PERSONAL INFORMATION

Radu-Mihai D. MEZA

Str. G-ral. Traian Moșoiu nr. 71, code: 400132, Cluj-Napoca, jud. Cluj

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Nationality Romanian

WORK EXPERIENCE

March 2018 - present

Associate professor
Babes-Bolyai University, College of Political, Administrative and Communication Sciences, Journalism and Digital Media Department (https://jmd.fspac.ubbcluj.ro/)
- Teaching and research
- Member of the Babeș-Bolyai University Senate, Committee for Curriculum (2012-present), Chair of the Committee for Curriculum (2020-present) (elected)
- Grant director: *Analyzing Dangerous Speech, Hate Speech and Offensive Speech in Romanian and Hungarian Public Facebook Contexts using Computational Sociology Approaches (2018-2020) - funded by UEFISCDI through the PN III P1-1.1-TE program, Project code: 2016-0892 | Contract number: 35/2018, http://adhoc.granturi.ubbcluj.ro/*
- *Member of the Babeș-Bolyai University Senate (2012-2016, 2016-2020, 2020-2024) and President (elected) of the BBU Senate Curriculum Committee (2020-present)*
- *Coordinator of the Digital Media Bachelor (2016-present)*
- *Chair (elected) of the Journalism and Digital Media Department (2021-present)*
- *Evaluator and National Permanent Experts Committee Member of ARACIS (Romanian Agency for Quality Assurance in Higher Education)*

Business or sector Higher education and research

April 2013 - February 2018

Lecturer
Babes-Bolyai University, College of Political, Administrative and Communication Sciences, Journalism Department (https://jmd.fspac.ubbcluj.ro/)
- Teaching and research
- Member of the Babeș-Bolyai University Senate, Committee for Curriculum

Business or sector Higher education and research

February 2009 - April 2013

Assistant
Babes-Bolyai University, College of Political, Administrative and Communication Sciences, Journalism Department (https://jmd.fspac.ubbcluj.ro/)
- Teaching and research

Business or sector Higher education and research

August 2008 - February 2009

Research assistant
Babes-Bolyai University, College of Political, Administrative and Communication Sciences, Journalism Department (https://jmd.fspac.ubbcluj.ro/)
- Research

Business or sector Higher education and research

June 2008 - January 2009

Columnist
Agora Online new media culture online magazine
- Columnist

Business or sector Media/Journalism

June 2007 - June 2017

Reviewer / Columnist / Editor
Transilvania International Film Festival official magazine *AperiTIFF*
- Film reviewer / columnist / editor

Business or sector Media/Journalism

February 2006 – May 2007

Junior researcher, Head of IT & Web Department
Center for Health Policy and Public Health
- Researcher and Web manager

Business or sector Research

February 2005 – January 2006

Show Host/Producer

TV Europa Nova

▪ Producer and Host of a weekly TV program on cultural topics

Business or sector Media/Journalism

EDUCATION AND TRAINING

October 2008 – February 2012

Ph.D. in Sociology - thesis title: The Structure and Dynamics of Popular Online Social Networking Systems   EQF Level 8

Babes-Bolyai University, Faculty of Sociology and Social Work, Sociology Department, supervised by prof. Traian Rotariu

▪ Advanced Qualitative Methods, Advanced Quantitative Methods, Research Methodology, Theoretical Aspects of Studying Social Problems, Research Methodology

October-November 2011

Authorized Project Manager Certificate   EQF Level 7

KAIZEN Training & Consulting

Project definition, Budget Formulation, Project Management

October-November 2011

Authorized Trainer Certificate   EQF Level 7

EDUEXPERT National Training Centre

Teaching methods, Cooperative teaching techniques, Adult education

2008 – 2009

M.A. in Media Communication   EQF Level 7I

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Journalism Department

▪ Media Communication, Symbolic Communication, Communication Dynamics, Communication Ethics, Media Culture, Communication Techniques

2004-2008

B.A. Diploma in Journalism   EQF Level 6

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Journalism Department

▪ Journalistic Genres, Cultural Journalism, TV Journalism, Radio Journalism, Photojournalism Online Journalism, Written Press, Media Institutions, Media Sociology, Philosophy of Communication, Media Research Methodology.

2004-2008

B.Sc. Diploma in Computer Science   EQF Level 6

Babes-Bolyai University, Faculty of Mathematics and Computer Science, Computer Science Department

▪ Object Oriented Programming, Algorithmics, Formal Languages, Integrated System Design and Implementation, Algebraic Structures, Computational Algebra, Graph Theory, Calculus, Vector Geometry, Parallel Computing, Operations Research, Probabilities, Statistics, Evolutionary Computing, Artificial Intelligence, Intelligent Robots, Networks

▪ Skills: Software Design, Interface Design, Data Mining and Knowledge Representation

PERSONAL SKILLS

Mother tongue(s)   Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
	Cambridge Proficiency Examinations Grade A				
French	B2	B2	B2	B2	B2
Spanish	B2	B2	A2	A2	A2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills   ▪ Good communicator, sociable. I have established strong friendships in all the work contexts.

Organisational / managerial skills	▪ Leadership and organizational skills. I have coordinated and been a member of several projects both within the University context and outside it. Serving as Chair (elected) of Journalism and Digital Media Department at Babeș-Bolyai University
Job-related skills	▪ Analysing traditional media texts and new media texts/systems using both traditional Media Studies qualitative approaches and computational, automated data gathering and representation techniques, software systems analysis, cultural interfaces analysis, complex networks analysis
Computer skills	Programming: C/C++, Java, C#, Pascal, Lisp, Prolog, SQL, Python Statistics and Analysis: SPSS, R, Tableau, KH Coder, Tropes Content-management systems: Joomla, Wordpress, Drupal, MediaWiki, ConcreteCMS.
Competitions:	First Prize (part of a team of 5 Ph.D. students) in the System Specifications Proposals Competitions part of POSDRU 21/1.5/G/37486 project for ensuring the quality, visibility and interdisciplinarity of Ph.D. programs First Prize –national level- Imagine Cup 2008, Software Design Section and participated to the Imagine Cup Paris `08 World Finals, organized by Microsoft. (with the Sm@rtDev team) UEFISCSU National Prize for technical and scientific innovation (with the Sm@rtDev team) Third Prize in the competition for best Diploma Thesis 2008 at Faculty of Mathematics and Computer Science Excellence Award in the Student of the Year 2007 National Competition, Journalism Section.
Grants/Participation in projects:	„EuroMedia Ownership Monitor" https://media-ownership.eu/ - Babeș-Bolyai University team member 2022-2023 DOMforNews Domestication of Foreign News in Central and Eastern Europe" funded by UEFISCDI, PN-III-P1-1.1-TE-2016-0731, grant director/ principal investigator prof. dr. Hanna Orsolya Vincze, http://domfornews.granturi.ubbcluj.ro/, team member "Analyzing Dangerous Speech, Hate Speech and Offensive Speech in Romanian and Hungarian Public Facebook Contexts using Computational Sociology Approaches" -grant director/principal investigator -(2018-2020) - funded by UEFISCDI through the PN III P1-1.1-TE program, Project code: 2016-0892 | Contract number: 35/2018, http://adhoc.granturi.ubbcluj.ro/ "Integrated Journalism in Europe" – project team member/ researcher in consortium: Pompeu Fabra University, Paris 8 University, Babeș-Bolyai University, Danish School of Media, Linaeus University UNESCO grant for participation in European Science Open Forum – Turin 2010 PetaMedia (European Network of Excellence) grant for participation in 1st Spring School on Social Media Retrieval (Interlaken, 2010)

„E-marketing and software quality management based on eye tracking analysis" Financed through the Program PN II IDEI PCE, 2008 competition, Code 2443/2009, Period: 2009-2011.Host institution: Babes-Bolyai University Facultatea de Stiinte Economice si Gestiunea Afacerilor; Grant director Lecturer Robert Buchmann Ph.D., FSEGA, UBB

Conference participations (selected):	European Sociological Association Conference 2019, Manchester, UK, August 2019. Transylvanian International Conference in Public Administration -https://www.apubb.ro/intconf/, Cluj-Napoca, Romania, 2019 Central and Eastern European Communication and Media Conference - CEECOM 2019, Sofia, Bulgaria, June 2019. „De l'Ouest à l'Est : Métamorphoses des Discours en Europe" International Conference, București, October 2019. ECREA'S Political Communication Section Interim Conference POLCOMM, Poznan, Poland, September 2019. 5th World Journalism Education Congress, Paris, France, July 2019. Information, Communication et Humanités Numériques, 23e Colloque Franco-Roumain en Sciences de l'information et de la Communication, Cluj-Napoca, Romania, October 18-20 2018 Central and Eastern European Communication and Media Conference, Szeged, Hungary May 30-June 1 2018 Media Convergence International Conference, Babeș-Bolyai University, Cluj-Napoca Romania, 23-26 October 2013 New Media and the Public Sphere International Conference,University of Copenhagen, Copenhagen, Denmark, 8-9 November 2012 The Political Economy of ICT: Social networking – Ph.D. Summer School, Skagen, Denmark, 22-27 of August, 2010 1st Spring School on Social Media Retrieval (Interlaken, 2010) – covered by a PetaMedia grant Interdisciplinary New Media Studies Conference, Cluj-Napoca, 2009 PR Trend Conference, Cluj-Napoca, 2009 EADiM (European Academy for Digital Media) Academic Network Conference 2008 AUDEM (Alliance of Universities for Democracy) International Conference 2007 IEEE AQTR (Automation, Quality Testing and Robotics) International Conference2008
Other experiences:	Guest lectuer - Erasmus+ program, Kobe University, Japan - December 2015 Guest lectuer – Erasmus Teaching Week, Riga Stradina University, Riga, Latvia – May 2014 Invited lecturer – Erasmus Intensive Program Production de l'information et practique journalistique en Europe", Paris 8 University, Westminster University, Pompeu Fabra University, Babeș-Bolyai University – August-September 2013 Organiser, Panel Chair, Media Convergence International Conference, Babeș-Bolyai University, Cluj-Napoca Romania, 23-26 October 2013 Panel Chair, New Media and the Public Sphere International Conference,University of Copenhagen, Copenhagen, Denmark, 8-9 November 2012 Program Chair of Interdisciplinary New Media Studies Conference, Cluj-Napoca, Romania 2009 Editor-in-chief of "Contact Cultural" online and print cultural magazine (2007-2009)

Publications

Articles published in scientific journals and conference proceedings indexed in databases:

1. Cimpoi, M., Meza, R., Zoicaș, D., Ciuhuță, C., Suciu, D. (2008). Greenlife - A MMORPG that Stimulates an Ecological Behavior, Studia Universitatis Babeș-Bolyai Informatica, 53(1), 121-128.
2. Meza, R. M. (2008). Text, metatext, hypertext and subtext-YouTube in the culture of re-mediation and remix: a new media study. Journal of Media Research-Revista de Studii Media, 1(02), 51-72.
3. Buchmann, R. A., Meza, R., & Hejja, A. (2010). The Automated Derivation of Semantics from ERP Databases. Journal of Applied Computer Science & Mathematics, (9).
4. Buchmann, R., & Meza, R. (2012). Towards the semantic e-government. Transylvanian Review of Administrative Sciences, 8(35), 33-47. WOS:000300534200003
5. Jecan, V., & Meza, R. (2013). Concept mapping of ideological positioning in cultural and political periodicals in the Interbellum Cluj. SCIENCE AND TECHNOLOGY, 16(2-3), 237-250. WOS:000330038800010
6. Mogoș, A., & Meza, R. (2013). New Trends in Journalism Curriculum Development. Romania within the International Context. Studia Universitatis Babes-Bolyai, Ephemerides, 58(1), 107-118.
7. Meza, R. (2014). Discursive Patterns in Fake Online News. An Analysis of Timesnewroman. Ro Articles Over Five Years. Studia Universitatis Babes-Bolyai-Ephemerides, 59(2), 59-80.
8. Meza, R., & Trofin, C. (2015). Between science popularization and motivational infotainment: Visual production, discursive patterns and viewer perception of TED Talks videos. Studia Universitatis Babes-Bolyai–Ephemerides, 60(2), 41-60.
9. Meza, R. (2016). Hate-speech in the Romanian online media. Journal of Media Research-Revista de Studii Media, 9(26), 55-77.
10. Meza, R. M., Vincze, H. O., & Mogos, A. (2018). Targets of online hate speech in context: A comparative digital social science analysis of comments on public Facebook pages from Romania and Hungary. Intersections. East European Journal of Society and Politics, 4(4). 26-50. DOI: 10.17356/ieejsp.v4i4.503, WOS:000456889300002
11. Meza, R. M., & Meza, Ș. N. (2019). A Triadic Formal Concept Analysis Approach to Analyzing Online Hate Speech in Facebook Comments. BRAIN. Broad Research in Artificial Intelligence and Neuroscience, 10(1), 73-81. WOS:000457502300007
12. Mogoș, A. A., Orsolya, V. H., & Meza, R. M. (2021). Domesticating Foreign News in Romanian News Outlets: Global Issues in Local Frames. Romanian Journal of Sociological Studies, (1), 5-17.
13. Vincze, H. O., Meza, R., & Balaban, D. C. (2021). Frame Variation in the News Coverage of the Refugee Crisis: The Romanian Perspective. East European Politics and Societies, 35(1), 113-135. DOI: 10.1177/0888325419890665, WOS:000510128700001
14. Meza, R. (2023). Rhetorics of Hope and Outrage: Emotion and Cynicism in the Coverage the Schengen Accession. Media and Communication, 11(4). DOI: 10.17645/mac.v11i4.7137
15. Meza, R., Mogoș, A., Prundaru, G. (2023). Idols of Promotion and Authenticity on TikTok. Media and Communication. 11 (4). DOI: 10.17645/mac.v11i4.7123

Other articles published in scientific journals and conference proceedings

1. Cimpoi, M., Meza, R., Zoicaș, D., Ciuhuță, C., Suciu, D. (2008). Greenlife - A MMORPG that Stimulates an Ecological Behavior, Studia Universitatis Babeș-Bolyai Informatica, 53(1), 121-128.
2. Meza, R. M. (2008). Text, metatext, hypertext and subtext-YouTube in the culture of re-mediation and remix: a new media study. Journal of Media Research-Revista de Studii Media, 1(02), 51-72.
3. Buchmann, R. A., Meza, R., & Hejja, A. (2010). The Automated Derivation of Semantics from ERP Databases. Journal of Applied Computer Science & Mathematics, (9).
4. Buchmann, R., & Meza, R. (2012). Towards the semantic e-government. Transylvanian Review of Administrative Sciences, 8(35), 33-47. WOS:000300534200003
5. Jecan, V., & Meza, R. (2013). Concept mapping of ideological positioning in cultural and political periodicals in the Interbellum Cluj. SCIENCE AND TECHNOLOGY, 16(2-3), 237-250. WOS:000330038800010
6. Mogoș, A., & Meza, R. (2013). New Trends in Journalism Curriculum Development. Romania within the International Context. Studia Universitatis Babes-Bolyai, Ephemerides, 58(1), 107-118.
7. Meza, R. (2014). Discursive Patterns in Fake Online News. An Analysis of Timesnewroman. Ro Articles Over Five Years. Studia Universitatis Babes-Bolyai-Ephemerides, 59(2), 59-80.
8. Meza, R., & Trofin, C. (2015). Between science popularization and motivational infotainment: Visual production, discursive patterns and viewer perception of TED Talks videos. Studia Universitatis Babes-Bolyai–Ephemerides, 60(2), 41-60.
9. Meza, R. (2016). Hate-speech in the Romanian online media. Journal of Media Research-Revista de Studii Media, 9(26), 55-77.
10. Meza, R. M., Vincze, H. O., & Mogos, A. (2018). Targets of online hate speech in context: A comparative digital social science analysis of comments on public Facebook pages from Romania and Hungary. Intersections. East European Journal of Society and Politics, 4(4). 26-50. DOI: 10.17356/ieejsp.v4i4.503, WOS:000456889300002
11. Meza, R. M., & Meza, Ș. N. (2019). A Triadic Formal Concept Analysis Approach to Analyzing Online Hate Speech in Facebook Comments. BRAIN. Broad Research in Artificial Intelligence and Neuroscience, 10(1), 73-81. WOS:000457502300007
12. Mogoş, A. A., Orsolya, V. H., & Meza, R. M. (2021). Domesticating Foreign News in Romanian News Outlets: Global Issues in Local Frames. Romanian Journal of Sociological Studies, (1), 5-17.
13. Vincze, H. O., Meza, R., & Balaban, D. C. (2021). Frame Variation in the News Coverage of the Refugee Crisis: The Romanian Perspective. East European Politics and Societies, 35(1), 113-135. DOI: 10.1177/0888325419890665, WOS:000510128700001
14. Meza, R. (2023). Rhetorics of Hope and Outrage: Emotion and Cynicism in the Coverage the Schengen Accession. Media and Communication, 11(4). DOI: 10.17645/mac.v11i4.7137
15. Meza, R., Mogoş, A., Prundaru, G. (2023). Idols of Promotion and Authenticity on TikTok. Media and Communication. 11 (4). DOI: 10.17645/mac.v11i4.7123.

Books

1. **Meza R.M.**,Structura și dinamica sistemelor online de networking social de succes (The Structure and Dynamics of Popular Online Social Networking Systems), Presa Universitară Clujeană, 2015.
2. **Meza, R.M**., Analiza media. De la gândirea critică la gândirea computaţională (Media Analysis. From Critical Thinking to Computational Thinking), editura Presa Universitară Clujeană, 2020

Book sections/Co-authored books

1. Meza, R. (2008). Popular and News Media Analysis. In Abrudan E. (Ed.), Media Literacy, Accent, 54-77.
2. Meza, R. (2008). Analiza sistemelor și obliectelor new media. Text, metatext, hipertext și subtext. În Abrudan, E. (Ed.) Fragmentum, Accent, 50-74.
3. Meza, R. (2009). Cultura sistemelor new media. YouTube ca platforma de marketing in cultura remedierii si a remixului. În Balaban, D., Iancu, I., Meza, R. (editori) PR, publicitate si new media, TRITONIC, 108-126.
4. Meza, R. (2016). Computational thinking and journalism education. In Singla, C. Rocha, I. Ramon X. (Eds.). Shaping the Future of News Media. Integrated Journalism in Europe/European Commission, 179-206.
5. Jecan, V., & Meza, R. (2017). Co-Citation Mapping and the Intercultural Dialogue of the Intellectual Communities in Arad and Timisoara (19th to early 20th centuries). Spariosu, Mihai, I.,(ed.), Intercultural Conflict and Harmony in Central European Borderlands. The Cases of Banat and Transylvania, 1849-1939, 355-367.
6. Vincze, H. O., Mogoș, A. A., & Meza, R. M. (2021). Disparaging 'the Assisted': Shaming and Blaming Social Welfare Recipients in Romania and Hungary. In Reifová, I., Hájek, M. (Eds). Mediated Shame of Class and Poverty Across Europe, Palgrave MacMillan. ISBN-13 : 978-3030735425. 143-162.
7. Meza, R. (2022). Cultura digitală după 1990: de la piraterie la spectacol în Corobca L., Panorama postcomunismului în România. Polirom. 840-870.
8. Meza, R.M., Mogoș A., Trofin, C. (2023). Amatori și profesioniști. Genuri de video-uri online. capitol în Meza, R. (ed.), Digitalizarea media și cultura populară, editura Presa Universitară Clujeană, ISBN 978-606-37-0580-9. 66-72
9. Meza, R.M. (2023). Cultura populară, capitol în Meza, R. (ed.), Digitalizarea media și cultura populară, editura Presa Universitară Clujeană, ISBN 978-606-37-0580-9. 66-72
10. Meza, R.M., Antagonismele online, capitol în Meza, R. (ed.), Digitalizarea media și cultura populară, editura Presa Universitară Clujeană, ISBN 978-606-37-0580-9. 66-72
11. Meza, R.M. (2023). Limbajul memelor pe internet. capitol în Meza, R. (ed.), Digitalizarea media și cultura populară, editura Presa Universitară Clujeană, ISBN 978-606-37-0580-9. 66-72

Co-edited/Coordinated books:

1. Meza, R., Boca, P., Țăran, F., Mogoș, A., Costina, A., Prundaru, G., Hușanu, I., Ometa, O., Jurău, S., Trofin, C., Dorofte, A., Szilagyi, (2023). Digitalizarea media și cultura populară (ediția a II-a, revizuită și adăugită). Presa Universitară Clujeană.
2. Balaban, D.C., Iancu, I., Meza, R. (editori). (2009). PR, publicitate și new media. Tritonic.
3. Abrudan, E. Mogoș, A., Meza, R.M. (editori). (2009). Interdisciplinary New Media Studies Conference Proceedings. Napoca Star.

Taught courses(at the present)

New Media Theory – Journalism/Digital Media study programs, Bachelor level, 2nd year – taught in English since 2012 and in Romanian since 2011
The purpose of the course is understanding the development of new media and associated phenomena from the technological, politico-economic and social perspectives. The course is focused on the understanding of the following topics:

*   the social, political and economic changes related to the use of new media technologies: the bias of technology, media ecology, technological determinism;
*   professional and interpersonal communication in the context of new media: one-to-one, one-to-many, many-to-many, networked publics, publicly private, privately public, mass-media, networked media;
*   the paradigm shifts associated with new communication technologies;
*   the main academic theories relating to new media technology use;
*   democracy, remix, remediation, self-presentation, creativity, propriety in the context of contemporary new media.

Media Analysis - Journalism/Digital Media study programs, Bachelor level, 3rd year – taught in English since 2012 and Romanian since 2008

The course is meant to enable journalism students to use media analysis techniques to deconstruct media texts, to discuss meaning in relation to cultural context and the audience's expectations, to identify and explain ideological elements and bias in media representation. The course is structured on the following techniques:

- analysing media institutions using the ownership, control, production and distribution model;
- analysing media texts, professional processes and practices using ideological analysis methods;
- using semiotic methods and narrative analysis to deconstruct media texts;
- using sociological analysis to discuss values, lifestyles, stereotypes, genres and formulas in media representation and correlate them with the audience's expectations;
- using computational approaches to analyzing large datasets of media messages.

Film Studies - Journalism study program, Bachelor level, 3rd year (optional) – taught in Romanian between 2009 and 2012 in English since 2013

- The Film Studies course aims to provide students with sets of concepts used in both film preproduction and film analysis and the skills necessary to plan and implement short film projects. The course is structured on the following topics:
- Understanding the basic mechanisms, practices and processes of the film industry;
- Recognizing fiction and non-fiction film genres;
- Analyzing the structure of films;
- Writing a pitch for a short documentary film.

New Media Culture – Media Communication and Digital Media and Game studies study programs, Master's level, 1st year – taught in English since 2012

This research-oriented course is focused on the understanding of the theoretical frameworks, methodology and collection/analysis tools that can be used to research new media communication from the technological, political economy and social perspectives. Students learn to use online data collection software such as NodeXL(using social media APIs), Helium Scraper (HTML web scraping) and other services, and also automated analysis software such as Tropes (and other natural language/semantic analysis tools).

Web Design - Media Communication, Digital Media and Game Studies and Media Production study programs, Master's level, 1st year (optional) – taught in English since 2012

This practical course is meant to help students develop their understanding of the Web design principles in the context of the wide-spread use of Content Management Systems. This practical project-based course is structured on the following topics:

- understanding the Hypertext Markup Language HTML;
- understanding Cascading Style Sheets (CSS);
- understanding Web Content Management Systems (CMS);
- using CMS to implement functionalities based on user needs and use-case scenarios;
- customizing CMS templates using HTML and CSS.

Web Content Management Systems - Digital Media Bachelor program, 1st year - taught in Romanian since 2017

The course is meant to familiarize students with dynamic web sites, online content management, business models, templating and some of the most widely used open source Web Content Management Systems: Wordpress, Drupal, Joomla, MediaWiki.

Courses/modules/seminars formerly taught

Digital Data Analysis
Introduction in Media Studies
Media and Popular Culture
Creative Writing
News Writing
Opinion Writing
Editing in Web Languages: HTML and CSS