

George Prundaru

 **Address:** str. Traian Moşoiu, nr. 71, 400132, Cluj-Napoca, Romania

 **Email address:** prundaru@fspac.ro

WORK EXPERIENCE

[01/10/2014 – Current] **lecturer**

Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- teaching classes in Visual Communication, Editorial Design, Photo Editing, and Academic Writing at bachelor level for the Journalism program
- teaching classes in Interface Design, Interactive Storytelling, and Sound Design at bachelor level for the Digital Media program
- teaching Design in the Digital Media at master's level (Media Communication)
- most classes are taught in English

[07/2012 – Current] **director of studies for Distance Learning and Lifelong Learning**

Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences

Main activities and responsibilities:

- managing the Journalism Department's distance learning programs and the lifelong learning offer

[09/2008 – Current] **editor**

Journal of Media Research

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- editing journal articles for publishing
- facilitating the double-blind peer-review process

[05/2019 – 09/2019] **UX consultant**

Bink (Loyalty Angels Ltd.)

Address: London, United Kingdom

City: London

Country: United Kingdom

Main activities and responsibilities:

consulting on UX issues for an autocollect loyalty application and service

[03/2018 – 09/2019] **local coordinator**

Invisible cities Project

Main activities and responsibilities:

- organizing events and student exchanges together with Artesis Plantijn University College, Antwerp, Belgium, Christelijke Hogeschool Ede, Netherlands, Georgian Institute of Public Affairs Tbilisi, Georgia, Danish School of Media and Journalism, Aarhus, Denmark

[10/2018 – 08/2019] **tutor**

Innovative actions to reduce dropout among FSPAC students ROSE

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- holding non-formal educational activities on Academic writing
- holding individual tutoring sections with project participants
- organizing visits to professional environments for students

[07/2018 – 09/2018] **UX consultant**

Bink (Loyalty Angels ltd.)

Address: London, United Kingdom

City: London

Country: United Kingdom

Main activities and responsibilities:

consulting on UX issues for an autocollect loyalty application and service

[01/10/2015 – 31/03/2017] **local project coordinator**

World Skills of World Youth for better employability Erasmus+ project

Main activities and responsibilities:

- managing the local partner (FSPAC Association NGO)
- developing courses and training materials for youth
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Partners:

- Center for Creative Training Association (Sofia, Bulgaria)
- FSPAC Association (Cluj-Napoca, Romania)
- ASIST OGRETIM KURUMLARI A.S. (Doga Schools) (Istanbul, Turkey)
- Scuola di Robotica (Genoa, Italy)
- Universidad de Aconcagua (Santiago, Chile)

(project reference 566050-EPP-1-2015-1-BG-EPPKA2-CBY-ACPALA)

[05/05/2014 – 15/12/2015] **technical expert**

Internships for a job in mass-media (SOPHRD project 161/2.1/G/138032)

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- managing the project's website
- managing promotional activities and materials
- managing the project's media archive

[25/09/2015 – 09/10/2015] **lecturer**

Technical University

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- teaching a Photo Editing class to postgraduate students

[01/09/2015 – 10/09/2015] **external expert**

ActiveWatch Media Monitoring Agency

Address: Bucharest, Romania

Main activities and responsibilities:

- evaluating open online classes on digital media

[01/03/2013 – 31/07/2015] **researcher**

IJIE Consortium

Address: Barcelona, Spain

Main activities and responsibilities:

IJIE consortium members:

- Universitat Pompeu Fabra (Spain - lead partner)
- Université Paris 8 (France)
- The Danish School of Media and Journalism (Denmark)
- Babes-Bolyai University (Romania)
- Linnaeus University (Sweden)

[01/09/2012 – 28/02/2014] **visiting researcher**

University of Copenhagen, Department of Media, Cognition and Communication

Address: Copenhagen, Denmark

[27/02/2012 – 30/09/2013] **teaching assistant**

Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- - teaching classes in Visual Communication, Editorial Design and Photo Editing at bachelor level, mainly for the Journalism Department

[02/2012 – 09/2012] **student coordinator**

VEHMED project – Media vehicles for building practical abilities. Televisions and newspapers operat

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- coordinating students working in newsrooms in doing live broadcasts of TV shows and publishing newspaper

[03/2010 – 03/2012] **promotion expert and webmaster**

Consolidation of the Regional Consortium of the NW Development Region, SOPHRD/41/3.3/G/18398 projec

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- building and managing the project's website
- creating online and print promotional materials

[03/2008 – 03/2012] **technical referent**

Media Centre, Babeş-Bolyai University

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- managing several university websites (media archive, academic journals, the Media Centre's site)
- managing the media archive of the university
- filming events for the media archive

[01/10/2008 – 27/02/2012] **associate teaching assistant**

Babeş-Bolyai University, Faculty of Political Administrative and Communication Sciences

Address: Cluj-Napoca, Romania

Main activities and responsibilities:

- - teaching classes in Visual Communication and Online Journalism at bachelor level, mainly for the Journalism Department

EDUCATION AND TRAINING

[23/02/2015 – 28/06/2015] **Pedagogical Training Certificate, Level 1**

Babeş-Bolyai University, Department for the Training of Teaching Personell

Address: Cluj-Napoca, Romania

Level in EQF: EQF level 7

[01/10/2010 – 15/01/2014] **PhD in Communication Sciences**

Babeş-Bolyai University

Address: Cluj-Napoca, Romania

Level in EQF: EQF level 8

Main subject / occupational skills covered:

Thesis on *Communication in Video Games. The Specificities of the Medium, and the Transmediation of Content*

[26/08/2013 – 06/09/2013] **Intensive Programme on the Production of Information and Journalistic Practices in Europe**

Université Paris 8 Vincennes, Universidad Pompeu Fabra, University of Westminster, Babeş-Bolyai Uni

[2010 – 2011] **Graduate degree in The Management of Public Institutions**

Babeş-Bolyai University, Faculty of European Studies

Address: Cluj-Napoca, Romania

Level in EQF: EQF level 7

[09/2011 – 11/2011] **Project Manager certificate (occupational code 241919)**

Kaizen Training & Consulting

Address: Craiova, Romania

Level in EQF: EQF level 5

[10/2011 – 10/2011] **Trainer certificate (occupational code 241205)**

Centrul Național de Training Eduexpert

Address: Craiova, Romania

Level in EQF: EQF level 5

[10/2008 – 07/2010] **European Master in Interactive Media (graduated without defense of final paper))**

Babeş-Bolyai University (Faculty of Theatre and Television), Staffordshire University (UK), Yeditep

Level in EQF: EQF level 7

[10/2008 – 07/2009] **Master's Degree in Media Communication**

Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences

Address: Cluj-Napoca, Romania

Level in EQF: EQF level 7

[2004 – 2008] **Bachelor's Degree in Journalism**

Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences

Address: Cluj-Napoca, Romania

Level in EQF: EQF level 6

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

French

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

Italian

LISTENING C1 READING C1 WRITING B1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Publications

Prundaru George, chapter, *User Motivation in Collaborative Development*, "PR Trend. New Media: Challenges and Perspectives", Hochschulverlag Mittweida, Germany, 2013

Prundaru George, *Visual Culture. Concepts & Contexts* (review), *Studia Universitatis Babeș-Bolyai - Ephemerides*, vol. 57, no. 2, 2012, p. 66-68.

Prundaru George, *User Motivation in Collaborative Development*, *Journal of Media Research*, vol. 2, no. 2 (16), 2013, P.62-72

Prundaru George, *Comunicare vizuală. O perspectivă interdisciplinară [Visual communication. An interdisciplinary perspective]*, *Journal of Media Research*, 2010, P.94-95

Prundaru George, Abrudan Elena, *News Design and the Audience*, *Journal of Media Research*, 2009, P.48-65

Prundaru George, Abrudan Elena, *Social representations and ideologies in digital games*, *Journal of Media Research*, 2009, P.30-41

Prundaru George, chapter, *The Functionality of Design in the Printed News*, "Trends in Romanian Media Literacy", ACCENT, CLUJ-NAPOCA, Editor: Elena Abrudan, 2008, P. 140-167

Prundaru George, chapter, *Publicitatea în metaversuri [Advertising in metaverses]*, "Publicitate, PR și New Media" ["Advertising, PR, and New Media"], TRITONIC, BUCUREȘTI, Editors: Delia-Cristina Balaban, Ioana Iancu, Radu Meza, 2009, P. 158-169

Prundaru George, *In-game Advertising. Genre-specific Efficiency*, *Interdisciplinary New Media Studies Conference Proceedings*, Napoca Star, Editor: Elena Abrudan, Andreea Mogoș, Radu Meza, 2009, P. 73-77

Prundaru George-Adrian, Titlu carte: Editare foto, Editura: PRESA UNIVERSITARA CLUJEANA, Tip editura: nationale recunoscute, An: 2017, Numar pagini: 87

Mogos Andreea Alina, Meza Radu-Mihai, Prundaru George-Adrian, *Literature and Interviews on Romanian Journalism Education - WP3 report*, Volum Nr: , Pagina: 1 - 36, Număr identificare articol: , Număr pagini: 36, Tip lucrare: nespecificat, An: 2014,. Revistă BDI indexată în BDI nespecificată : http://integratedjournalism.upf.edu/wp-content/uploads/2015/06/NR_UBB.pdf

Comunicarea politică în jocurile video, Titlu volum: Digitalizarea media și cultura populară, ISBN volum: 978-606-37-0580-9, Editura: Editura Presa Universitară Clujeană, Tip editura: nationale recunoscute, Editor: R.M. Meza, An: 2019, Numar pagini: 7, Pagina inceput: 79, Pagina sfarsit: 85

Romania: A system in continuous transition, Titlu volum: Accreditation and Assesment of Journalism Education in Europe. Quality Evaluation and Stakeholder Influence, ISBN volum: 978-3-8487-5190-7, Editura: Nomos, Tip editura: din străinătate recunoscute, Editor: Nowak, Eva, An: 2019, Numar pagini: 20, Pagina inceput: 129, Pagina sfarsit: 148

Conferences and workshops

Prundaru George, Ancuța Tarța, *Gaming politics. Political engagement through online video games*, IAMCR conference Crises, 'Creative Destruction' and the Global Power and Communication Orders, Dublin, 25-29 Jun. 2013

Prundaru George, *Player Identities in Digital Worlds*, Doctoral Students' Conference, Babeș-Bolyai University, Conference paper, Jan. 2013

Prundaru George, *Crowdsourcing game development*, New Media and the Public Sphere conference, Copenhagen University, Conference paper, 2012

Prundaru George, *In-game Advertising. Genre-specific Efficiency*, Interdisciplinary New Media Studies. Trajectories in Researching New Media Systems, e-Business Management and e-Publishing conference, 21-22 May 2009

Doctoral workshop, Institut für Kommunikationswissenschaft und Medienforschung, Ludwig-Maximilians Universität. 9.02-13.02 2009, Munich, Germany

Exploratory workshop CNCSIS WE_33/2008 – Interferențe comunicative. Jurnalism – PR – Publicitate [Communicational Interferences. Journalism – PR – Advertising], 10-12 Jul. 2008, Cluj-Napoca, Romania