

## PERSONAL INFORMATION

**Delia Cristina BĂLAȘ (born BALABAN)**

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## WORK EXPERIENCE

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- 2016–Present **Director of the Ph.D. School Communication, Public Relations and Advertising,**  
Faculty of Political, Administrative and Communication Sciences,  
Babeș-Bolyai University, Cluj-Napoca.
- Apr 2013–Present **Professor**  
Department of Communication, PR and Advertising,  
Faculty of Political, Administrative and Communication Sciences,  
Babeș-Bolyai University, Cluj-Napoca.
- Jan 2007–Mar 2013 **Associated Professor**  
Department of Communication, PR and Advertising,  
Faculty of Political, Administrative and Communication Sciences,  
Babeș-Bolyai University, Cluj-Napoca.
- 2008–2012 **Director of the Media Center**  
Babeș-Bolyai University, Cluj-Napoca
- Feb 2002–Jan 2007 **Lecturer**  
Department of Communication and Public Relations,  
Faculty of Political, Administrative and Communication Sciences,  
Babeș-Bolyai University, Cluj-Napoca.
- Feb 2002–Jan 2003 **Teaching Assistant**  
Department of Journalism,  
Faculty of Political, Administrative and Communication Sciences,  
Babeș-Bolyai University, Cluj-Napoca.

## EDUCATION AND TRAINING

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- May 2014–Present **Habilitation**  
Babeș-Bolyai University, Cluj-Napoca
- Apr 2000–May 2003 **Ph.D. - magna cum laude**  
Viadrina European University, Frankfurt (Oder) (Germany)  
Title of the paper: Infotainment. Informationsvermittlung und öffentliche Meinungsbildung in rumänischen Fernsehen (Infotainment. Information and Public Opinion Building by the Television in Romania)

Apr 2000–Jan 2002 **Interdisciplinary Master of European Studies**  
Viadrina European University, Frankfurt (Oder), (Germany)

Nov 1999–Mar 2010 **Research Fellow**  
Viadrina European University, Frankfurt (Oder), (Germany)

1994–1998 **BA in Philosophy**  
Faculty of History and Philosophy, Babeș-Bolyai University, Cluj-Napoca

PERSONAL SKILLS

Mother tongue(s) Romanian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	C1	C1	C1	C1	C1
French	B2	B2	B2	B2	B2
Spanish	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

**Communication skills** -excellent communication skills with students, both Romanian and foreign, gained through teaching and field research such as conducting interviews and focus groups;  
-moderator for workshops and conference panels; key speaker at professional and scientific events.

**Organisational / managerial skills** -Director of the Graduate School of Communication, PR and Advertising;  
-Director of the Media Center of UBB 2008-2012;  
-Coordinator of the Erasmus program at the FSPAC;  
-Coordination of research activities and organisation of scientific events/conferences; organisation of student and faculty exchanges with the partner foreign universities;  
Manager of Publifest, the Student Advertising Festival since 2004.

**Job-related skills** -Interactive teaching, use of online Platforms such as Moodie, also PowerPoint and Prezi; editing programs and applications for mobile communication;  
-Research and documentation;  
-Coordination and organisation of scientific events;  
-Social media management skills.

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

ANNEXES

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- appendix 3 conferences selection.pdf
- appendix 4 Other professional accomplishments and community service.pdf

appendix 1 publications selection.pdf **List of publications (selection)**

**Prof. Delia Cristina Bălaș** (born **BALABAN**) Ph.D.

**Books as unique author**

**Balaban, Delia Cristina**, *Zum Phaenomen des Infotainment. Informationsvermittlung und öffentliche Meinungsbildung im rumänischen Fernsehen (Presentation of Information and Crisitalizing Public Opinion with the help of Television in Romania)*, Cluj University Press, Cluj-Napoca, 2003, ISBN 973-610-198-3.

**Balaban, Delia Cristina**, *Perspective on Media and Advertising Research*, Accent, Cluj-Napoca, 2014, ISBN: 978-606-561-115-3.

**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**, *Comunicare publicitară (Advertising Communication)*, Accent, Cluj-Napoca, 2005, ISBN 973-8445-80-9.

**Balaban, Delia Cristina**, *Perspective ale televiziunii în România (Perspectives on Television in Romania)*, Cluj University Press, Cluj-Napoca, 2003, ISBN 973-610-129-0.

**Articles:**

**Balaban Delia Cristina**, Abrudan Mirela Codruța, Iancu Ioana, Irimieș Cosmin, *Online Communication And PR in Romanian Public Administration. The Case Study of Public Institutions From Transylvania*, in TRANSYLVANIAN REVIEW OF ADMINISTRATIVE SCIENCE, nr. 47E/February/2016, p. 20-34.

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.

**Balaban Delia-Cristina**, Meyen Michael, *Role Perception of Eastern European Journalists. A Qualitative Analysis*, *Revista Română de Comunicare și Relații Publice*, 2011, P.87-98.

**Balaban Delia-Cristina**, Abrudan Mirela Codruta, Iancu Ioana-Raluca, *Role Perception of Romanian Journalists. A Comparative Study of Perception in Local versus National Media*, *Revista Română de Comunicare și Relații Publice*, 2010, P.9-25

**Balaban Delia-Cristina**, Ten Doornkaat Ina, *Efficiency in International PR. Case Study "The Best Job in the World"*, *Revista Română de Comunicare și Relații Publice*, 2009, P.27-34.

**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

Iancu Ioana, **Balaban Delia Cristina**, *Romanian Media Coverage of Bioethics. The Issue of Stem Cells* in *Journal of Study of Religions and Ideologies* nr.8,22 (Spring 2009), P. 24-37.

**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.

#### Chapters in books:

**Balaban, Delia Cristina**, Barb Codruța, *Steps in the Development of Creative Industries in Cluj-Napoca. Case Study Transylvania International Film Festival*, in Hințea C., Moldovan B., Radu B., Suci R, *Transylvanian International Conference, Accent, Cluj-Napoca*, 2018, p. 45-56, ISBN 978-606-561-184-9.

Corbu, Nicoleta, **Balaban-Bălaș, Delia**, Negrea-Busuioc Romania. Elena, *Populist Ideology Without Teeth*, in Toril Aalberg, Frank Esser, Carsten Reinemann, Jesper Strömbäck, and Claes H. de Vreese *Populist Political Communication in Europe*, Routledge, 2017, p.326-338, ISBN-13: 978-1138654792.

Mihaela-Cornelia Frunza, Ioana Iancu, Sandu Frunza, Iulia Grad, **Delia Balaban**, Ovidiu Grad, „Media Analysis of Romanian Debates on Presumed Consent – Ethical and Legal Aspects” in W. Weimar, M. A. Bos, J. J. Busschbach (eds.) *Organ Transplantation: Ethical, Legal and Psychosocial Aspects*, Vol. II Expanding the European Platform, Pabst Science Publishers, Lengerich, 2011, P. 218-228, ISBN 978-3-89967-639-6.

Hilmer, Ludwig/**Balaban, Delia Cristina**, *Marketingul viral (Viral Marketing)*, in: Balaban, Delia Cristina/Iancu, Ioana/Meza, Radu, *PR, publicitate si new media (PR, Advertising and New Media)*, Tritonic, Bucuresti, 2009, P.127-142, ISBN 9789737333742.

**Balaban, Delia Cristina**, *Das Ende des Fernsehzeitalters? Interaktion der Teilsysteme in der rumänischen Mediengesellschaft (The End of Television? Interaction between Parts of the System in Romanian Media Society)* , in: Hartmut Schröder/ Ursula Bock (ed.): *Semiotische Weltmodelle*, Lit, Münster, 2009, P. 48-57, ISBN 978-3-8258-1133-4.

## appendix 2 grants, visiting professor, courses and seminars.pdf

Delia Cristina Bălaș (Balaban)

### Visiting Professor

Visiting Professor at the University for Applied Sciences Mittweida, Germany 2007, 2008, 2009, 2010, 2012, 2013 courses *Media Communication, Introduction to Communication Sciences*

Visiting Professor at the University for Applied Sciences Hannover, Germany 2008, 2009, 2010, 2012, 2013 courses *Marketing Communication, Comparative Media Systems, Introduction to Mass Communication Research*

Visiting Professor at Paul Vallery University Montpellier, France, November 2012

### Coordination and membership in research projects

Member of the research team of the international project *Medientransformationsprozesse, Gesellschaftlicher Wandel und Demokratisierung in Südosteuropa (Media transformation process, social change and democratisation in South-Eastern Europe)* of the Center for Advanced Eastern European Studies (CACES), financed by European University-Viadrina, Frankfurt (Oder), Germany and Otto Wolf Foundation, 2000-2001.

Member of the research team of the international project *Transformation der Bildschirmmedien in West- und Osteuropa im Vergleich (Transformation of the audio-visual media in Western and Eastern Europe. A comparative approach)* of the Center for Advanced Eastern European Studies (CACES), financed by European University-Viadrina, Frankfurt (Oder), Germany and Otto Wolf Foundation, 2002.

Member of the research team of the project *The evaluation of the public services in Romania*, Participant at the project, CEEX, 2006-2007.

Keynote speaker at the exploratory workshop, grant CNCISIS Idea, WE\_33/2008 with the title *Communication Interferences in Journalism, Communication and Public Relations*, Clui-Napoca, 10-12 July 2008.

Expert in the Phare project *Adaptarea activă a educației universitare la cerințele pieței muncii*, 2009.

Expert in the project *The convergence of the higher education towards the needs of the market – POSDRU /7/2.1/S/1*, 2009-2011.

Expert in the project *The development of an operational system of qualifications for the higher education in Romania*, POSDRU nr.2/1.2./S/2

Coordinator of the series of international conferences *PR Trend*. (at the Babes-Bolyai University, Cluj-Napoca) financed by the Hanns Seidel Foundation Germany, 2004, 2006, 2007, 2009, 2010, 2012, 2018.

Member of the management team of the European project COST action oc-2013-1-14839 *Populist Political Communication in Europe : Comprehending the Challenge of Mediated Political Populism*.

### International grants

February-March 2005 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by HSF

September-October 2006 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by DAAD

August-September 2009 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by DAAD

July 2011-June 2012 POSDRU postdoctoral scholarship *Transnational Network of Integrated Research Management in Communication Science. Institutional Construction (Postdoctoral School) and Scholarship Program (CommScie) POSDRU/89/1.5/S/63663*, 12.000 euro

### Courses and seminars

#### **Babes-Bolyai University, Faculty for Political, Administrative and Communication Sciences**

**Media Communication-** in Romanian and in German language at the BA Programs *Communication and Public Relations* and *Advertising*

**Advertising Communication-** in Romanian and in German language at the BA Programs *Communication and Public Relations* and *Advertising*

**Promoting Techniques in the Media-** in Romanian and in German language at the BA Programs *Communication and Public Relations* and *Advertising*

**Advertising-** in Romanian and English language at the MA Programs *Advertising, Public Relations, Advertising and Public Relations*

**Bellow the Line (BTL) Instruments-** in Romanian, German and English language at the MA Programs *Advertising, Public Relations, Advertising and Public Relations*

**Media Theory and Research-** in Romanian and English at the PhD level in the *Graduate School Communication, Public Relations and Advertising*

## appendix 3 conferences selection.pdf

### International conferences (selection)

#### Abroad

**International Communication Association (ICA) Preconference Refugees, Religious Treat and Political Radicalization, Theoretical and Empirical Perspectives**, Prague 23.05.2018, title of the presentation *The Role of the Religion in Romanian News on Refugee Crisis: A cluster based frame analysis*.

**CEECOM Conference**, Szeged, 30.05-1.06.2018, title of the presentation *Credibility and Fake News Sharing on Facebook*

Conference: *Communication du symbolique et symbolique de la communication dans les sociétés modernes et postmodernes*, organized by Paul Vallery University Montpellier, France, Beziers 8-9 November 2012, title of the presentation: *Religious Influences in Inaugural Speeches of US Presidents* (keynote speaker)

Conference: *Bildkorrekturen. Migration und Entwicklung* organized by inWent Foundation and the German Federal Ministry for Cooperation and Economic Development, 26-28.November. 2009, Starnberger See, Germany title of the presentation: *Migration in Europe* (keynote speaker)

#### In Romania

**Transylvanian International Conference in Public Administration**, Cluj-Napoca, 2-4.11.2017, title of the presentation *Steps in the Development of Creative Industries in Cluj-Napoca. Case Study Transylvania International Film Festival*

Conference *Professional Communication and Translation Studies*, University Politehnica Timisoara, April 2013, title of the presentation *The Development of the Communication Science in Romania. Challenges and Perspectives* (keynote speaker)

Conference *Media Convergence*, BBU Cluj-Napoca, October 2013, title of the presentation *Communication Science in Romania*.

Conference **ERACON**, BBU, Cluj-Napoca, 18-21 April 2012, title of the presentation: *Developing international exchanges in the field of communication science*

Conference **Communication, Media and Civic Culture** Bucharest University, FJSC, 18-20 May 2012, title of the presentation: *Web 2.0 Changes and Challenges towards a Better Communication*

Conference **R and D Perspectives. Promoting Innovation through Education, Culture and Communication**, National School of Political and Administrative Studies, Bucharest, 6-7. November.2009, title of the presentation *Online Advertising in Advertising Industry in Romania*



## appendix 4 Other professional accomplishments and community service.pdf

### Other professional accomplishments and community service

#### Awards

##### International

The Award of the *Stockenborg* Foundation, Germany for young for my Ph.D. thesis, December 2003

##### National

Diploma for excellence in teaching, Babes-Bolyai University (BBU), December 2006

Diploma for excellence in teaching, BBU, December 2007

Media Awards Cluj-Napoca, 2007.

Diploma for excellence in research, BBU, December 2008

Diploma for excellence in research, BBU, December 2009

Media Award Cluj-Napoca 2009.

Diploma for representation, BBU, December 2010

Diploma for international activity BBU, December 2017

##### Member of editorial boards of scientific journals and of professional organization

Executive director and founder of *Journal of Media Research*, BBU and Accent Publishing House

Member of the editorial board of *Romanian Journal of Communication and Public*, Comunicare.ro Publishing House

Member of the editorial board of *Romanian Journal of Journalism and Communication*, Faculty of Journalism and Communication Science, University Bucharest

Member of **International Communication Association (ICA)**

Member of **European Communication Research and Education Association (ECREA)**

Member of DGPuK, **Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft** (German Society of Journalism and Communication Research)

##### Community service

Member of the Rotary Club Transylvania Cluj-Napoca

Involvement in several extracurricular activities such as *Publifest*, the Student Advertising Festival (since 2004), *Career Days*, *Social Media Talks*, inviting school children to talk about media education at FSPAC etc.