



Universitatea Babeș-Bolyai
Facultatea de Științe Politice, Administrative și ale Comunicării
Departamentul de Jurnalism și Media Digitală



Media Culture Days

15-17 May 2019

Cluj-Napoca

FSPAC 1 – str. Traian Moșoiu, nr. 71
FSPAC 2 – str. Minerilor, nr. 85



MEDIA CULTURE DAYS 2019

15-17 May 2019, 4th Edition

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

<http://jurnalism.fspac.ubbcluj.ro/en/zilele-culturii-media/>

The Journalism and Digital Media Department welcomes attendees and participants at the Media Culture Days, on 15-17 of May 2019. The event will be held at the College of Political, Administrative and Communication Sciences. The Journalism and Digital Media Department is organizing the fourth edition of Media Culture Days. Initiated in 2016, this series of events takes place this year in the context of the FSPAC International Student Conference 2019 and aims to bring together students, professionals, teachers and researchers in the fields of digital media, journalism and communication and create a forum for exchanging ideas and facilitating professional networking and collaboration.

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.

Media Culture Days 2019

15-17 of May, 4th edition

Journalism and Digital Media Department

College of Political, Administrative and Communication
Sciences

Babeș-Bolyai University, Cluj-Napoca

Wednesday, May 15th

9:30 – 10:00

Room 101

Media Culture Days – Opening ceremony

Speakers:

- **Elena Abrudan**, PhD Professor, chair of the Journalism and Digital Media Department at the College of Political, Administrative and Communication Sciences, BBU, Cluj-Napoca
- **Andreea Mogoș**, PhD Associate Professor, vice dean at College of Political, Administrative and Communication Sciences, BBU, Cluj-Napoca

10:00 – 11:30

Room 101

Opening seminar: *Social media: Promise and peril for Journalists*

Speaker: Prof. **Linda Austin**, M.Ed, University of Missouri Reynolds Journalism Institute Fellow

11:30 -12:00 Lobby 101	Lunch
12:00 – 14:00 Room 101	V for Visual: Student Video Production Festival Moderator: PhD Lecturer and TV producer Constantin Trofin , BBU, Cluj-Napoca
14:00 – 14:15	Coffee break
14:15 – 16:00 Room 101	Masterclass: Investigative Journalism Speaker: Cosmin Savu , journalist ProTV, producer <i>România, te iubesc!</i> <i>Justiția de pomană – cazul Țăndărei</i> (investigation broadcasted by ProTV, 05.05.2019)
16:00 – 17:00	V for Visual – Awarding ceremony

Thursday, May 16th

10:00 – 12:30

Room T1, T2

Students' Conference: *Media and Society: Models, Representations and Current Phenomena.* Romanian/Hungarian/English sessions

Moderators:

Radu Meza, Ph.D. Associate Professor, Babeș-Bolyai University, Cluj-Napoca

Gyorffy Gabor, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca

12:30 – 13:00

Lunch

13:00 – 15:45

Room T1, T2

Content++ Competition

Moderators:

Paul Boca, Ph.D., Babeș-Bolyai University, Cluj-Napoca

Andrei Costina, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca

15:45 – 16:00

Coffee break

16.00 – 18.00

Room T1, T2

AUDIO Storytelling AWARDS

Awarding Ceremony and Debate: *Radio Industry in the Digital Age*

Moderator: **Cristina Nistor**, Ph.D. Associate Professor, Babeș-Bolyai University, Cluj-Napoca

Speakers:

- Eugen Cojocariu, Director of Radio Romania International (Bucharest)
- Carmen Fizeșan, journalist EBS Radio (Cluj-Napoca)
- Bianca Pădurean, correspondent RFI (Cluj-Napoca)
- Florin Pruteanu, senior journalist Radio Cluj

18.00 – 21.00
Room T1, T2

Workshop organized by UBB Radio Online under the auspices of EuranetPlus: Podcasting Europe: EU elections for youngsters

Moderators:

Eugen Cojocariu, Director of Radio Romania International, Vice-President of EuranetPlus

Cristina Nistor, Ph.D. Associate Professor, coordinator of UBB Radio Online, BBU, Cluj-Napoca

Rareș Beuran, Ph.D. Lecturer, coordinator of UBB Radio Online, BBU, Cluj-Napoca

Speakers:

- George Jiglău, Ph.D. Lecturer, BBU, Cluj-Napoca
- Remus Florescu, journalist, President of Cluj Press Professionals Association
- Viorel Nistor, Ph.D. Lecturer, BBU, Cluj-Napoca

Friday, May 17th

09:00 – 10:00

Room T1

JOURNALISM AND DIGITAL MEDIA International Conference

- **Elena Abrudan**, PhD Professor, chair of the Journalism Department at the College of Political, Administrative and Communication Sciences, BBU, Cluj-Napoca
- **Călin Emilian Hințea**, PhD Professor, Dean of College of Political, Administrative and Communication Sciences, BBU, Cluj-Napoca
- **Tibori Szabó Zoltán**, Ph.D., Associate Professor at the Department of Journalism and Digital Media, BBU, Cluj-Napoca

Special lecture: Radu Ioanid, Ph.D., Visiting Professor at FSPAC, Director of the United States Holocaust Memorial Museum archives, Washington, USA
The Digitalization of the Holocaust Archives

10:00 – 11:30

Room T1

Keynote address:

- **Ruth Oren**, Ph.D., University of Haifa, Israel
Looking at photography archives: Cultural, critical and instrumental approaches to visual sources of communication
- **Vandana Pednekar Magal**, Prof. Ph.D., Grand Valley State University, Michigan - *Diaspora and identity in the digital age: cultural communities and the nation*

- **Linda Austin**, M.Ed. University of Missouri Reynolds Institute Fellow
Five trends to watch in journalism

11:30 – 14:00

JOURNALISM AND DIGITAL MEDIA International Conference

Room T1

Parallel sessions (English panel 1)

Chairs:

Roxana Reichman, Ph.D., Gordon Academic College, Haifa, Israel

Ramona Hossu, Ph.D. Associate Professor, Babeș-Bolyai University, Cluj-Napoca

Radu Meza, Ph.D. Associate Professor, Babeș-Bolyai University, Cluj-Napoca

Speakers:

1. **Roxana G. Reichman**, Ph.D., Gordon Academic College, Haifa, Israel

Challenges and hopes in immigrants' stories

2. **Delia Balaban**, Ph.D. and **Maria Mustățea**, Ph.D.c, BBU, Cluj-Napoca

Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany

3. **Harold Hütt Herrera**, M.B.A., Universidad de Costa Rica
Inclusion of equal rights in the public agenda during the second electoral round 2018
4. **Elena Abrudan**, Ph.D., BBU, Cluj-Napoca
Culture 2.0
5. **Alexandru Dorofte**, Ph.D.c, Ph.D., BBU, Cluj-Napoca
Socializing in silence: from mute films to mute videos
6. **Sînziana Jurău**, Ph.D., BBU Cluj-Napoca
What does GDPR mean for journalists and for media organizations?
7. **Radu Meza**, Ph.D., **Hanna Orsolya Vincze**, Ph.D., **Andreea Mogoș**, Ph.D., BBU, Cluj-Napoca
The Algorithmisation of the Public Sphere: The Tropics of Social Media Discourse and the Transcoded Public in the Age of Surveillance Capitalism
8. **Flavia Țăran**, Ph.D.c, BBU, Cluj-Napoca
Building capital through internet memes: the case of the Facebook youth group Junimea

11:30 –

JOURNALISM AND DIGITAL MEDIA International Conference

14:00

Parallel sessions (English panel 2)

Room T2

Chairs:

Marianne Janssen, Journalism Department, Thomas More Mechelen,
Belgium

Cristina Nistor, Ph.D., Babeș-Bolyai University, Cluj-Napoca

Mihaela Mureșan, Ph.D., Babeș-Bolyai University, Cluj-Napoca

Speakers:

1. **Cristina Nistor**, Ph.D., BBU, Cluj-Napoca

Podcasting - The Ultimate Immersive Audio Storytelling

2. **Eugen-Adrian Cojocariu**, Ph.D.c, Director Radio Romania International

International Radio Broadcasting in the Digital Era - Theoretical considerations

3. **Duță Ovidiu Ionel**, Ph.D.c, BBU, Cluj-Napoca

Immersive Journalism and the Digital Audience. Study case on Mixed Reality and ROE

4. **Marius Ion Bența**, Ph.D., George Barițiu History Institute of the Romanian Academy, Cluj-Napoca

Paradise Now, Apocalypse Tomorrow: Digital metaverses in the contemporary race for mystical escapism

5. **Andreea Mogoș**, Ph.D., **Hanna Orsolya Vincze**, Ph.D., **Radu Mihai Meza**, Ph.D., BBU, Cluj-Napoca

Notre Dame fire as traditional and social media event

6. **Dalit Kiraly**, Ph.D.c, BBU, Cluj-Napoca

Crisis Communication in the Digital Context. A Literature Review Framework

7. **Andrei Stipiuc**, Ph.D., Alexandru Ioan Cuza University, Iași, Romania

Read It Later, Pay Never. Ad-blockers and how readers obstruct digital publications' revenues

8. **Nigar Gadirova**, Ph.D.c, Ph.D., BBU, Cluj-Napoca

Lack of fact checking in mass media in the digital age

11:30 –

JOURNALISM AND DIGITAL MEDIA International Conference

14:00

Parallel sessions (Romanian panel 1)

Room T3

Chairs:

Lect. dr. **Oana Ometa**, Universitatea Babeș-Bolyai, Cluj-Napoca

Lect. dr. **Viorel Nistor**, Universitatea Babeș-Bolyai, Cluj-Napoca

Speakers:

1. Lect. dr. **Viorel Nistor**, BBU, Cluj-Napoca

Alfabetizarea media: obligație pentru jurnaliști, nevoie pentru public, imperativ pentru democrație

2. Lect. dr. **Oana Ometa**, BBU, Cluj-Napoca

Genuri hibride în presa online din România

3. Drd. **Remus Florescu**, BBU, Cluj-Napoca

Viralitate și valoarea de știre (shareworthiness și newsworthiness)

4. Lect. dr. **Daniel Ciurel**, Universitatea Politehnica Timișoara

Cultura media între formare și deturnare: educația media și bruiajul cultural

5. Drd. **Valentin Mik**, BBU, Cluj-Napoca

Media digitală în limbile minorităților naționale din Serbia, între legile autohtone, politică și viitorul incert

6. Drd. **Alexandra Boierean**, BBU, Cluj-Napoca

*Industria radioului digital – Studiu de caz: Digitalizarea radioului în
Norvegia*

7. Drd. **Alexandra Ormenișan**, BBU, Cluj-Napoca

*România TV și discursul politic: conținutul difuzat la TV vs. conținutul
distribuit pe social media*

8. Drd. **Horațiu Vicențiu Pirău**, BBU, Cluj-Napoca

*Comportamentul politic din România – noua sa arhitectură și efectele
schimbărilor din era informație*

9. Drd. **Adelina Meilie**, BBU, Cluj-Napoca

Industria presei scrise în era digitală – Literature Review

11:30 –

JOURNALISM AND DIGITAL MEDIA International Conference

14:00

Parallel sessions (Romanian panel 2)

Room T4

Chairs:

Prof. dr. **Ilie Rad**, Universitatea Babeș-Bolyai, Cluj-Napoca

Lect. dr. **Rareș Beuran**, Universitatea Babeș-Bolyai, Cluj-Napoca

Speakers:

1. Lect. dr. **Rareș Beuran**, BBU, Cluj-Napoca

Inovații digitale în Jurnalismul European

2. Drd. **Cătălin Nunu**, journalist Digi 24

Researches and contributions on the production and distribution techniques for radio news in the digital age

3. Drd. **Olga Moroșan (Bejan)**, BBU, Cluj-Napoca

Industria știrilor în era digitalizării

4. Dr. **Claudia Chiorean**, BBU, Cluj-Napoca

Expectanțele profesionale ale absolventului de facultate: analiza comparativă între absolvenții Facultății de Științe Politice, Administrative și ale Comunicării, ai Facultății de Drept și ai Facultății de Sociologie și Asistență

5. Drd. **Cristina Șendrea**, BBU, Cluj-Napoca

Formarea publicului de televiziune

6. Drd. **Sorana Vaidăhăzan**, BBU, Cluj-Napoca
Recenzia - înscris publicistic critic laudativ și rolul ei în dezvoltarea unei afaceri
7. Drd. **Ancuța Liliana Ulmeanu**, BBU, Cluj-Napoca
Valori și calificări în era digitală
8. Drd. **Ioana Gale**, BBU, Cluj-Napoca
Publicistica lui Corneliu Coposu în contextul politic al secolului XX
9. Drd. **Mihai Cistelican**, BBU, Cluj-Napoca
Publicistica lui Ion Brad la „Gazeta literară” (1965-1966)

14:00 –
 15:00
 Lobby 101

Lunch

15:00 –
 16:30
 Lobby 101
 Room 101

Students' Photojournalism National Exhibition: FOCUS 2019

Awarding Ceremony – Students and Professionals

Moderators:

Andreea Mogoș, Ph.D. Associate Professor at Babeș-Bolyai University, Cluj-Napoca

Rareș Beuran, Ph.D. Lecturer at Babeș-Bolyai University, Cluj-Napoca

Speakers:

Ruth Oren, Ph.D., University of Haifa, Israel, photojournalist
 Dorel Găină, Ph.D., Universitatea de Artă și Design Cluj-Napoca
 Andrei Budescu, Ph.D. Lecturer, Universitatea de Artă și Design Cluj-Napoca
 Mira Marincea, Ph.D. Lecturer Universitatea Sapiientia Cluj-Napoca
 Vakarcz Loránd, photojournalist SINTEZA / Transilvania Reporter

16:30 –
17:00
Room 101

Documentary film session: *Mocănița, factor de dezvoltare și comuniune istorică în zona Apusenilor*

Project financed by The Administration of National Cultural Fund (AFCN)
 Producer: **Ciprian Aron**

17:00
Room 101

Closing remarks:

Tibori Szabó Zoltán, Ph.D., Associate Professor, Director of the Media Systems and Languages Research Center at Babeş-Bolyai University, Cluj-Napoca

Notes and observations