



UNIVERSITATEA  
BABEȘ-BOLYAI



Department  
of Journalism

# Media Culture Days

Cluj-Napoca, 2018

18-25 of May

*Program*

# 25 YEARS

OF JOURNALISM STUDIES

AT THE BBU, CLUJ-NAPOCA



**Friday, May 18<sup>th</sup>**

9:30 – 10:00  
Lobby 101

**Registration of participants**

10:00 – 10:30  
Room 101

**Media Culture Days - *Opening ceremony***

- **Mihaela Luțaș**, PhD, vice-rector of Babeș-Bolyai University, Cluj-Napoca
- **Elena Abrudan**, PhD, chair of the Department of Journalism, Faculty of Political, Administrative and Communication Sciences (FSPAC)
- **Peter Gross**, PhD, professor at the School of Journalism & Electronic Media, University of Tennessee, Knoxville, USA
- **Tudor Vlad**, PhD, director of the James M. Cox Jr. Center for International Mass Communication Training and Research, University of Athens, Georgia, USA
- **Javier Hernandez**, PhD, dean of the San Jorge University, Zaragoza, Spain
- **Ovidiu Cîmpean**, head of Communications Office, Cluj-Napoca City Hall

10:30 – 12:00  
Room 101

**25 years of Journalism at the Babeș-Bolyai University, Cluj-Napoca**

**Video projection:** Zapping 25 Years of Journalism Education in Cluj-Napoca

**Moderator:** Elena Abrudan, Ph.D., chair of the Department of Journalism at FSPAC

**Special guests:**

- Tudor Vlad, PhD, University of Athens, Georgia, USA

	<ul style="list-style-type: none"> <li>• Peter Gross, PhD, University of Tennessee, USA</li> <li>• Ilie Rad, PhD, Babeş-Bolyai University, Cluj-Napoca</li> <li>• Tibori Szabo Zoltan, PhD, Babeş-Bolyai University, Cluj-Napoca</li> <li>• Flaviu Călin Rus, PhD, Babeş-Bolyai University, Cluj-Napoca</li> <li>• Ioan Hosu, PhD, Babeş-Bolyai University, Cluj-Napoca</li> <li>• Georgeta Drulă, PhD, University of Bucharest, Romania</li> <li>• Gheorghe Clitan, PhD, West University of Timișoara, Romania</li> <li>• Mariana Cernicova, PhD, Politehnica University Timișoara, Romania</li> <li>• Ovidiu Teodorescu, marketing manager at Brinel</li> <li>• Remus Florescu, PhD candidate, editor-in-chief of <i>Adevărul</i>, Transylvania edition, and president of the Press Professionals Association, Cluj-Napoca</li> <li>• Eugen Cojocariu, General Coordinator at Radio România Internațional</li> <li>• Ziva Sabag, PhD, Carmel College, Haifa, Israel</li> </ul>
<p>12:00 – 13:00 Room 101</p>	<p><b>Special guest: Moise Guran</b>, journalist (<i>România în direct</i> at Europa FM, moise.ro, Biziday news app) <i>De la generația online la generația mobile</i></p>
<p>13:00 – 14:00 Topaz</p>	<p><b>Cocktail</b></p>

<p>14:00 – 14:30 Room T1+T2</p>	<p><b>International Conference: Innovation in Journalism education and media practices</b>  <b>Keynote speaker:</b> Professor Peter Gross, PhD,  University of Tennessee, USA  <i>Culture in mass media research (the Romanian case)</i></p>
<p>14:30 – 17:00 Room T1+T2</p>	<p><b>International Conference: Innovation in Journalism education and media practices</b></p> <p><b>Plenary session</b>  <b>Chair:</b> Ruth Oren, Ph.D., The University of Haifa, Israel</p> <p><b>Invited speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Esther Durin</b>, lecturer, Institute for Higher Social Communication Studies, Brussels, Belgium / PhD candidate at Praxiling - UMR 5267 CNRS - Université de Montpellier 3.  <b>Laura Leprêtre</b>, Institute for Higher Social Communication Studies, Brussels, Belgium / Educational coordinator at IHECS Academy, Brussels  <i>The promotion of citizen participation in the media as a call for the renewal of higher education in journalism</i></li> <li>• <b>Charo Lacalle</b>, PhD, and <b>Cristina Pujol</b>, PhD, Autonomous University of Barcelona, Spain  <i>Breaking the gap between academia and civil society</i></li> <li>• <b>Ángeles Durán Mañes</b>, PhD, and <b>Manuel Aguilera Povedano</b>, PhD, Center of Higher Education Alberta Giménez, Comillas Pontifical University, Palma Mallorca, Spain  <i>Education as a key element for the critical consumption of media and media literacy.</i></li> </ul>

	<p><i>The case of Spain</i></p> <ul style="list-style-type: none"> <li>• <b>Tomoyuki Hashimoto</b>, PhD candidate at the University of Oxford, UK / Director of Financial Economics Program at the University of Management and Economics, Vilnius, Lithuania <i>Teaching Bloomberg: an integrative approach to the financial media education</i></li> <li>• <b>Amanda Hamlin</b>, PhD student at Babeş-Bolyai University, Cluj-Napoca, Romania / Lecturer at Oakton Community College <i>The pros and cons of courses without textbooks</i></li> <li>• <b>Javier Hernandez</b>, PhD, professor at San Jorge University, Zaragoza, Spain <i>La peste 2018 a case study of transmedia expansion in a digital platform</i></li> <li>• <b>Ruth Oren</b>, PhD, professor at the University of Haifa, Israel <i>From “space” to “place”: creating an image of a city</i></li> </ul>
<p>17:00 – 19:00 Room T1+T2</p>	<p><b>Book launches</b></p> <p><b>Moderator:</b> Elena Abrudan, PhD, chair of the Department of Journalism at FSPAC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Jeff Kelly Lowenstein</b>, M.A., Grand Valley University, Michigan, USA <i>The Chilean Chronicles: Moments and Memory Forty Years After the Pinochet Coup</i></li> <li>• <b>Elena Abrudan</b>, PhD, professor at Babeş-Bolyai University, Cluj-Napoca <i>Portret de grup: 25 de ani de jurnalism la Universitatea „Babeş-Bolyai” Scriitori clujeni în dialog</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Viorel Nistor</b>, PhD, lecturer at Babeş-Bolyai University, Cluj-Napoca <i>Alter-media. Provocări noi și vechi ale jurnalismului</i></li> <li>• <b>Ilie Rad</b>, PhD, professor at Babeş-Bolyai University, Cluj-Napoca <i>Călătorii prin țară (1995-2017)</i></li> <li>• <b>Cristina Nistor</b>, PhD, associate professor at Babeş-Bolyai University, Cluj-Napoca <i>Acoperirea mediatică a situațiilor de criză</i> <i>Communicating with the Media. Perspectives on an Emerging Digital News Industry</i></li> <li>• <b>Mariana Cernicova</b>, PhD, associate professor at Politehnica University Timișoara, Romania <i>Dicționarul general de expresii și locuțiuni al limbii române, vol. I și II</i></li> <li>• <b>Lucian Vasile Szabo</b>, PhD, lecturer at West University of Timișoara, Romania <i>Vămile jurnalismului</i> <i>Cartea interviurilor SF</i></li> <li>• <b>Bogdan Hrib</b>, PhD, director of Tritonic publishing house</li> </ul>
<p>19:00 Topaz</p>	<p><b>Dinner</b></p>

**Saturday, May 19<sup>th</sup>**

9:00 – 13:00  
Room T1

**International Conference: Innovation in Journalism  
education and media practices**

**Parallel session**

**Chairs:** Georgeta Drulă, PhD, professor at University  
of Bucharest, Romania

Mariana Cernicova, PhD, associate professor at  
Politehnica University Timișoara, Romania

**Speakers:**

- **Tudor Vlad**, PhD, professor at the University of  
Athens, Georgia, USA  
*The Changing Education for Journalism and the  
Communication Occupations*
- **Pat Brereton**, PhD, Dublin City University,  
Ireland  
*Environmental literacy and new digital  
audiences*
- **Mădălina Bălășescu**, PhD, lecturer at the  
University of Bucharest, Romania  
*Experiential Method in Teaching Television.  
Non-formal education methods for Journalism*
- **Gheorghe Clitan**, PhD, professor at the West  
University of Timișoara, Romania  
*Teaching critical thinking by critical thinking  
tests. Case study: LSAT*
- **Sînziana Jurău**, PhD, lecturer at Babeș-Bolyai  
University, Cluj-Napoca  
*Teaching critical thinking through ethical and  
legal debates. The case of the media  
representation of crime and criminality*
- **Mariana Cernicova**, PhD, associate professor at



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Politehnica University Timișoara, Romania  
*The need for (increased) media competencies in the age of post-media*

- **Adela Fofiu**, PhD, adjunct professor at Babeș-Bolyai University Cluj-Napoca / Senior researcher at Schloer Consulting Group  
*Teaching digital research skills in media and communication studies*
  - **Horea Mihai Bădău**, PhD, lecturer at the University of Bucharest, Romania  
*Does non-supervisory learning of Artificial Intelligence algorithms limit or encourage creativity?*
  - **Sebastian Cochinescu**, PhD candidate at the University of Bucharest, Romania  
*How the blockchain technologies may impact the digital media content creation and consumption*
  - **Marius Bența**, PhD, research fellow at the “George Barițiu” History Institute / Adjunct professor at Babeș-Bolyai University, Cluj-Napoca  
*Media and cyborgs: How the “smart revolution” pushes society into permanent liminality*
  - **Iasmina Petrovici**, PhD and **Lucian-Vasile Szabo**, PhD, lecturers at West University of Timișoara, Romania  
*Convergence in Communication and New Media*
  - **Radu Meza**, PhD, associate professor at Babeș-Bolyai University, Cluj-Napoca, Romania  
*Data Mashups for Data Journalism: Visualization and Reporting Scenarios for Exploring Public Procurement Data*
  - **Georgeta Drulă**, PhD, professor at the University of Bucharest, Romania
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*Instagram: A social network analysis for the content posted by photo-journalists*

- **Andreea Mogoș**, PhD, associate professor at Babeș-Bolyai University  
*Fake photos – from fiction to fact*
  - **Delia Bălaș (Balaban)**, PhD, professor at Babeș-Bolyai University, Cluj-Napoca  
*Influencer marketing: A comparative perspective Germany and Romania*
  - **Adela Fofiu**, PhD, adjunct professor at Babeș-Bolyai University Cluj-Napoca / Senior researcher at Schloer Consulting Group. **Raluca ICRET** PhD candidate at Babeș-Bolyai University, Cluj-Napoca  
*Discursive frames and sentiment in communicating sustainability in Europe*
  - **Flavia Țăran**, PhD candidate and research assistant at Babeș-Bolyai University, Cluj-Napoca  
*Data dump: open source data and its uses in Romanian journalism*
  - **Paul Boca**, PhD candidate, Babeș-Bolyai University, Cluj-Napoca, Romania  
*Binge-watchers: The online consumption of TV series*
  - **Cristina Nistor**, PhD, associate professor at Babeș-Bolyai University, Cluj-Napoca  
*The revival of radio production through podcasting*
  - **Elena Abrudan**, PhD, professor at Babeș-Bolyai University, Cluj-Napoca  
*Cultural representations in the virtual public sphere*
  - **Elena Porumb**, PhD, associate professor at Babeș-Bolyai University, Cluj-Napoca. **Ghilea Adelina**, M.A. student at Babeș-Bolyai
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University, Cluj-Napoca

*Media as a successful story in a sustainable development process*

- **Alexandra Ormenișan**, PhD candidate and research assistant at Babeș-Bolyai University, Cluj-Napoca  
*Innovation, the way of surviving as an independent media institution. Case study: recorder.ro*
  - **Oana Ometa**, PhD, lecturer at Babeș-Bolyai University, Cluj-Napoca  
*The pursuit of happiness: no news is good news. Reinventing writing in the digital era*
  - **Adrian Popa**, PhD candidate at Babeș-Bolyai University, Cluj-Napoca  
*Understanding the dynamics of structure and immersion in selected Romanian reportage stories covering social-issues*
  - **Ovidiu Duță**, PhD candidate at Babeș-Bolyai University, Cluj-Napoca  
*Immersive journalism and the prosumer audience*
  - **Alexandru Dorofte**, PhD candidate at Babeș-Bolyai University, Cluj-Napoca  
*Innovative technologies in modern video production. A case study on the Untold 2017 aftermovie*
  - **Rebeka Török-Ágoston**, PhD candidate at Babeș-Bolyai University  
*Women's Image Widespread through Mass Media in the Communist Regime in Romania*
  - **Rita Glózer**, PhD, University of Pecs, Hungary  
*Places, images and memories: representations of Pecs on Instagram*
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9:00 – 11:30  
Room T2

**International Conference: Innovation in Journalism  
education and media practices**

**Parallel session**

**Chairs:** Lect. dr. Viorel Nistor, Universitatea Babeş-  
Bolyai, Cluj-Napoca

Drd. Remus Florescu, Universitatea Babeş-Bolyai,  
Cluj-Napoca

**Speakers:**

- Lect. dr. **Viorel Nistor**, Universitatea Babeş-  
Bolyai, Cluj-Napoca  
*Populism media*
- Lect. **Rareş Beuran**, Universitatea Babeş-Bolyai,  
Cluj-Napoca  
*Reinventarea fotojurnalismului în era digitală*
- Drd. **Valentin Mik**, Universitatea Babeş-Bolyai,  
Cluj-Napoca  
*Influenţa mass-media şi ale noilor tehnologii  
asupra practicii învăţării şi instruirii*
- Drd. **Ionuţ Huşanu**, Universitatea Babeş-Bolyai,  
Cluj-Napoca  
*Designul editorial în presa online românească:  
tendinţe şi stilistică*
- Dr. **Bogdan Hrib**, cadru didactic asociat,  
Universitatea Babeş-Bolyai, Cluj-Napoca  
*Fotografiile banalului înconjurător – news, fake  
news sau no news în social media*
- Dr. **Claudia Chiorean**, asistent de cercetare,  
Universitatea Babeş-Bolyai, Cluj-Napoca  
*Studentul de anul I: între valori, interese şi  
decizii de carieră*
- Drd. **Mihaela Coste**, Universitatea Babeş-Bolyai,  
Cluj-Napoca  
*Reprezentări vizuale ale catastrofelor naturale  
pe Instagram: #hurricaneirma*

	<ul style="list-style-type: none"> <li>• Drd. <b>Cătălin Nunu</b>, Universitatea Babeş-Bolyai, Cluj-Napoca și redactor DigiFM <i>Standarde de digitalizare și convergența tehnologiilor în radiodifuziune. Cercetări și contribuții privind implementarea sistemelor DAB, DAB+ și DRM în rândul posturilor de radio din Europa</i></li> <li>• Drd. <b>Remus Florescu</b>, Universitatea Babeş-Bolyai, Cluj-Napoca și redactor-șef redacțiile „Adevărul” din Transilvania <i>Conținutul viral: de ce distribuim</i></li> </ul>
12:00 – 14:00 Room T2	<p><b>Workshop</b> "Prezentarea primei Carte Etice a Rețelelor Sociale. Proiectul unei comunități etice online". <b>Moderator:</b> lectorer <b>Horea Badau</b>, Ph.D., University of Bucharest</p>
14:00 – 15:00	<b>Lunch</b>
16:00 20:00 All day	<p><b>Cluj Days 2018 (optional)</b> Cluj Days Parade (Union Square) The Transylvania State Philharmonic Orchestra and Choir (Union Square) Miniature train exhibition (Casino Urban Culture Center, Central Park)</p>

**Sunday, May 20<sup>th</sup>**

09:00

**Trip to Alba Iulia Fortress**

**Monday, May 21<sup>th</sup>**

09:30 – 11:30  
Room T1, T2

**Students' Conference: Media and Society: Models, Representations and Current Phenomena**  
**German/Hungarian/English/Romanian sessions**

**Chairs:** Radu Meza, PhD, associate professor at Babeş-Bolyai University, Cluj-Napoca  
Győrffy Gábor, PhD, lecturer at Babeş-Bolyai University, Cluj-Napoca

**Jury:**

- Peter Gross, PhD, professor at the University of Tennessee, USA
- Andreea Mogoş, associate professor at Babeş-Bolyai University, Cluj-Napoca
- Júlia Vallasek, PhD, lecturer at Babeş-Bolyai University, Cluj-Napoca
- Tibori Szabo Zoltan, PhD, associate professor at Babeş-Bolyai University, Cluj-Napoca
- Mihai Lisei, PhD, lecturer at Babeş-Bolyai University, Cluj-Napoca

11:30 - 12:30  
Room T1

**Meeting with:**

- Călin Hinţea, PhD, Dean of the College of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca
- Representatives from the Centre for International Cooperation
- Department of Journalism faculty members

13:00 - 14:00	<b>Lunch break</b>
14:00 - 16:00 Room T3	<b>Content++ Competition</b> <b>Moderators:</b> Radu Meza, PhD, associate professor at Babeş-Bolyai University, Cluj-Napoca Rareş Beuran, PhD, lecturer at Babeş-Bolyai University Cluj-Napoca
16:00 – 16:15 Room T3	<b>Speaker: Rita Glózer</b> , PhD, University of Pecs, Hungary
16:15 – 17:00 Room T3	<b>Content++ Competition award ceremony</b>  <b>Jury:</b> <ul style="list-style-type: none"> <li>• Peter Gross, PhD, professor at the University of Tennessee, USA</li> <li>• Cristina Nistor, PhD, associate professor at Babeş-Bolyai University, Cluj-Napoca</li> <li>• Lucian-Vasile Szabo, PhD, lecturer at West University of Timișoara</li> <li>• Bogdan Roșca, Radio Cluj</li> <li>• Vasile Hotea Fernezan, TVR Cluj</li> </ul>
17:00 – 18:00 „Octavian Goga” County Library, Dorobanților Street, no. 104	<b>Graphic art exhibition opening: Lucian Blaga Revisited</b> <b>Moderator:</b> Elena Abrudan, PhD, professor at Babeş-Bolyai University, Cluj-Napoca <b>Speakers:</b> <ul style="list-style-type: none"> <li>• Péter Árpád, PhD, lecturer at FSPAC</li> <li>• Paul Boca, PhD candidate at FSPAC</li> </ul>

**Tuesday, May 22<sup>th</sup>**

11:00 – 13:00  
Aula Magna,  
BBU

**Professor Honoris Causa Awarding Ceremony**  
**PHD Professor Peter Gross**, PhD, professor at the School of Journalism & Electronic Media, University of Tennessee, Knoxville, USA

13:00 – 15:00

**Cocktail**

17:00 – 19:00  
Museum of Art  
Cluj

**Photo Exhibition Opening:**  
**MY SPACE - MY PLACE**  
Ruth Oren, PhD, photojournalist and professor at the University of Haifa, Israel

**MY SPACE - MY PLACE - A project of the students** from the Department of Journalism, Babeş-Bolyai University, Cluj-Napoca

**Moderator:** Rareş Beuran, PhD, lecturer at Babeş-Bolyai University, Cluj-Napoca

**Speakers:**

- **Ovidiu Cîmpean**, Director of Communication, Local Development and Project Management at the Cluj-Napoca City Hall
- **Elena Abrudan**, PhD, professor of Visual Communication at FSPAC



**Wednesday, 23<sup>th</sup>**

10:00 – 12:00  
Room T3

**Workshop: Media Systems and Industries**  
Peter Gross PhD, professor at the School of Journalism & Electronic Media, University of Tennessee, Knoxville, USA

12:00 – 13:00  
Lobby 101

**Students' photojournalism national exhibition:  
FOCUS on digital students**

**Moderator:** Rareş Beuran, PhD, lecturer at Babeş-Bolyai University, Cluj-Napoca

**Speakers:**

- Ruth Oren, PhD, photojournalist and professor at the University of Haifa, Israel
- Andreea Mogoş, PhD, associate professor at Babeş-Bolyai University, Cluj-Napoca
- Lucian-Vasile Szabo, PhD, lecturer at West University of Timișoara

13:00 – 15:00  
Room 101

**Round table:** The state of photojournalism in the digital age

**Chair:** Rareş Beuran, PhD, lecturer at Babeş-Bolyai University, Cluj-Napoca

**Speakers:**

- Ruth Oren, PhD, photojournalist and professor at the University of Haifa, Israel
- Dorel Găină, PhD, professor at the University of Arts and Design, Cluj-Napoca
- Andreea Mogoş, PhD, associate professor at Babeş-Bolyai University, Cluj-Napoca
- Paul Popovici, PhD, associate professor at Dimitrie Cantemir University, Cluj-Napoca
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	<ul style="list-style-type: none"> <li>• Mira Marincaș, PhD, lecturer at Sapientia University</li> <li>• Szabo Tamas, senior photographer</li> <li>• Raul Ștef, photojournalist PRESSONE</li> <li>• Lorand Vakarcs, photojournalist SINTEZA, Transilvania Reporter</li> <li>• Călin Ilea, photojournalist</li> <li>• Tomas Tothpal, photographer and PhD candidate at Babeș-Bolyai University, Cluj-Napoca</li> <li>• Emil Moritz, photojournalist</li> </ul>
15:00 -16:00 Lobby 101	<b>Lunch</b>
16:00 – 18:00 Room T1, T2	<p><b>Round Table:</b> Investigative journalism</p> <p><b>Chair:</b> Jeff Kelly Lowenstein, M.A., Grand Valley University, Michigan State, USA</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Tibori Szabo Zoltan, PhD, associate professor at Babeș-Bolyai University, Cluj-Napoca</li> <li>• Cosmin Marian, PhD, associate professor at Babeș-Bolyai University, Cluj-Napoca</li> <li>• Viorel Nistor, PhD, lecturer at Babeș-Bolyai University, Cluj-Napoca</li> <li>• Irinel Rotariu, military prosecutor, Iași</li> <li>• Adrian Cioflanca, National Council for the Study of Security Archives, Bucharest</li> </ul>
18:00 – 19:30 Room T1	<b>Workshop:</b> Prof. Pat Brereton PhD, City University, Dublin
19:00 – 20:00 Minerva House Napoca no. 16	<p><b>Photo exhibition: Images from India</b></p> <p>Daria Ion, PhD, Babeș-Bolyai University</p> <p><b>Moderator:</b> Tibori Szabo Zoltan, PhD, associate professor, Babeș-Bolyai University, Cluj-Napoca</p>

**Thursday, 24<sup>th</sup>**

10:00 – 14:00 Cinema Mărăști	<p><b>V for Visual Students’ Non-fiction Short Film Festival</b></p> <p><b>Moderator:</b> Lect. dr. Constantin Trofin, Universitatea Babeș-Bolyai, producător TV</p> <ul style="list-style-type: none"><li>• <b>Master class Dan Curean</b>, documentary film producer, TVR</li><li>• Screening of the documentary film <i>În căutarea lostritei</i>. Authors: Dan Curean, Dan Păvăloiu</li><li>• <b>Jury:</b> Dan Curean, Cosmin Savu – PROTV, Dan Păvăloiu – TVR, Ovidiu Pop – TVR, Vasile Hotea Fernezan – TVR)</li><li>• <b>Award ceremony</b></li></ul>
14:00 – 14:30 Room T3	<p><b>Closing Remarks</b></p> <p><b>Moderator:</b> Tibori Szabo Zoltan, PhD, associate professor at Babeș-Bolyai University, Cluj-Napoca</p>
14:30 Cafeteria FSPAC	<p><b>Lunch</b></p>
<b>Friday, May 25<sup>th</sup></b>	
10:00	<p><b>Visiting Cluj – The Heart of Transylvania</b></p>
20:00 Union Square Cluj-Napoca	<p><b>Opening Ceremony TIFF</b></p>

**Department of  
Journalism,  
FSPAC, BBU**