

## PR TREND IT'S ABOUT PLATFORMS

20-21th September 2019  
Cluj-Napoca, Romania

**Conference venue:** Faculty of Political, Administrative and Communication Sciences (FSPAC 1 - Traian Moşoiu Street, no. 71, Cluj-Napoca, FSPAC 2 – Minerilor Street, no. 85, Cluj-Napoca), Babeş-Bolyai University  
**ROOMS:** FSPAC 1 (ROOM 101), FSPAC 2 (T1 and T2)

Friday, 20<sup>th</sup> of September 2019

**9:00 – 9.30 Registration** (FSPAC 1 - Traian Moşoiu Street, no. 71, in front of 101)

**9.30 – 10:00 Conference opening** (ROOM 101)

**Speakers:**

Prof. **Flaviu Călin Rus Ph.D**, Vice Rector of Babeş-Bolyai University, Cluj-Napoca

Prof. **Călin Emilian Hîncea Ph.D**, Dean Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca

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

Prof. **Delia Cristina Bălaş (Balaban) Ph.D**, Director of the Doctoral School of Communication, Public Relations, and Advertising, Babeş-Bolyai University, Cluj-Napoca and Conference Chair

Prof. **Hans Peter Niedermeier Ph.D.**, Department Director, Hanns-Seidel Foundation, Germany

**10:00 – 10.45 KEYNOTE SPEAKER (ROOM 101)**

Professor LUDWIG HILMER Ph.D

Rector of the University of Applied Sciences Mittweida, Germany

***Marketing and Gamification. What Historical Simulations (Back to the Future) and eSport-Technologies can contribute to University Marketing***

**10:45 – 11:30 KEYNOTE SPEAKER (ROOM 101)**

Professor AGNIESZKA STĘPIŃSKA, Ph.D

Faculty of Political Science and Journalism

Adam Mickiewicz University, Poznań, Poland

***Between Reporting and Interpreting: Journalistic Voice in the News Media in Transitional Democracies***

**11:45– 12:30 - KEYNOTE SPEAKER (ROOM 101)**

Professor BRYAN REBER Ph.D

Department Head, Advertising and Public Relations, University of Georgia, Athens, USA

***Why Did They Do That!?: Lessons Learned From Recent U.S. Corporate Crises***

**12:30 – 13:30 – LUNCH BREAK (IN FRONT OF ROOM 101)**

**13:30– 14:45 PANEL 1**

**FAKE NEWS & DISINFORMATION IN THE POST-TRUTH ERA**

Moderator: Professor **Delia Cristina Balaban** Ph.D  
(BBU) ROOM: T1

**Ioana PALADE** Ph.D candidate and Professor **Delia Cristina BALABAN** Ph.D (Babeş-Bolyai University)

*Fake News, Health-related Fake News, and HPV-related False Information*

**Eugen-Adrian COJOCARIU** Ph.D candidate (Babeş-Bolyai University)

*Romanian Audivisual Broadcasters – Fighting against Misinformation, Disinformation and Fake News*

Professor **Cristian RADU** Ph.D (Babeş-Bolyai University)

*Postmodernism, Post-Truth, and Fake-News. Mass media and the Deconstruction of Public Sphere*

Associate Professor **Mihaela FRUNZĂ** Ph.D and Lecturer **Iulia GRAD** Ph.D (Babeş-Bolyai University)

*The Simulacra Man. Trusting and Believing in the Post-Truth Era*

**14:45 – 15:00 – coffee break (room T3)**

**13:30 – 14:45 PANEL 2**

**PERSPECTIVES ON MEDIA COMMUNICATION**

Moderator: Associate Professor **Mădălina Moraru** Ph.D (BU)  
ROOM: T2

**Andreea MOGOȘ** Ph.D, **Hanna Orsolya VINCZE** Ph.D, **Radu Mihai MEZA** Ph.D (Babeş-Bolyai University)

*Online news media Construction of Societal Concerns: Media Representations of Risks and Moral Panic in Romania and Audience Response*

**Ion NEGRILĂ** Ph.D candidate (Babeş-Bolyai University)  
*Bullying and Communication*

**Júlia Anna MAKKAI** Ph.D and **Beáta Hajnalka BERECKI** Ph.D candidate (Babeş-Bolyai University)

*Alghoritmik Culture: An Approach to Interpretation and its Effects on Media Culture*

**Lucia Ana MUNTEAN** Ph.D candidate (Babeş-Bolyai University)  
*The National Handball, Football, Gymnastic, and Tennis Teams in the Romanian Online Press*

**14:45 – 15:00 – coffee break (room T3)**

**15:00 – 16:15 PANEL 3**

**SOCIAL MEDIA: PLATFORMS AND APPROACHES**

Moderator: Lecturer **Veronica Câmpian** Ph.D (BBU)  
ROOM: T1

Lecturer **Mirela ABRUDAN** Ph.D and **Ștefan NEAGA** Ph.D candidate  
(Babeș-Bolyai University)  
*YouTube Consumption Habits of Romanian Gen X*

Lavinia **TAR** Ph.D candidate and Professor **Ioana IANCU** Ph.D (Babeș-  
Bolyai University)  
*Gamification Applied to User Interface. An analysis of Social Networking  
Sites*

**Larisa MUREȘAN** Ph.D candidate (Babeș-Bolyai University)  
*Introductory Notions on the Concept of Influencer in Social Media*

**Ioana PALADE** Ph.D candidate and Lecturer **Veronica ILIEȘ** Ph.D  
(Babeș-Bolyai University)  
*Country Branding on Instragram: Romania through the Lens of Sorin Onișor*

**18:00 - Dinner**

**15:00– 16:15 PANEL 4**

**COMMUNICATION & THE CREATIVE INDUSTRY**

Moderator: Lecturer **Meda Mucundorfeanu** Ph.D (BBU)  
ROOM: T2

**Călin CRAINIC** Ph.D candidate (Babeș-Bolyai University)  
*The Creativity Rift. Passageway Between Divergence and Relevance*

**Maria MUSTĂȚEA** Ph.D candidate (Babeș-Bolyai University)  
*Struggling to Remain Unique. Pillars of Differentiation in Print  
Advertisements*

Associate Professor **Mădălina MORARU** Ph.D (University of Bucharest)  
*The Evolution of the Advertising Agency from a Centralized System to a  
Decentralized one on the Romanian Market in the Last Three Decades*

**18:00 - Dinner**

**09:00 – 10:15 PANEL 5**

**COMMUNICATION IN ORGANIZATIONAL SETTINGS**

Moderator: Professor **Nicoleta Corbu** Ph.D  
(SNSPA) ROOM: T1

**Kinga KRIPPAN** Ph.D Candidate (Babeş-Bolyai University)  
*Loyalty-Buiding Techniques Used in the Employer Branding:  
Interviewing with HR Specialists Working in the IT Sector from Cluj-  
Napoca*

**Cristian VLAD** Ph.D candidate (Babeş-Bolyai University), IBM Japan  
Partner Faculty Globis University, **Fumiki TAJIRI** Ph.D candidate  
(Babeş- Bolyai University), **Ana DAMASCHIN** Ph.D candidate (Babeş-  
Bolyai University), James CHUA Ph.D candidate (Babeş- Bolyai  
University), and Michelle LIM Ph.D candidate (Babeş- Bolyai  
University)  
*Scaling Culture and Revamping International Communications at Ambika  
Trading Company in Japan*

Associate Professor **Magor KÁDÁR** Ph.D (Babeş-Bolyai University)  
*The UBB Invent project: Dissemination of Scientific Achievements for a  
General Audience*

**Dalit KIRALY** Ph.D candidate (Babeş-Bolyai University)  
*Communication Strategies Used by the Home Front Command*

**10:15 – 10:30 – Coffee break (room T3)**

**13:00 – Closing plenary, room 101**  
**Prof. Delia Cristina Balaban Ph.D.**  
**Andreea Voina Ph.D.**  
**Ioan Hosu Ph.D.**

**10:30 – 12:00 PANEL 6**

**INTERSECTIONS OF POLITICS & COMMUNICATION**

Moderator: Associate Professor **Ioan-Alexandru Grădinaru**  
Ph.D (“Alexandru Ioan Cuza”) University of Iasi  
ROOM: T1

**Stefanie WALTER** (Hochschule Mittweida, Deutschland)  
*The Influence of Right-Wing Populist Parties on the Media Industry: An  
example from the Austrian Newspaper Industry*

**Radu DELICOTE** Ph.D candidate (National University of Political  
Studies and Public Administration)  
*Populism: the Poison Ivy of Politics - How Does it Get Perceived in  
Different Cultures and Why?*

**Andreea VOINA** Ph.D (Babeş-Bolyai University)  
*Women’s Rhetorical Mayorship: Gendered Frames in State of the District  
Addresses*

**Iulia MEDVESCHI** Ph.D candidate (Babeş-Bolyai University)  
*Political Leadership, Language Politics and the “Hybridization” of  
Political Communication*

**Nicolai GORI** Ph.D candidate (Babeş-Bolyai University)  
*Political Ethics and Ethical Communication after Republic Moldova’s  
Parliamentary Elections from February 24, 2019*

**12:00 – Lunch**

**13:00 – Closing plenary, room 101**  
**Prof. Delia Cristina Balaban Ph.D.**  
**Andreea Voina Ph.D.**  
**Ioan Hosu Ph.D.**