

Języki obce w mediach i biznesie
studia pierwszego stopnia, studia stacjonarne

Zagadnienia egzaminacyjne

Promotor: prof. dr hab. Roman Lewicki

1. The power of language in advertising
2. Advertising as a communication tool
3. The role of machine translation in business settings
4. Limitations of machine translation in business communication
5. Language and communication in social media
6. Theories and models of intercultural communication
7. Language and cultural barriers
8. The role of thesauri in international trade practice
9. Factors influencing foreign language learning
10. Challenges and barriers in communication
11. Strategies for overcoming communication barriers
12. The role of language in personal branding