

## Publikationsliste (Selektion)

### Bücher:

- Balaban, Delia Cristina**, *Aspects of Media and Advertising Research*, Accent, Cluj-Napoca, ISBN: 2014.
- Balaban, Delia Cristina**, *Comunicare mediatică (Media Communication)*, Tritonic, Bucharest, 2009, ISBN: 978-973-733-313-1.
- Balaban, Delia Cristina**, *Medienkommunikation (Media Communication)*, Mittweida Hochschulverlag, Mittweida, 2009, ISBN: 978-3-9812499-1-0 (translation of the volume presented above).
- Balaban, Delia Cristina**, *Publicitatea. De la planificarea strategica la implementarea media (Advertising. From Strategic Planning to Media Implementation)*, Polirom, Iasi, 2009, ISBN 978-973-46-1394-6.
- Balaban, Delia Cristina**, *Informationsvermittlung und öffentliche Meinungsbildung im rumänischen Fernsehen (Presentation of Information and Crisitalizing Public Opinion with the help of Television in Romania)*, 2nd edition, Hochschulverlag Mittweida, 2006, ISBN 398095986-4.
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- Balaban, Delia Cristina**, *Perspective ale televiziunii în România (Perspectives on Television in Romania)*, Cluj University Press, Cluj-Napoca, 2003, ISBN 973-610-129-0.

### Other books:

- Balaban, Delia Cristina/ Deac, Mihai**, *Strategie și creativitate publicitară (Strategy and Creativity in Advertising in Romania)*, Accent, Cluj-Napoca, 2007.

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- Iancu Ioana-Raluca, **Balaban Delia-Cristina**, *Religious Influences in Inaugural Speeches of US Presidents*, Journal for the Study of Religions and Ideologies, vol 12 issue 34 spring 2013, P. 101-125.
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- Balaban, Delia Cristina**, Iancu, Ioana, *The Role of PR in the public sector. Case Study on Professionalization of PR at the local level in Romania*, in TRANSYLVANIAN REVIEW OF ADMINISTRATIVE SCIENCE, nr. 27E/October/2009, P. 22-38, **f=0,302**.
- Iancu Ioana, **Balaban Delia Cristina**, *Religion and Political Communication during Elections in Romania*, in Journal of Study of Religions and Ideologies, nr. 8,24 (Winter 2009), P.151-167.

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- Balaban Delia-Cristina, Mucundorfeanu Meda, Media Reflection on Religion. Coverage on Iulia Ionescu's Case, in Journal of Media Research, volume 8, issue 3(23)/2015, p 77-85.**
- Delia Cristina Balaban/Mirela Abrudan, Cercetarea in stiintele comunicarii. Relevanta si instrumentariu theoretic (Research in Communication Science. Relevance and Theoretical Instruments), Revista Transilvană de Științe ale Comunicării, 2/2011, pag. P.3-9.**
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- Balaban Delia-Cristina, Mucundorfeanu Meda, Using Media in the Foreign Language. Case Study Media Use of the Students of the Babes-Bolyai University Romania, Essachess, 2010, P.177-190**
- Baltarețu, Cristina/Balaban, Delia Cristina, Motivation in Using Social Network Sites by Romanian Students. A Qualitative Approach. in Journal of Media Research, 6(1)/2010, P. 67-74**
- Laura, Crisan/Gertrude, Timis/Balaban, Delia Cristina, Medialisierung des Sports. Fallstudie Cluj-Napoca (Medialisation in Sports. Case Study Cluj-Napoca). in Journal of Media Research, 7(2)/2010, P. 3-11**
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- Hilmer, Ludwig/**Balaban, Delia Cristina**, *Marketingul viral (Viral Marketing)*, in: Balaban, Delia Cristina/Iancu, Ioana/Meza, Radu, *PR, publicitate și new media (PR, Advertising and New Media)*, Tritonic, Bucuresti, 2009, P.127-142, ISBN 9789737333742.
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- Balaban, Delia Cristina**, Petre, Dan, *Vom Planwirtschaft zum Cannes Lions. Zur Professionalisierung der Werbung in Rumänien (From Planned Economy to Cannes Lions, The Professionalisation of Advertising in Romania)*, in Balaban Delia Cristina/Rus Flaviu Calin, *Medien, PR und Werbung in Rumänien (Media, PR and Advertising in Romania)*, Mittweida Hochschulverlag, 2008, P.203-210, ISBN 978-3-9809598-0
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