



PR Trend. Medialization. How Media Changed our Life

Conference Program

Friday May the 9th 2014

14:00 Room 101, Faculty of Political, Administrative and Communication Sciences (FSPAC), Inaugural Addresses:

Prof. Flaviu Călin Rus Ph.D., Vicerector UBB

Prof. Călin Hințea Ph.D., Dean FSPAC

Prof. Hans Peter Niedermeier Ph.D., Hanns Seidel Foundation, Munich

Assoc. Prof. Ioan Hosu Ph.D., Director of the Department of Communication, PR and Advertising

Prof. Delia Cristina Balaban Ph.D., Conference chair

Keynote Speeches, Room 101

14:15 Prof. Vasile Sebastian Dâncu Ph.D., University of Bucharest,

Despre piața bunurilor jurnalistice (un omagiu adus lui Pierre Bourdieu)

15:15 Prof. Michael Meyen Ph.D., Ludwig Maximilian University Munich: *Medialization. How Media Changed our Life*

16:00 Prof. Ștefan Bratosin Ph.D., University Paul Valéry Montpellier: *Médialisation: la médiologie des médias*

Assoc. Prof. Mihaela Tudor Ph.D., University Paul Valéry Montpellier: *Médialisation des connaissances: le cas de l'émission télévisée Signes et symboles*

17:00-17:15 Coffee Break (in front of the Room 101)



17:15 Panel 1: Moderator Prof. Sandu Frunză Ph.D., Room III/2

Germán Llorca Abad Ph.D., University of Valencia: *El concepto publicitario postmoderno: ¿la vida es chula!*

Prof. Luis Veres Ph.D., University of Valencia: *Cómo afecta la comunicación en la cultura del mundo andino. Cine documental y denuncia en Chile*

Anamaria Tomiuc Ph.D., University of Art and Design Cluj-Napoca: *Mediatization of Culture. Branding, Media Campaigns and the Need for Creating Buzz to Redefine Romanian Museums*

Assoc. Prof. Mihaela Frunză Ph.D., Babeș-Bolyai University: *Ethical Aspects of Gender Stereotypes in Romanian Advertising*

Prof. Sandu Frunză Ph.D., Babeș-Bolyai University: *Religious Structures of Political Communication in Democratic Societies*

Iulia Grad Ph.D., Babeș-Bolyai University: *The Religious Dimensions of Advertising*

17:15 Panel 2: Moderator Assoc. Prof. Mirela Abrudan Ph.D., Room 101

Assoc. Prof. Marian Petcu Ph.D., University of Bucharest, **Arina Ureche** – Biroul Român de Audit Transmedia, Bucharest: *Cercetarea mass media – dinamici, cifre și uimiri*

Maria Karidi, Ludwig Maximilian University Munich: *Medialization Impact on Public Relations*

Demetra Garbașevschi, National School of Political Studies and Public Administration Bucharest: *Online Narrative Identity in the Age of the Share Phenomenon*

Rodica Săvulescu, National School of Political Studies and Public Administration Bucharest: *As Good as it Gets. How Romanian Advertising Professionals Regard the Integration of User-generated Content in Brand Communication*



Assoc. Prof. Dan-Cristian Dabija Ph.D., BBU, **Prof. Nicolae Al. Pop Ph.D.**, Academy for Economics Study Bucharest, **Prof. Cirprian-Marcel Pop Ph.D.**, BBU: *Social Media Strategies in Retailing*

Veronica Ilieș Ph.D., **Paul Alexandru Fărcaș Ph. D.**, Babeș-Bolyai University: *Higher Education Institutional Branding in Romania. Empirical Research: Communication, Public Relations and Advertising Department, FSPAC, UBB*

Assoc. Prof. Mirela Abrudan Ph.D., Babeș-Bolyai University Cluj-Napoca: *Medialization and the Narcisism of the Y Generation*

19:30 Cocktail, Restaurant Toledo, Aurel Suciu street, no. 59

Saturday May the 10th 2014

9:15 Room 101, Faculty of Political, Administrative and Communication Sciences (FSPAC)

Keynote speeches:

Prof. Peter Szyszka Ph.D., University for Applied Sciences Hannover: *Das neue Kommunikationsmanagement (The New Communication Management)*, with translation in Romanian language

10:00 Prof. Ludwig Hilmer Ph.D., Rector of the University for Applied Sciences Mittweida: *PR, Journalismus und Entertainment in der interaktiven Medienwelt. Eine Diskussion aktueller Entwicklungen (PR, Journalism and Entertainment in the Interactive Media World. A Discussion on Recent Development)*, with translation in Romanian language



11:00-12:30 Panel 1: Moderator Assoc. Prof. Valeriu Frunzaru Ph.D., Room 101

Corina Rotar, Ph.D., Babeș-Bolyai University: *Communication under Pressure. Case Study: Occupy UBB*

Răzvan Enache Ph.D., Lucian Blaga University Sibiu: *The Avatars of Propaganda in Contemporary Public Relations*

Cătălina Grigorași, National University of Political Studies and Public Administration Bucharest: *Investigating Identity Formation in the Virtual Public Sphere: The Case of Piața Universității Facebook Page*

Florența Toader, National University of Political Studies and Public Administration Bucharest: *Communicating Ideology in the Digital Era. The Case of the 2012 Romanian Parliamentary Elections*

Assoc. Prof. Loredana Ivan Ph.D., Assoc. Prof. Valeriu Frunzaru Ph.D., National University of Political Studies and Public Administration: *The Use of ICTS in Students's Learning Activities*

11:00-12:30 Panel 2: Moderator Assoc. Prof. Camelia Cmeciu Ph.D., Room III/2

Assoc. Prof. Cosmin Irimieș Ph.D., Laura Irimieș Ph.D., Babeș-Bolyai University: *Communication and Visual Identity in Implementing Structural Funds*

Cristina Nistor Ph.D., Babeș-Bolyai University, *European Communication – EU Communication Strategies and Practices*



Mădălina Manolache, University of Brașov: *A Conceptual Mapping of the “Gender Pay Gap” within the Communicative Actions of the European Commission*

Assoc. Prof. Camelia Cmeciu Ph.D., Danubius University of Galați: *Cinderella Reloaded as a Resilience Strategy – A Narrative Framing of the Online CSR Campaign “V-Days”*

Ramona Onciu, Babeș-Bolyai University: *Dissemination tools for Erasmus Mundus Projects*

11:00-12:30 Panel 3: Moderator Assoc. Prof. Ioan Hosu Ph.D., Room II/2

Prof. Flaviu Călin Rus Ph.D., Babeș-Bolyai University: *Formarea și destrămarea USL*

Nicoleta Voina, Babeș-Bolyai University: *Michelle Obama – “How hard you work”. Critical Discourse Analysis*

Ada-Maria Țîrlea, Babeș-Bolyai University: *The Role of the Final Debate in a Campaign’s Strategy*

Assoc. Prof. Ramona Hosu Ph.D., Petru Maior University Târgu-Mureș: *Constructing Reality: Power, Fiction and Media*

Assoc. Prof. Ioan Hosu Ph.D., Babeș-Bolyai University: *Research in Communication Management*

Lorina Culic, Anișoara Pavelea Ph.D., Babeș-Bolyai University: *Politicians' Appearance Matters!*

Ioana Lepădatu Ph.D., Babeș-Bolyai University: *The Use of Twitter in an Electoral Campaign. Case Study: 2014 European Parliamentary Elections in Romania*



12:30 Book Presentations, Room 101:

Sandu Frunză, *Comunicare simbolică și seducție*, Editura Tritonic, București, 2014

Julia Szambolics, *PR versus Journalism. Influențe bilaterale*, Editura Tritonic, București, 2014

Raluca Tudor, *Cu blogul pe glob. New media între inventatori și gospodine*, Editura Tritonic, București, 2014

13:30 Lunch, Restaurantul Cina, Dobrogeanu Gherea street, no. 25

15:15-17:00 Panel 1: Moderator Prof. Elena Abrudan Ph.D., Room 101

Assoc. Prof. Mariana Cernicova-Buca Ph.D., Politehnica University Timișoara: *Wine Labels and Their Story. An Instance in the Digital Age*

Adina Palea Ph.D., Politehnica University Timișoara: *Bridging Communities and Encouraging Progress. The Social Role of Public Relations*

Julia Szambolics Ph.D., Babeș-Bolyai University: *PR versus Journalism in the Digital Era*

Alina Vingan Ph.D., Radio Cluj: *The Influence of New Media on the Status of Traditional Journalists and New Features of the Media Message. (A study of the Cluj mass-media)*

Sorana Constantinescu, Babeș-Bolyai University: *Mass-media's Impact on Rape Culture in Romania*

Mihaela Mureșan Ph.D., Babeș-Bolyai University: *Verbal Agression in Romanian Mediatic Language*

Assoc. Prof. Aurelia Ana Vasile, Ph.D., University of Bucharest: *Front Page Print and News Agenda: Banner Headlines*

Prof. Elena Abrudan Ph.D., Babeș-Bolyai University: *Modern vs. Postmodern: Depicting Pop Culture in Digital Ar*



15:15-17:00 Panel 2: Moderator Assoc. Prof. Kadar Magor Ph.D., Room III/2

Assoc. Prof. Kadar Magor Ph.D., Babeș-Bolyai University Cluj-Napoca: *Sensorial Branding by Olfactory Communication*

Ioana Alexandra Schiau, National University of Political Studies and Public Administration Bucharest: *Viral Online Humour: What Makes us Laugh Online? A Content Analysis of the Internet's Most Funny Virals, from Lolcats to Vlogs*

Flavia Topan, Babeș-Bolyai University: *Culture and New Media. Cultural Software and the Propagation of Memes*

Anabela Târnovan Ph.D., Lucian Blaga University, Sibiu: *Diversity of Friendships and Social Network Benefits. An Online-Offline Comparison of Bridging and Bonding Social Capital*

Prof. Delia Cristina Balaban Ph.D., Meda Mucundorfeanu Ph.D., Babeș-Bolyai University Cluj-Napoca: *Media Reflection on Religion. The Coverage of the Iulia Ionescu Case*

Raluca Tudor Ph.D., Assoc. Prof. Irina Stănciugelu Ph.D., National University of Political Studies and Public Administration Bucharest: *The Social Uses of Travel Blog. The Influences that Travel Blogging Has upon the Social Relations in Offline*

Mădălina Moraru (Buga) Ph.D., University of Bucharest: *Decreasing the Power of Media Strategy in Romanian Post-2013 Advertising by Changing Audio-Visual Legislation*

Talpas Botond, Babeș-Bolyai University: *Multilingual PR and Communication trends in the Youth Capital 2015 project*

17:00-17:15 Coffee Break (in front of the Room 101)



DEPARTAMENTUL DE
COMUNICARE, RELAȚII
PUBLICE ȘI PUBLICITATE



17:15 Final Discussions, Room 101

Prof. Delia Cristina Balaban Ph.D., Conference chair

18:30 Dinner, Restaurant Toledo, Aurel Suceiu street, no. 59