



Babeș-Bolyai University  
College of Political, Administrative and Communication Sciences  
Journalism and Digital Media Department

MEDIA CULTURE DAYS 2019 (May 15-17)

## Journalism and Digital Media International Conference

<http://jurnalism.fspac.ubbcluj.ro/conference/>

May 17, 2019

Cluj-Napoca, Romania

This year marks the 100<sup>th</sup> anniversary of the first journalism course held in the University in Cluj. The past three decades have been marked by the media system's transition in post-communist Romania and global technological shifts that challenge traditional business models in the media. Journalism and Digital Media research is key to understanding changes and adapting to them through the University's educational mission. On this festive occasion, the conference aims at providing opportunities for conference delegates to exchange new ideas and experiences and to find partners for future collaboration.

The conference will be organized around themed tracks and plenary keynote speeches, combining academic research on current media representations, global issues in journalism and digital media education with discussions on direct experiences and challenges that professionals in print and online journalism, in television and radio or the emerging digital media professionals need to stand up to in the rapid pace of technological change.

### Call for papers

The contemporary media landscape is constantly changing and evolving as new technologies, new platforms give birth to new genres, new formats, and new forms of participation. Content that was available only on radio, on TV, in cinema theatres, or at newsstands is readily available at our fingertips, only one click-away, in the context of media convergence and the emergence of new forms of engagement between both professional and amateur media content producers and the people formerly known as the public. Different networked content delivery systems and various platforms all compete online for the users' attention and personal data. These have become the currency of online media markets in the age of the attention economy and surveillance capitalism. Addressing the issue of media and information literacy becomes of paramount importance as more and more research suggests that recent political events and the increasingly polarized public have been influenced by filter bubbles and sharing of unreliable news on social media. As the business models of media companies need to adapt to a shifting market, increasingly influenced by new media giants who leverage algorithms and automation, media professionals experiment with new formats, new forms of engaging the audience's interest on multiple media channels and new revenue models. As job market opportunities and students' expectations increasingly turn towards digital media, journalism educators must innovate in their teaching and journalism schools must reconsider curriculum design.

The Journalism and Digital Media Department invites academics and media professionals to submit abstracts for presentations on the topic of **Journalism and Digital Media**.

Proposals should be submitted for one of the two tracks within the scope of, but not limited to, the following topics:

Track 1	Track 2
<b>Traditional and Digital Media</b> <ul style="list-style-type: none"><li>• Representations of current events in the media</li><li>• Shifts in discursive practices of the press</li><li>• Social media presence of media institutions</li><li>• Online self-presentation of journalists and bloggers</li><li>• Challenges of sourcing news from social media</li><li>• News reliability</li><li>• Emerging alternative media formats</li><li>• News and the polarized online networked publics</li><li>• Online news and activism</li><li>• From the splinternet to cyberbalkanization and filter bubbles</li><li>• News aggregator apps and the curation of news</li><li>• News and antagonisms on digital platforms</li><li>• National news and international politics</li><li>• Active audiences and participation</li><li>• Conflict and consensus in the digital media</li></ul>	<b>Journalism and Digital Media Education and Practice</b> <ul style="list-style-type: none"><li>• Values and qualifications in the digital age</li><li>• Teaching critical thinking and digital media literacy</li><li>• Innovation in practicum – internships, partnerships and practical projects</li><li>• Teaching multi-screen content strategies</li><li>• Teaching entrepreneurship in digital media and journalism</li><li>• Teaching and production of new formats</li><li>• New technologies for media production</li><li>• Media institutions and challenges of EU directives (GDPR, Article 13)</li><li>• Innovation in media content distribution strategies</li><li>• New media business models</li><li>• Process journalism and audience engagement</li><li>• Emerging professional ideologies</li><li>• Data Journalism – telling stories with data</li></ul>

### Submissions

Abstracts between 200 and 500 words should be submitted to [jdm@fspac.ro](mailto:jdm@fspac.ro) by **April 15 2019**.

The file should be submitted in Word / Text format and should include: title, author(s), institutional affiliation, e-mail address(es), conference track and 4-8 keywords. Please use plain text (Times New Roman, 12 pt.) and abstain from using footnotes and any special formatting, characters or emphasis (such as bold, italics or underline).

### Who can apply?

Proposals can be submitted by researchers, students, faculty members and journalism professionals interested in the proposed topics.

### Working language

The main working language of the conference is **English**.

Proposals for Track 2 may also be submitted in Romanian and based on the volume and quality of submissions the conference organizers may decide to organize a Track 2 panel for presentations in Romanian.

### Check the website for updates and the conference program:

<http://jurnalism.fspac.ubbcluj.ro/conference/>

### Venue

The College of Political Administrative and Communication Sciences

(FSPAC - Facultatea de Științe Politice Administrative și ale Comunicării)

FSPAC 2 Building - No. 85 Minerilor Str., Cluj-Napoca - Rooms T1,T2, T3, Cafeteria

**Organizing Committee: Elena Abrudan (chair),** Cristina Nistor, Constantin Trofin, Andreea Mogos, Rares Beuran, Radu Meza, Gyorffy Gabor, George Prundaru, Andrei Costina, Flavia Țăran, Alexandra Ormenișan.