAN –** "Corporate culture (s) in Postcommunist Contexts"	
	116. **Lector univ. dr. A. Elena STOICAN –** "Cultural hybridity, postcolonial perspectives and consumerism"	
	117. **Lector univ. dr. A. Elena STOICAN –** "Trends of Americanisation in Romania"	
	118. **Conf. univ. dr. Magdalena CIUBĂNCAN -** "Intercultural encounters and cultural (mis)understanding (focusing on Japan, Romania and the English-speaking cultural spaces)	
	119. **Lector univ. dr. Daniela RADLER** – "Modern and Contemporary Figures of Romanian diaspora"	

studii culturale și civilizație/ cultural studies and civilization/ études culturelles et de civilisation	120. **Lector univ. dr. Daniela RADLER –** "Fashion and Beauty Intermedial Representations in the Film Industry"	
	121. **Lect. univ. dr. Ramona Elena CHIȚU –** "Cultural Identity in Professional Discourse. A Comparative Analysis (Country) and (Country) "	
	122. **Lect. univ. dr. Ramona Elena CHIȚU –** "Intercultural Pragmatics: Politeness Strategies in Negotiations"	
	123. **Lector univ. dr. Monica Alina TOMA –** "Depictions of Virtual Identities in Cinema"	
	124. **Lector univ. dr. Monica Alina TOMA –** "Portrayals of Leadership in Films"	
	125. **Lector univ. dr. Monica Alina TOMA –** "Negotiation Dynamics in Movies"	
	126. **Lector univ. dr. Monica Alina TOMA –** "The Job Interview in Film: Challenges and Perspectives"	
	127. **Lector univ. dr. Monica Alina TOMA –** "Cinematic Portrayals of Leadership: Charisma and Power on Screen"	
	128. **Lector univ. dr. Monica Alina TOMA–** "Between Fiction and Reality: Organizational Culture on Screen"	
	129. . **Lector univ. dr. Monica Alina TOMA–** "The Power of Negotiation: Culture and Communication in Cinema"	
	130. **Lector univ. dr. Monica Alina TOMA–** "Dystopian Film and the Social Imaginaries of the Digital Age"	
	131. **Lector univ. dr. Monica Alina TOMA–** "Virtual Bodies, Digital Selves and the Reconfiguration of Cultural Identity in Networked Societies"	

	132. **Lector univ. dr. Monica Alina TOMA–** "Neon Futures: Technology, Urban Culture and Alienation in Cyberpunk Spaces"	
teorii si bune practici de comunicare/ communication theories and practices/ théories et bonnes pratiques de communication	133. **Conf. univ. dr. Antonia ENACHE** – "The Language of Persuasion in Political Communication"	57. **Conf univ. dr. Olivia Cristina RUSU-** "Analyse des pratiques de communication interculturelle dans les entreprises internationales : étude de cas sur le rôle du multilinguisme"
	134. **Conf. univ. dr. Antonia ENACHE** – "Persuasive strategies in advertising"	58. **Conf univ. dr. Olivia Cristina RUSU-**"Les politiques linguistiques visant à promouvoir le multilinguisme dans différentes institutions: une approche comparative"
	135. **Conf. univ. dr. Antonia ENACHE** – "Persuasive strategies in political communication"	59. **Prof. univ. dr. Maria-Antoaneta LORENTZ –** "Communication d'entreprise et l'intelligence artificielle. Une étude de cas"
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	149. **Conf. univ. dr. Viorela DIMA –** "Verbal and Nonverbal Communication. A Case Study"	
	150. **Conf. univ. dr. Raluca HURDUZEU –** "Communication Competences and Organizational Performance. A Case Study"	
	151. **Conf. univ. dr. Raluca HURDUZEU** – "Effective Communication Techniques within Organizations. A Case Study"	
	152. **Conf. univ. dr. Raluca HURDUZEU** – "The Importance of Linguistics and Cultural Skills in Increasing Employability"	
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	157. **Conf. univ. dr. Iulia RĂȘCANU–** "The Power of A.I. and Misinformation Online"	
	158. **Conf. univ. dr. Magdalena CIUBĂNCAN -** Communicating across cultures (focusing on Japan, Romania and the English-speaking cultural spaces)"	
	159. **Lector univ. dr. Adina Nicoleta PANAIT -** "The Role of Context in Shaping Politeness Strategies in Business Communication"	
	160. **Lector univ. dr. Adina Nicoleta PANAIT -** "Multimodal Genre Features in Corporate PowerPoint Presentations: A Discourse Analysis Approach"	
traductologie/ traductology/ traductologie	161. **Conf. univ. dr. Elena TALMACIAN** – "The challenges of translating Anglicisms in Romanian Banking Contexts"	62. **Prof. univ. dr. Maria-Antoaneta LORENTZ** –„ La traduction à l'ère de l'intelligence artificielle. Une étude de cas"
	162. **Conf. univ. dr. Elena TALMACIAN -** "Translating English financial terms and expressions into Romanian"	63. **Prof. univ. dr. Maria-Antoaneta LORENTZ-** « Forces et faiblesse de l'IA dans la traduction. Une étude de cas »
	163. **Conf. univ. dr. Viorela DIMA** – "Advertising Translation"	64. **Conf univ. dr. Olivia Cristina RUSU -** " Analyse de la traduction et de l'adaptation des discours politiques, dans un contexte multilingue"
	164. **Conf. univ. dr. Viorela DIMA** – "Translating Culture – A Case Study on Business Newspapers"	65. **Conf univ. dr. Olivia Cristina RUSU -** " Étude des implications linguistiques et culturelles des discours politiques traduits"
	165. **Conf. univ. dr. Viorela DIMA** – "Issues in the Translation of a Literary Work (to be chosen by students and coordinating teacher)"	
	166. **Conf. univ. dr. Viorela DIMA** – "Multilingualism in Translation Studies"	

traductologie/ traductology/ traductologie	167. **Conf. univ. dr. Viorela DIMA** – "Research on Translator/ Interpreter Education"	
	168. **Conf. univ. dr. Viorela DIMA** – "The Impact of New Technologies in Translation Studies"	
	169. **Conf. univ. dr. Viorela DIMA** – "The Translation Profession"	
	170. **Conf. univ. dr. Viorela DIMA** – "Translation Project Management"	
	171. **Conf. univ. dr. Viorela DIMA** – "Trends in Community Interpreting"	
	172. **Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU –** "Translation Quality Assessment – Challenges and Good Practices"	
	173. **Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU-** "The challenges of Romanian to English translation. A case study on film subtitling"	
	174. **Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU-** "Translation practice and the rise of Artificial Intelligence"	
	175. **Conf. univ. dr. Lucia-Mihaela GROSU-RADULESCU-** "Humour across cultures: linguistic and cultural challenges in translation	
	176. **Conf. univ. dr. Raluca HURDUZEU –** "Translation Strategies in Advertising"	
	177. **Conf. univ. dr. Raluca HURDUZEU –** "Automatic Translation vs Human Translation"	
	178. **Conf. univ. dr. Raluca HURDUZEU –** "Translation Challenges and Solutions in Advertising"	
	179. **Conf. univ. dr. Raluca HURDUZEU –** "Social and Cultural Barriers in Translation"	

	180. **Conf. univ. dr. Iulia RĂȘCANU–** "Translation Is the Word: Romanian and English in the Legal Discourse"	
	181. **Conf. univ. dr Raluca - Marina NICOLAE-** "Japanese Buzz Words and their Impact on Media"	
	182. **Conf. univ. dr Raluca - Marina NICOLAE-** "Romanian Fiction Translated into Japanese. A Case Study"	
	183. **Conf. univ. dr. Magdalena CIUBĂNCAN –** "What do we translate when we translate?	