

PR Trend International Conference
COMMUNICATION IN A CHANGING SOCIETY
24-25 October 2016
Cluj-Napoca, Romania

Program of the conference

Location:

Babeş-Bolyai University
Faculty of Political, Administrative and Communication Sciences
85, Minerilor Street, Cluj-Napoca, Rooms T1 and T2

Monday, 24th of October 2016

12:00 – 13:00 Registration (ROOM T1)

13:00 – 13:30 Conference opening (ROOM T1)

SPEAKERS:

Prof. **Flaviu Călin Rus**, PhD, Vice Rector, Babeş-Bolyai University, Cluj-Napoca

Prof. **Călin Hinţea**, PhD, Dean of the Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca

Prof. **Ioan Hosu**, PhD, Director of the Department of Communication, Public Relations and Advertising, Babeş-Bolyai University, Cluj-Napoca

Prof. P.H.C. **Hans Peter Niedermeier**, PhD, Hanns Seidel Foundation, Munich

Prof. **Delia Balaban**, PhD, Director of the Doctoral School of Communication, Public Relations and Advertising, Babeş-Bolyai University, Cluj-Napoca

KEYNOTE SPEAKERS:

13:30 – 14:30 Prof. **Ludwig Hilmer**, PhD, Rector of the University of Applied Sciences, Mittweida - Disruptive Phänomene der Informationsgesellschaft. Aktuelle Aspekte von Produktion, Programmangebot, Rezeption und politischer Kommunikation

14:30 – 15:15 Prof. **Sabina Addamiano**, PhD, Roma Tre University - Living and communicating in a changing information society: the relevance and impact of big data

15:15 -15:45 Coffee break (ROOMS T1 and T2)

ROOM T1	ROOM T2
<p>15:45 - 18:30</p> <p>PANEL 1</p> <p>Branding Communication</p> <p>Chair: Assoc. Prof. Mădălina Moraru, PhD</p>	<p>15:45 - 18:30</p> <p>PANEL 2</p> <p>Public Relations</p> <p>Chair: Prof. Gheorghe-Ilie Fârte, PhD</p>
<p>Lecturer Oana Barbu-Kleitsch, PhD (West University, Timișoara) About branding and carefulness ethics</p> <p>Assoc. Prof. Mădălina Moraru, PhD (University of Bucharest) Online channel - the current host of contemporary creativity in advertising</p> <p>Lecturer Meda Mucundorfeanu, PhD (Babeș-Bolyai University) The use of product placement in books and novels</p> <p>Assist. Prof. Simona Bader, PhD (West University, Timișoara) A new concept in tourism advertising: themed evenings</p> <p>Lecturer Corina Rotar, PhD and Alexandru Potor, PhD Candidate (Babeș-Bolyai University) Visual rhetoric and brand personality</p> <p>Bogdan Hrib, PhD (National University of Political Studies and Public Administration, Bucharest) Visual communication and new media. Challenges, threats and trends</p>	<p>Lecturer Răzvan Enache, PhD (Lucian Blaga University, Sibiu) Public relations discourse and the ideology of late capitalism</p> <p>Lecturer Veronica Ioana Ilieș, PhD and Assist. Prof. Paul-Alexandru Fărcaș, PhD (Babeș-Bolyai University) The social impact of CSR campaigns among a higher education institution from Romania</p> <p>Eng. Radu Jecu (CENTIREM) Aspects of the relationship between innovation activities and technological transfer and public relations and communication. The case of Romania</p> <p>Mădălina Surducun, PhD candidate (Babeș-Bolyai University) The myth of Brâncuși, Cumințenia Pământului and the late train: a micro analysis of the public subscription campaign “Cumințenia Pământului”, 2016</p> <p>Assist. Prof. Dan Podaru, PhD (University of Bucharest) Fashion between evolution and mutation</p> <p>Prof. Gheorghe-Ilie Fârte, PhD (Alexandru Ioan Cuza University, Iași) Forming evidence – responsive beliefs in the public sphere</p>

Assoc. Prof. Kadar Magor , PhD (Babeş-Bolyai University) Introduction to profiling: the process of reading of nonverbal signs	
19:00 – Dinner (Toledo Restaurant)	

Tuesday, 25th of October, 2016

9:00 – 13:00 PANEL 3 Media communication Chair: Lecturer Veronica Câmpian , PhD	9:00 – 11:00 PANEL 4 Language and educational communication Chair: Lecturer Anișoara Pavelea , PhD
<p>Prof. Kerstin Liesem, PhD (Hochschule für Medien, Kommunikation und Wirtschaft, Köln) Auswirkungen der Mediatisierung auf die Arbeitswelt der Generation Y</p> <p>Lecturer Veronica Câmpian, PhD (Babeș-Bolyai University) Visuelle Stereotype in der Darstellung von Flüchtlingen. Eine Analyse der Pressefotos veröffentlicht von der rumänischen Nachrichtenagentur Agerpres</p> <p>Assoc. Prof. Mirela Abrudan, PhD and Assist. Prof. Julia Szabolics, PhD (Babeș-Bolyai University) Corporate Online und Social Publishing in der öffentlichen Verwaltung. Fallbeispiel der rumänischen Ministerien</p> <p>Lecturer Natalia Milewski, PhD (University of Bucharest) How newspapers tackle the corruption: the case of Romania</p> <p>Sorana Constantinescu, PhD Candidate (Babeș-Bolyai University) How women made the news. A case-study of <i>Femeia</i> magazine in communist Romania under Ceaușescu</p>	<p>Robert Cincu, PhD Candidate (Babeș-Bolyai University) „Emoticon”: between linguistic innovation and symptom of post-human era</p> <p>Roxana Modreanu, PhD Candidate (University of Art and Design, Cluj-Napoca) The public of contemporary art: between influenced and influencer</p> <p>Assoc. Prof. Anamaria Tomiuc, PhD (University of Art and Design, Cluj-Napoca) Is Cluj really an art city of the future?</p> <p>Lecturer Ioana Iancu, PhD (Babeș-Bolyai University) The process of advertising technology to elderly</p> <p>Cristina Filip, PhD Candidate (Babeș-Bolyai University) Co-creation as a process of university brand construction</p> <p>Prof. Odette Arhip, PhD, Assist. Prof. Cristian Arhip, PhD (“Gr. T. Popa” University of Medicine and Pharmacy, Iași) Communication in Fdating and in Romanian educational system. The language of feelings and the language of morality</p>

<p>Assist. Prof. Florența Toader, PhD, Assist. Prof. Alexandra Vițelar, PhD, Lecturer Rodica Săvulescu, PhD (National University of Political Studies and Public Administration, Bucharest) Media portrayal of first ladies in Romania and the USA</p> <p>Assoc. Prof. Romina Surugiu, PhD and Alexandru Matei (University of Bucharest) Television and nation in European <semi-periphery>: the construction of national identity on television (1958-1980). Case study: Romania, Bulgaria and Belgium</p> <p>11:00 – 11:15 – Coffee Break</p>	<p>Research assist. Lorina Culic, PhD Candidate, Lecturer Anișoara Pavelea, PhD (Babeș-Bolyai University) The role of self-assessment in student grading. A case study on PR & Advertising students</p> <p>11:00 – 11:15 – Coffee Break</p>
<p>Assoc. Prof. Rodica Melinda Sutu, PhD (University of Bucharest) Organizational and individual promotion strategies. The use of social media among the journalists of the Romanian Public Television</p> <p>Assoc. Prof. Monica Pătruț, PhD (Vasile Alecsandri University, Bacău) A #Col(lectiv)e Romanian tragedy. A case study on social media fighting corruption</p> <p>Lecturer Laura Irimieș, PhD and Assoc. Prof. Cosmin Irimieș, PhD (Babeș-Bolyai University) Effective communication in crisis situations. A case study on „Colectiv”</p>	<p>11:15 – 13:00</p> <p style="text-align: center;">PANEL 5 Political Communication</p> <p>Chair: Prof. Sandu Frunza, PhD</p> <p>Assoc. Prof. Mihaela Frunza, PhD, Assist. Prof. Iulia Grad, PhD, Ariana Guga, PhD Candidate and Iulia Medveschi, PhD Candidate (Babeș-Bolyai University) Campaigning for philosophy for children. Practices and outcomes of a community initiative</p> <p>Alexandru-Vasile Sava, PhD Candidate (Babeș-Bolyai University) Political identity, decision-making and communication in the age of digital media: A case study on the 2016 US Elections</p>

<p>Lecturer Horea Mihai Bădău, PhD (University of Bucharest) Are social networks bringing a change in the way media information is produced and consumed?</p> <p>Assist. Prof. Ioana Lepădatu, PhD (Babeş-Bolyai University) Facebook fans as public figures. Analysis and discourse</p> <p>Kitti Szabó (University of Debrecen) - No title yet</p>	<p>Research assist. Lorina Culic, PhD Candidate (Babeş-Bolyai University) Appearance inferences, evaluation of politicians' image and the implication for PR campaigns. A case study: Romanian 2016 local elections</p> <p>Assoc. Prof. Aurelia Ana Vasile, PhD (University of Bucharest) Positive and/or negative meaning as style traits and strategy throughout the 2016 American presidential campaign – Hillary Clinton and Donald Trump speeches</p> <p>Prof. Sandu Frunză, PhD and Assist. Prof. Iulia Grad, PhD (Babeş-Bolyai University) The symbolic dimension of ethics in political advertising</p>
<p>13:00 – 13:15 Closing plenary and conclusions (ROOM T1)</p>	
<p>13:30 Lunch (Toledo Restaurant)</p>	