



UNIVERSITATEA BABEŞ-BOLYAI  
BABEŞ-BOLYAI TUDOMÁNYEGYETEM  
BABEŞ-BOLYAI UNIVERSITÁT  
TRADITIO ET EXCELLENTIA



Facultatea de Ştiinţe Politice,  
Administrative şi ale Comunicării

Str. Traian Moşoiu nr. 71  
Cluj-Napoca, RO-400132

Tel.: 0264-43.15.05

Fax: 0264-40.60.54

contact@fspac.ro

www.fspac.ubbcluj.ro

## MEDIA CULTURE DAYS

18-25 May 2018

Journalism Department  
College of Political, Administrative and Communication Sciences  
Babeş-Bolyai University, Cluj-Napoca, Romania

<http://fspac.ubbcluj.ro/jurnalism/en/zilele-culturii-media/>

We would like to invite you to attend and participate at the Media Culture Days, on 18-25 of May 2018. The event will be held at 71 Traian Mosoiu Street, 400132 Cluj-Napoca, Romania.

The Journalism Department is organizing the third edition of Media Culture Days. Initiated in 2016, this series of events takes place over a week-long period and aims to bring together students, professionals, teachers and researchers in the fields of digital media, journalism and communication and create a forum for exchanging ideas and facilitating professional networking and collaboration.

Contributions from academics, students and professionals are welcome in the following events:

### **Innovation in Journalism Education and Media Practices International Conference**

The **Innovation in Journalism Education and Media Practices** International Conference will host a series of invited lectures and workshops addressing new, emerging trends and best practices in journalism and digital media education, research and production.

Confirmed plenary speakers for the 2018 edition:

- Prof. Peter Gross, University of Tennessee, USA
- Prof. Rita Glózer, Pecs University, Hungary
- Prof. Jeff Kely Lowenstein, Grand Valley University MI, USA
- Prof. Ruth Oren, University of Haifa, Israel
- Prof. Pat Brereton Ph.D, City University Dublin
- Prof. Esther Durin, IHECS Bruxelles, Belgium
- Prof. Georgeta Drulă, University of Bucharest, Romania
- And others to be confirmed



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### **Press Photo Exhibition**

The photo exhibition featuring the year's best student work in photojournalism will open to the public in the presence of professional photojournalists and professors of photography.

Contact: [mogos@fspac.ro](mailto:mogos@fspac.ro), [beuran@fspac.ro](mailto:beuran@fspac.ro)

### **Round Table: *Investigative journalism***

**Chair:** Professor Jeff Kelly Lowenstein (Grand Valley University, Michigan State, USA)

### **Content++ Students' Digital Media Competition**

On a rapidly changing global digital market, traditional genres are evolving and new content formats are emerging every year. The Content++ Digital Media Competition challenges students in media, arts, journalism, communication or even computer science and engineering to come up with ground-breaking, innovative and deeply engaging digital media contents. Project submissions are encouraged in (but not limited to) the following areas: Online Multimedia Long-form; Information Visualization and Data Journalism; Interactive Storytelling; Social Media Integrated Storytelling

Contact: [beuran@fspac.ro](mailto:beuran@fspac.ro), [costina@fspac.ro](mailto:costina@fspac.ro), [meza@fspac.ro](mailto:meza@fspac.ro), [cristina.nistor@fspac.ro](mailto:cristina.nistor@fspac.ro), [prundaru@fspac.ro](mailto:prundaru@fspac.ro)

### **Media and Society: Models, Representations and Current Phenomena Students' Conference**

The Student Conference organized by the Journalism Department at the College of Political, Administrative and Communication Sciences will be celebrating its 12th edition in 2018. As in the previous years, this unique multilingual event will bring together Bachelor and Master's students in English, Romanian, Hungarian and German language panels to present their research projects, receive feedback and discuss opportunities for further research. Contact: [meza@fspac.ro](mailto:meza@fspac.ro), [gyorffy@fspac.ro](mailto:gyorffy@fspac.ro)

### **V for Visual - Students' Short Film Festival**

The yearly festival selection includes non-fiction shorts produced by media, journalism and arts students from several universities in Romania. Already at its fourth edition, V for Visual includes a one-day public screening of selected non-fictional visual productions in one of Cluj-Napoca's cinema theatres. Videos submitted in the past editions can be watched on the official YouTube channel. Contact: [trofin@fspac.ro](mailto:trofin@fspac.ro), [beuran@fspac.ro](mailto:beuran@fspac.ro)

**Workshops** The preliminary list of technical workshop topics includes Innovation in Journalism education, Multimedia and Social Media Integrated Storytelling, Interactive Narratives and User Experience Design.

Contact: [cristina.nistor@fspac.ro](mailto:cristina.nistor@fspac.ro)

**Organizing Committee:** Elena Abrudan (chair), Cristina Nistor, Constantin Trofin, Andreea Mogos, Rares Beuran, Radu Meza, Gyorffy Gabor. For further information please check:

<http://fspac.ubbcluj.ro/jurnalism/en/zilele-culturii-media/>