



UNIVERSITATEA BABEȘ-BOLYAI
TRADIȚIE ȘI EXCELENȚĂ



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Facultatea de Științe Politice, Administrative și ale Comunicării

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INTERNATIONAL STUDENTS' CONFERENCE ON COMMUNICATION (ISCC)

Shaping the Future of Communication: The Digitalization of Everyday Life
-13th Edition-

May 12-13, 2025
Cluj-Napoca, Romania

Dear students,

The Communication and Social Innovation Research Center (CoRE), the Doctoral School of Communication, Public Relations, and Advertising (SDCRPP), and the Department of Communication, Public Relations, and Advertising, Faculty of Political, Administrative, and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca, Romania, invites you to submit papers for the **International Students' Conference on Communication**, May 12-13, 2025.

The International Students' Conference on Communication is an annual event that aims to support students in their endeavor to develop theoretical and empirical valuable research. The goal of the conference is to create a specialized knowledge framework in which the exchange of updated information on communication domain is properly valued. The conference is an event organized for bachelor, master, and doctoral students.

CONFERENCE INFORMATION:

The 2025 edition will be held between May 12-13, 2025.



The **topics of the conference** are related to the following areas, but not restricted to:

- communication in crisis situations
- fake news, infodemia, and misinformation
- communication and creativity
- generations in the socio-communicational contexts
- advertising communication
- communication and new technologies
- mainstream media and new media communication
- online and offline identities
- collective actions in social media reality
- face-to-face and mediated socialization processes (social networks, video-gaming, mobile communication)
- communication and social changes (fake-news, post-truth era, populism, and post-democracy)
- political communication in the context of the new realities
- public relations and strategic communication
- communication and strategies in organizations (branding, visual identity, CSR, internal communication etc.)
- entrepreneurship and creative industries
- myths, symbols, and representations in the communication process.

Interdisciplinary research is highly encouraged!

The submitted manuscripts should take the form of an **abstract** of up to 400 words. A number of up to 5 keywords and a list with the most important references should also be added (beside the 400 words of the abstract). The abstract should refer to the topic of the research, the context, the relevance and novelty of the approach, the objectives, the method(s) used, and the most important results. **Please see attached the template for the abstract.**

The abstracts should be written in *English*.

However, the presentations can be held in English, Romanian, German or Hungarian.

The accepted abstracts will be published in the volume of the conference.

There is no participation fee required.



SUBMISSION INFORMATION:

The **DEADLINE** for submitting the abstract is the **27th of April 2025**.

The abstracts should be sent to iscc@fspac.ro.

For the papers submitted to the conference, please include, along with the title and abstract, the name of the coordinator (supervising teacher). This information will help guide the presentations and ensure a comprehensive learning experience for all participants.

The conference's program, panels and all related administrative details will be communicated to the participants after the selection process.

We would like to thank you in advance for your scientific contribution to our conference and we would appreciate if you could give the largest diffusion to this invitation.

Kindest regards,
Organizing committee
The Department of Communication, Public Relations, and Advertising

ABSTRACT TEMPLATE

The Title of the Paper

First name FAMILY NAME

E-mail:

Coordinator's/ Supervising teacher's First name FAMILY NAME

Coordinator's/ Supervising teacher's E-mail:

Department.....

Faculty.....

University.....

ABSTRACT

The abstract should be written in English. It should contain up to 400 words (Times New Roman, font size 12, 1 line spacing). Keywords and references are not included in this word count.



The abstract should be a summary of the full research. It should contain the topic of the research, the context, the relevance and novelty of the approach, the objectives, the method(s) used, and the most important results.

ISCC abstract must be readable, jargon-free and understood by readers with varied backgrounds. Short, simple sentences and paragraphs, clear logical flow improve readability. Minimize the passive voice, and avoid first-person narrative (e.g., we/I). Rather refer to the study as “the paper”/ “the current study” etc.

Keywords: 5 most relevant keywords should be listed.

References

The references should be alphabetically ordered by first author’s last name.

The reference list attached to the abstract should strictly follow the APA style rules (<http://www.apastyle.org/>). Please pay attention to the punctuation, to the use of the *italic* etc.). Please find below several examples:

Book:

Shipley, W. C. (1986). *Shipley Institute of Living Scale*. Western Psychological Services.

Scientific article:

Anderson, A. (2005). Affective influences on the attentional dynamics supporting awareness. *Journal of Experimental Psychology: General*, 154(4), 258–281.
<http://doi.org/10.1037/0096-3445.134.2.258>

Book chapter:

Amabile, T. (1988). A model of creativity and innovation in organization. In B. Staw and L. Cumming (Eds.), *Research in organizational behavior* (pp. 123 – 167). JAI Press.

Online source:

Windley, P. (2002). *The discipline of product management*. Retrieved 1 October 2021, from [www.windley.com/docs/ Product%20Management.pdf](http://www.windley.com/docs/Product%20Management.pdf).

Please (re)check your spelling before sending the abstract. Use *English (U.S.)* as a default language.

By sending the material, it is understood that it contains original information that has never been published before and that the material has not been submitted for publication elsewhere. ISCC enforces a strict policy regarding plagiarism and will screen all submitted papers. We ask all authors to ensure their manuscripts meet standard citation practices and acknowledge the contribution of other researchers working in the field.