CURRICULUM VITAE

Personal information

Name	**Flavia Țăran**
Address	71 General Traian Moșoiu Street, 400132 Cluj-Napoca, Cluj, Romania
E-mail	flavia.taran@fspac.ro	flavia.taran@ubbcluj.ro
Date of birth	February 18th, 1991

Education

2016 – 2021

Title of qualification
Ph.D. in communication sciences
Thesis title: *The world of memes and online phenomena: a mixed methods approach to studying internet memes* (Magna Cum Laude)

Organization providing education and training
Doctoral School of Political and Communication Sciences
Babeș-Bolyai University, Cluj-Napoca
Thesis coordinator: prof. Elena Abrudan, Ph.D.

November 2020 – June 2021

Title of qualification
Pedagogical post-university module, level 2

Organization providing education and training
Teacher Training Department (DPPD)
Babeș-Bolyai University, Cluj-Napoca

February – June 2019

Title of qualification
Pedagogical post-university module, level 1

Organization providing education and training
Teacher Training Department (DPPD)
Babeș-Bolyai University, Cluj-Napoca

February – April 2018

Title of qualification
Erasmus+ study mobility

Organization providing education and training
Hochschule Mittweida University of Applied Sciences
Mittweida, Germany

2012 – 2014

Title of qualification
M.A. diploma in Media Communication
Thesis title: *The Structure and Dynamics of Meme Aggregators*

Organization providing education and training
Department of Journalism
College of Political, Administrative and Communication Sciences
Babeș-Bolyai University, Cluj-Napoca

	2009 – 2012
Title of qualification	**B.A. diploma in Journalism (Communication specialist)** Thesis title: *The Media Representation of the Occupy Wall Street Protests*
Organization providing education and training	Department of Journalism College of Political, Administrative and Communication Sciences Babeș-Bolyai University, Cluj-Napoca
	2005 – 2009
Title of qualification	**Secondary education in the field of Mathematics and Computer Science** [intensive Computer Science courses]
Organization providing education and training	"O.C Tăslăuanu" High School, Toplița, Harghita County

Work experience

	February 2022 – present
Occupation or position held	**Lecturer**
Main activities and responsibilities	*Current courses:* Digital Platforms (course and seminar, BA level) Editing in Web Languages: HTML and CSS (course and workshops, BA level)) Digital Distribution Platforms (course and seminar, MA level) Web Content Management Systems (workshops, BA level) Editorial Design (seminar, BA level) Digital Data Analysis (seminar, BA level) Data Journalism (seminar, BA level) Media Internship (coordinator, 1st year Digital Media) *Past courses:* Online Journalism Workshop (BA level) Visual Communication (seminar, BA level) Online Journalism (seminar, BA level)
Name of employer	Department of Journalism and Digital Media College of Political, Administrative and Communication Sciences Babeș-Bolyai University, Cluj-Napoca
	October 2021 – March 2022
Occupation or position held	**Service provider**
Main activities and responsibilities	Development, maintenance and creation of content for the Doctoral School website Content management for the social media accounts of the Doctoral School Organizing scientific events within the Doctoral School
Name of employer	Doctoral School of Political and Communication Sciences Babeș-Bolyai University, Cluj-Napoca
	October 2017 – October 2021
Occupation or position held	**Research assistant**
Name of employer	Department of Journalism and Digital Media, College of Political, Administrative and Communication Sciences Babeș-Bolyai University, Cluj-Napoca

	October 2016 – February 2022
Occupation or position held	**Teaching assistant**
Name of employer	Department of Journalism and Digital Media, College of Political, Administrative and Communication Sciences Babeș-Bolyai University, Cluj-Napoca
	December 2018 – June 2021
Occupation or position held	**Educational expert / Tutor for ROSE Project** **Innovative actions to reduce dropout among FSPAC students**
Name of employer	Dan-Tudor Lazăr (grant director) College of Political, Administrative and Communication Sciences Babeș-Bolyai University, Cluj-Napoca
	April 2015 – July 2016
Occupation or position held	**Layout designer**
Name of employer	Monitorul de Cluj, Monitorul de Mediaș, Mesagerul de Sibiu, Monitorul de Arieș, Viața Transilvaniei
	October – November 2015 | April – June 2015
Occupation or position held	**Internship tutor [video content]**
Name of employer	SC Monitorul Events SRL (POSDRU/161/2.1/G/138032 „Internship for a job in mass-media"), in collaboration with the Department of Journalism, College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca
	October 2014 – April 2015
Occupation or position held	**Website administrator [www. art-in-romania.com]**
Name of employer	Silvia's Art Gallery, Cluj-Napoca
	October 2013 – March 2014
Occupation or position held	**Reporter/Video editor**
Name of employer	Babeș-Bolyai University Media Center (Centrul Media UBB), Cluj-Napoca
	November 2012 – November 2013
Occupation or position held	**Editor-in-chief**
Name of employer	Ziarul Studențesc, Cluj-Napoca
	December 2012 – June 2013
Occupation or position held	**Editor-in-chief at StudenTimes newspaper [bi-monthly magazine]**
Name of employer	IS UBB Cluj Student Media S.R.L (Simulated Enterprise, VEHMED, POSDRU 90/2.1/S/64002), Cluj-Napoca

	December 2012 – June 2013
Occupation or position held	**Video editor/Reporter**
Name of employer	IS UBB Cluj Student Media S.R.L (Simulated Enterprise, VEHMED, POSDRU 90/2.1/S/64002), Cluj-Napoca

	July – August 2011
Occupation or position held	**Reporter for the cultural news column**
Name of employer	Făclia, Cluj-Napoca

Languages

First language	**Romanian**
Other languages	**English, German**

Self-assessment European level (*)	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user
German	B1 Independent user	B1 Independent user	A2 Basic user	A2 Basic user	A2 Basic user

(*) Common European Framework of Reference (CEF) level

Computer skills

— Screens scraping software: Helium Scraper, Web scraper
— API Interrogation: Facepager
— Data analysis and visualization software: Tableau Desktop, HK Coder (natural language analysis)
— Audio-video editing (Adobe Premiere)
— Desktop publishing (Adobe InDesign)
— Microsoft Office suite
— Online cooperation: Slack, MS Teams, ZOOM, Google Meet

Additional information

Published scientific articles and book chapters

1. Țăran, Flavia. (2020**) "Political memes and where to find them: the news value of Romanian memes"**, in *Communication Management: Theory and Practice in the 21st Century*. Факултет по журналистика и масова комуникация, Софийски университет „Св. Кл. Охридски" pp. 82-93.

2. Țăran, Flavia; Ormenișan, Alexandra. (2019) "**European Elections, national agenda: the uses of Facebook in the 2019 Romanian EP elections"**, in *Central European Journal of Communication*, Volume 13, no. 1 (25), pp. 56-77.

3. Țăran, Flavia. (2020) "**The digital ambassadors: a view on how cultural exchanges on Reddit outline the national identity of Eastern European countries**", in *Communicative Space – Political Space. 11th Central and Eastern European Communication and Media Conference*, 2018, Szedeg: Pólay Elemér Alapítvány, pp. 247-256.

4. Țăran, Flavia. (2019) "**Exploring the meme-sphere using semantic relatedness on Know Your Meme**", in Roxin I., Tajariol F., Hosu I., Pélissier N. (eds.) *Information, Communication et Humanités numérique. Enjeux et défis pour un enrichissement épistémologique.* Cluj-Napoca: Edition Accent, pp. 63-79.

5. Țăran, Flavia. (2019) "**Comunitățile virtuale ca locuri pentru deliberare: Reddit**", in Meza, RM (ed.) *Digitalizarea media și cultura Populară.* Cluj-Napoca: Presa Universitară Clujeană, pp. 52-58.

6. Țăran, Flavia. (2019) "**Mișcările sociale și activismul digital**", in Meza, RM (ed.) *Digitalizarea media și cultura Populară.* Cluj-Napoca: Presa Universitară Clujeană, pp. 71-78.

7. Țăran, Flavia. (2019) "**Agregarea și diseminarea memelor pe internet**", in Meza, RM (ed.) *Digitalizarea media și cultura Populară.* Cluj-Napoca: Presa Universitară Clujeană, pp. 138-143.

8. Țăran, Flavia. (2017) "**We are Roddit: An overview of the r/Romania subreddit**", in Studia Universitatis Babeș-Bolyai Ephemerides, no. 63 (1/2017), pp. 49-74. DOI:10.24193/subbeph.2017.1.04

9. Țăran, Flavia. (2014) "**The structure and dynamics of meme aggregators**", in Studia Universitatis Babeș-Bolyai Ephemerides, no. 59 (1/2014), pp. 75-102.

Conferences	
	1. 2019, June 19-21 12th Central and Eastern European Communication and Media Conference (CEECOM) University "St. Kliment Ohridski", Sofia, Bulgaria *Political memes and where to find them: A study of the news value of Romanian memes*
	2. 2019, May 17 Journalism and Digital Media International Conference Department of Journalism, College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca *Building capital through internet memes: the case of the Facebook youth group* Junimea
	3. 2018, October 18-20 Information, Communication et Humanites Numeriques (HumanNum), 23e Colloque Franco-Roumain en sciences de l'information et de la communication College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca *Exploring the meme-sphere: using semantic relatedness on KnowYourMeme.com*
	4. 2018, September 19– 21 PhD Candidates' National Conference – Universitaria Consortium Babeș-Bolyai University, Cluj-Napoca *The road from image to meme: a view on how Classical Art Memes converts paintings into new forms of communication*

5. 2018, May 30
11th Central and Eastern European Communication and Media Conference (CEECOM)
University of Szeged, Hungary
The digital ambassadors: a view on how cultural exchanges on Reddit outline the national identity of Eastern-European countries

6. 2018, May 19
International Conference: Innovation in Journalism education and media practices
Media Culture Days 18 – 25 of May 2017, Department of Journalism, College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca
Data dump: open-source data and its uses in Romanian journalism

7. 2017, May 25
Digital Media International Conference
Media Culture Days 25 – 31 May 2017
Department of Journalism, College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca
The secret life of art: a case study on Classical Art Memes

8. 2017, February 24
Doctoral students' scientific session, 6th edition
Doctoral School of Political and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca
r/Romania: the scale and dynamic of the local subreddit

9. 2014, May 29
Media and Society: Models, Representations and Current Phenomena
Students' Panel
Department of Journalism, College of Political, Administrative and Communication Sciences,
Babeș-Bolyai University, Cluj-Napoca
The Structure and Dynamics of Meme Aggregators

10. 2013, October 24th
Media and Society: Models, Representations and Current Phenomena
Students' Panel
International Conference on Media Convergence 23 -26 October 2013, Department of Journalism, College of Political, Administrative and Communication Sciences,
Babeș-Bolyai University, Cluj-Napoca
Freeing Gigi Becali: Facebook as a universal social venue

Lectures held in the country and abroad

— 2021, September 1
MindSpark summer camp
StudPac, the Students' Association of the College of Political, Administrative and Communication Sciences

— 2021, July 27
Junior Summer University, 14th edition
Babeș-Bolyai University Students' Association (OSUBB)

— 2019, November 20-23
Invited lecture at the International Week at FHWien der WKW, University of Applied Sciences for Management & Communication, Vienna, Austria

— 2019, July 22
Junior Summer University, 12th edition
Babeș-Bolyai University Students' Association (OSUBB)

| | — | 2018, December 3-6
Lecture at the 12th edition of the International Communication Days at Artesis Plantijn University College Antwerp and Erasmus University College Brussels |

Scholarships — 2021
Scholarship for digital courses offered by the College of Political, Administrative and Communication Sciences for the online course
[Digital platforms](#)

— 2017
Yardi Romania Scholarship for high academic achievement and contribution to the professional field

— 2013 – 2014
Scholarship for Scientific Performance
Babeș-Bolyai University, Cluj-Napoca

— October 2011 – January 2012
Radio School merit scholarship
POSDRU 2007-2013 ID63812

Trainings, workshops & projects
[participations]

— 2017, November 15 – 21
FESTILTAN – International Design Workshop
Tiltan School of Design and Visual Communication, Haifa, Israel
Topic: Design-driven innovation

— 2016, October 5
Journalism in the Social Media Age
Trainer: John Mastrini, multimedia editor at Radio Free Europe/Radio Liberty
The American Embassy and the College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca

— 2013, August 26 - September 6
Production of Information and Practices in European Journalism
Erasmus Intensive Program (IP), Camaret-sur-Mer, Brittany, France

— 2013, April 22 – 28
Learning mobility at newspapers and TV stations in Madrid, Spain
POSDRU 90/2.1/S/64002, VEHMED Project

— 2012, December 6 – 11
Successful journalist: premises and challenges
Trainers: ARJE Formacion, Madrid, Spain
POSDRU 90/2.1/S/64002, VEHMED Project, Cluj-Napoca

— October 2011 – January 2012
Radio School
Radio School POSDRU 2007-2013 ID63812, Cluj-Napoca

— 2010, April
Diversity reflected in radio reportage
Trainer: Cristian Ivaneș , journalist at Radio România
Journalism Department, College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca

— 2010, February 19 – 21
Journalism Beyond Borders Workshop
Trainer: Sven Gallinelli , journalist and chief news desk at Neue Luzerner Zeitung, Switzerland
GIB (The Bassarabian Initiative Group), Cluj-Napoca

Extracurricular activities

— October 2016 – present
Coordinator at Media Project
Media Project is one of the extracurricular activities of the Department of Journalism and Digital Media, where students create original video content.

— 2017 – present
Organizational committee member at Media Culture Days
Media Culture Days is a series of events organized by the Department of Journalism and Digital Media, aiming to bring together students, professionals, teachers and researchers in the fields of digital media, journalism and communication.