

The Department of Communication, Public Relations and Advertising of the Faculty of Political, Administrative and Communication Sciences, Babes-Bolyai University Cluj-Napoca

Communication and Social Innovation Research Center

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## **PR Trend. Communication: Strategic Perspectives**

The conference will be held between February the 26<sup>th</sup> and 27<sup>th</sup>, 2018 in Cluj-Napoca.

The event is directed to theoreticians and practitioners in the fields of communication, public relations and advertising.

We invite everyone interested in participating to send an abstract of the paper they wish to present. This abstract should be no longer than 500 words and can be written in Romanian, English or German. The deadline for submitting the abstracts by e-mail at the address: [balaban@fspac.ro](mailto:balaban@fspac.ro) is **February the 10<sup>th</sup>, 2018**. The authors of the selected papers shall receive confirmation on **February the 15<sup>th</sup>, 2018**.

We aim at preparing a collective volume of selected works from the conference, volume to be published in an international language at an internationally acclaimed publishing house.

Some of the themes we wish to discuss within the conference are:

- Public communication,
- Digitalization, social media, social network sites,
- PR: strategic perspectives.
- News media, media credibility, fake news,
- Communication in organizations and institutions,
- Advertising: tendencies and new modalities.

No conference fees; participants' accommodation and meals during the conference will be supported by the organizers. The participants are kindly asked to search for other sources of financing for their travel expenses.

Best regards from the local organizing team,

Prof. Delia Cristina Balaban

Prof. Ioan Hosu

Assoc. Prof. Ioana Iancu

