

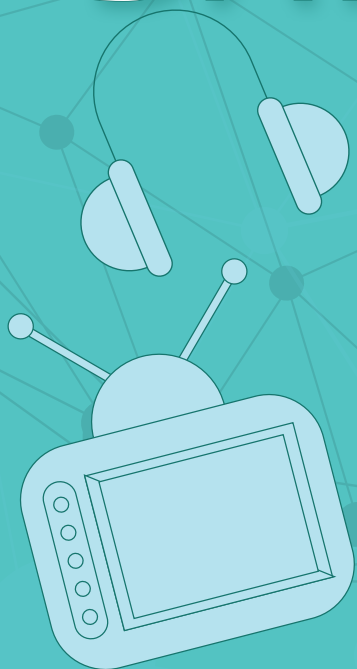
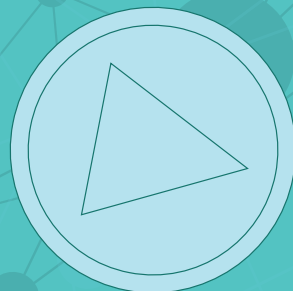
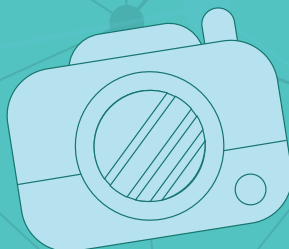


Babeş-Bolyai University
College of Political, Administrative and Communication Sciences
DEPARTMENT OF JOURNALISM



25-31 MAY 2017

MEDIA CULTURE DAYS



MEDIA CULTURE DAYS 2017



The Journalism Department is organizing the second edition of Media Culture Days. Initiated in 2016, this series of events takes place over a week-long period 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.

Digital Media International Conference

The Digital Media International Conference will host a series of invited lectures and workshops addressing new, emerging trends and best practices in digital media education, research and production.

FOCUS – National Student’s Photojournalism Exhibition

The photo exhibition featuring the year’s best student work in photojournalism will open to the public in the presence of professional photojournalists and professors of photography.

Content++ Students’ Digital Media Competition

On a rapidly changing global digital market, traditional genres are evolving and new content formats are emerging every year. The Content++ Digital Media Competition challenges students in media, arts, journalism, communication or even computer science and engineering to come up with ground-breaking, innovative and deeply engaging digital media contents.

Media and Society: Models, Representations and Current Phenomena Students’ Conference

The Student Conference organized by the Journalism Department at the College of Political, Administrative and Communication Sciences will be celebrating its 11th edition in 2017. As in the previous years, this unique multilingual event will bring together Bachelor and Master’s students in English, Romanian, Hungarian and German language panels to present their research projects, receive feedback and discuss opportunities for further research.

V for Visual - Students’ Non-fiction Short Film Festival

The yearly festival selection includes non-fiction shorts produced by media, journalism and arts students from several universities in Romania. Already at its fourth edition, V for Visual includes a one-day public screening of selected non-fictional visual productions in one of Cluj-Napoca’s cinema theatres.

Thursday, May 25th

09:00 - 10:00 Room T1	Registration of participants
10:00 - 10:30 Room T1-T2	Digital Media International Conference – Opening ceremony <ul style="list-style-type: none">> Prof. Mihaela Luțaș, Ph.D. - Vicerector of Babeș-Bolyai University, Cluj-Napoca> Prof. Călin Hîntea, Ph.D. - dean of the College of Political, Administrative and Communication Sciences (FSPAC)> Prof. Elena Abrudan, Ph.D. - chair of the Journalism Department at FSPAC> Prof. Peter Gross, Ph.D. - University of Tennessee, USA> Erez Issacharoff - president of Tiltan School of Design and Visual Communication, Haifa, Israel> Prof. Mihai Coman, Ph.D. - University of Bucharest, Romania> Ovidiu Cimpean – Director of Communication, Local Development and Project Management at the Cluj-Napoca City Hall
10:30 - 11:00 Room T1-T2	Digital Media International Conference Keynote speaker: Professor Peter Gross (University of Tennessee, USA) <i>Fake news and the digital media: A mutually enforcing relationship</i>
11:00 - 13:00 Room T1-T2	Digital Media International Conference Plenary session Chair: Prof. Mihai Coman, Ph.D., University of Bucharest, Romania Speakers <ul style="list-style-type: none">> Prof. Sabina Addamiano, Ph.D., Roma Tre University, Italy <i>IT and Journalism as strategic resources for territorial marketing: The experience of Perugia, Italy</i>> Prof. Georgeta Drulă, Ph.D., University of Bucharest, Romania <i>Visual Elements in Multimedia Production</i>> Prof. Rita Glózer, Ph.D., University of Pecs, Hungary <i>User generated online video – a new form of publicity?</i>> Prof. Javier Hernandez, Ph.D., Universidad San Jorge, Zaragoza, Spain <i>The Challenges of transmedia storytelling</i>> Prof. Kay M. Losey, Ph.D., Grand Valley University, Michigan State, USA <i>Twitter and U.S. Politicians: Style and Substance</i>> John Mastrini, Multimedia Editor, Radio Free Europe/Radio Liberty <i>Bursting the Social Media Bubble</i>> Prof. Chompunuch Punyapiroje, Ph.D. & Prof. Nanthita Songyothin, Ph.D., Burapha University, Chonburi, Thailand <i>Thai Consumers' Skepticism and Attitudes towards Content Seeding Techniques via Social Media</i>

<p>13:00 - 13:30 Room T1-T2</p>	<p>10 years of Radio UBB Online at the Journalism Department Moderator: Conf. Cristina Nistor, Ph.D. - Radio UBB Online Coordinator</p> <ul style="list-style-type: none"> > Eugen Cojocariu, General Coordinator Radio România Internațional > Lect. Rareș Beuran, Ph.D., Babeș-Bolyai University, Cluj-Napoca > Lect. Andrei Costina, Ph.D., Babeș-Bolyai University, Cluj-Napoca > Florin Pruteanu, editor at Radio Cluj > Marius Bența, Ph.D., senior journalist > Mara Rusu, DG Communication European Commission > Cătălin Nunu, radio producer at DigiFM > Ștefan Mako, investigative journalist at RISE Project and Casa Jurnalistului
<p>13:30 - 14:30 Room T3</p>	<p>Lunch break</p>
<p>14:30 - 18:30 Room T1 (cont'd on next page)</p>	<p>Digital Media International Conference</p> <p>Parallel session Chair: Prof. Mali Alon, MA, Tiltan School of Design and Visual Communication, Haifa, Israel Prof. Ruth Oren, Ph.D., University of Haifa, Israel</p> <p>Speakers</p> <ul style="list-style-type: none"> > Prof. Mali Alon, MA, Tiltan School of Design and Visual Communication, Haifa, Israel <i>Information Visualization: Infographics</i> > Prof. Sabina Addamiano, Ph.D., Roma Tre University, Italy <i>Living and communicating in a changing Information society. The relevance and the Impact of Big Data</i> > Lect. Radu Meza, Ph.D., Babeș-Bolyai University, Cluj-Napoca, Romania <i>Facebook and Romanian Politics</i> > Prof. Georgeta Drulă, Ph.D., University of Bucharest, Romania <i>Role of News Media on Facebook Pages</i> > Conf. Andreea Mogoș, Ph.D., Babeș-Bolyai University, Cluj-Napoca, Romania <i>#photojournalism in the age of Instagram</i> > Flavia Țăran, Ph.D. student, Babeș-Bolyai University, Cluj-Napoca, Romania <i>The secret life of art: a case study on Classical Art Memes</i> > Prof. Mihai Coman, Ph.D., University of Bucharest, Romania <i>Media and the religious construction of the public sphere</i> > Prof. Elena Abrudan, Ph.D., Babeș-Bolyai University, Cluj-Napoca, Romania <i>Media Aesthetics</i>

Thursday, May 25th

14:30 - 18:30
Room T1
(cont'd from
previous
page)

- > Prof. Elena Porumb, Ph.D., Babeş-Bolyai University, Cluj-Napoca, Romania
Media as a knowledge-broker in the society's cultural development
- > Paul Boca, Ph.D. student, Babeş-Bolyai University, Cluj-Napoca, Romania
Narrative structures in digitally distributed TV series
- > Bogdan Hrib, Tritonic Publishing House
Who's afraid of Goodreads? Digital Age for readers, reviews and promotion of books
- > Conf. Cristina Nistor-Beuran, Ph.D. & Lect. Rareş Beuran, Ph.D., Babeş-Bolyai University, Cluj-Napoca, Romania
Theory, Practice and Experiential Learning - A Framework for Exploring Journalism Education
- > Rebeka Török-Ágoston, Ph.D. student, Babeş-Bolyai University, Cluj-Napoca, Romania
Media and education
- > Asist. Julia Szambolics, Ph.D. & Lect. Meda Mucundorfeanu, Ph.D., Babeş-Bolyai University, Cluj-Napoca, Romania
How newsworthy were the protests in Romania for the German quality press? Case study: Süddeutsche Zeitung
- > Prof. Ruth Oren, Ph.D., University of Haifa
Israel through the lens of Robert Capa and his contemporaneous Israeli photo-reporters, 1948-1950
- > Adela Fofiu, Ph.D., Babeş-Bolyai University, Cluj-Napoca, Romania and Prisma Analytics East Europe & Philip Gagner, Prisma Analytics East Europe
Bespoken Journalism
- > Lect. Sînziana Jurău, Ph.D., Babeş-Bolyai University, Cluj-Napoca, Romania
Rebuilding trust in online news

Digital Media International Conference

Sesiune paralelă

Chair: Lect. dr. Viorel Nistor, Universitatea Babeş-Bolyai, Cluj-Napoca, România

14:30 - 16:00
Room T2
(cont'd on
next page)

Speakers

- > Drd. Valentin Mik, Universitatea Babeş-Bolyai Cluj-Napoca, România
De la jurnalismul tradițional la jurnalismul online și cel antreprenorial
- > Drd. Ovidiu Blag, Universitatea Babeş-Bolyai Cluj-Napoca, România
Impactul social media în jurnalismul din România
- > Drd. Toma Tothpal, Universitatea Babeş-Bolyai Cluj-Napoca, România
Ochiul care observă: parcursul fotojurnalismul în era digitală

<p>14:30 - 16:00 Room T2 (cont'd from previous page)</p>	<ul style="list-style-type: none"> ➤ Dr. Kokoly Zolt, LL.M, Universitatea Sapientia, Cluj-Napoca, România <i>Reglementarea sectorului audiovizual și mass-media al UE într-un peisaj mediatic volatil</i> ➤ Drd. Remus Florescu, Universitatea Babeș-Bolyai Cluj-Napoca, România <i>Știrile false și conținutul viral</i> ➤ Lect. univ. dr. Viorel Nistor, Universitatea Babeș-Bolyai Cluj, România <i>Informația publică între fenomenul „fake news” și un nou jurnalism</i> ➤ Dr. Claudia Chiorean, Universitatea Babeș-Bolyai Cluj-Napoca, România <i>Analfabetismul funcțional la adulții emergenți. Studiu de caz: studenți la specializarea Jurnalism, anul I</i> ➤ Sorana Vaidăhăzan, manager <i>Comunicare integrată de marketing</i> ➤ Cătălin Nunu, DigiFM <i>Despre informație, conținut și personalitate on-air în era on-line</i>
<p>16:00 - 18:00</p> <p>Professors' Club (401, FSPAC2)</p> <p>Room C1</p>	<p>Workshops</p> <ul style="list-style-type: none"> ➤ Prof. Mali Alon, MA, Head of Design Studies, Tiltan School of Design & Visual Communication, Haifa, Israel <i>Information Visualization: Infographics, Part 1/2</i> ➤ John Mastrini, Multimedia Editor, Radio Free Europe/Radio Liberty <i>Multimedia Journalism in Real-Time</i>
<p>19:00</p>	<p><i>Dinner</i></p>
<p>21:00 Unirii Square</p>	<p>Cluj Days Opening Ceremony</p>

Friday, May 26th

9:00 - 10:00 Tailors' Bastion	Meeting with Cluj-Napoca City Hall representatives Ovidiu Cîmpean – Director of Communication, Local Development and Project Management Florin Moroşanu – Director at the Municipal House of Culture, Cluj-Napoca Stefan Teisanu – Director at the Cluj Culture Centre Oana Buzatu – Spokesperson City Hall Cluj-Napoca
10:00 - 11:00 Room T1	Meeting with prof. Călin Hinţea, Dean of the College of Political, Administrative and Communication Sciences, Centre for International Cooperation Staff members, Journalism Department Faculty members
11:00 - 12:00 Room 101 Lobby	FOCUS – National Student's Photojournalism Exhibition Opening Moderator: Conf. Andreea Mogoş, Ph.D., FSPAC and Lect. Rareş Beuran, Ph.D., FSPAC Jury: ‣ Conf. Andreea Mogoş, Ph.D., FSPAC ‣ Lect. Rareş Beuran, Ph.D., FSPAC ‣ Drd. Toma Tothpal, FSPAC Guests: ‣ Lect. Lucian Vasile Szabo, Ph.D., West University, Timișoara, Romania ‣ Raul Ştef – photojournalist at PressOne
12:00 - 13:30 Room T3	Lunch break
14:00 - 15:00 Room T1	QuestionHate AlterImagini (AlterImages) - Augmented Reality Photo Exhibition Hosts: The team of students representing FSPAC/UBB in the Peer to Peer Facebook Global Digital Challenge Competition
15:00 - 18:00 Room T1	Content++ Competition Moderator: Lect. dr. Rareş Beuran and Lect. dr. Radu Meza, FSPAC Jury: ‣ Prof. dr. Peter Gross, University of Tennessee, SUA ‣ Prof. dr. Georgeta Drulă, Universitatea Bucureşti ‣ Lect. dr. Lucian Vasile Szabo, Universitatea de Vest, Timișoara ‣ Alice Valeria Micu, editor Transilvania Business ‣ Bogdan Roşca, Radio Cluj ‣ Vasile Hotea-Fernezan, TVR Cluj

15:00 Professors' Club (401, FSPAC2) Room T2	Workshops <ul style="list-style-type: none"> > Prof. Mali Alon, MA, Head of Design Studies, Tiltan School of Design - Visual Communication, Haifa, Israel <i>Information Visualization: Infographics, Part 2/2</i> > Cătălin Nunu, editor DIGI FM <i>Despre informație, conținut și personalitate on-air în era on-line</i>
Room III/1	<ul style="list-style-type: none"> > Eugen Cojocariu, secretar general Radio România Internațional Radio România Internațional <i>Cum să povestești România în 12 limbi și dialecte</i>
18:00 Room 205	<ul style="list-style-type: none"> > Raul Ștef, photojournalist at PresssOne, www.raulstef.com <i>Portfolio review</i>
19:00	<ul style="list-style-type: none"> > <i>Dinner</i>

Saturday, May 27th

10:00 - 11:00 Room T1	Book Launch <ul style="list-style-type: none"> > Prof. univ. dr. Georgeta Drulă, Universitatea București <i>New Media Trends and Challenges</i>, Tritonic, 2015 > Lect. dr. Lucian Vasile Szabo, Universitatea de Vest, Timișoara <i>Media Communication: Present and Future</i>, Tritonic, 2017 > Lect. univ. dr. Radu Meza, Universitatea Babeș-Bolyai Cluj-Napoca <i>Structura și dinamica sistemelor online de networking social de succes</i>, Presa Universitară Clujeana, 2015
11:00 - 13:00 Room T1	Workshop <ul style="list-style-type: none"> > Bogdan Hrib, Director Editura Tritonic <i>Autor de unul singur: rețete de scriere creative</i>
13:00 - 15:00 Professors' Club (401, FSPAC2) Room T2	Workshops <ul style="list-style-type: none"> > Roxana Pop, photojournalist <i>How to find and shoot a Photo story</i> > Ștefan Mako, jurnalist de investigație la RISE Project și Casa Jurnalistului <i>RISE Project: Follow the money</i>

Monday, May 29th

Students' Conference: Media and Society: Models, Representations and Current Phenomena (English/Romanian/Hungarian session)

Chair: Lect. Radu Meza

Jury:

- Prof. Peter Gross, Ph.D., University of Tennessee, USA
- Prof. Ruth Oren, Ph.D., University of Haifa, Tiltan School of Design and Visual Communication, Haifa, Israel
- Alex Bălaș, SUNY Cortland, New York, USA
- Prof. Kay M. Losey, Ph.D., Department of Writing, Co-Editor, MITESOL Journal, Grand Valley State University, USA
- Conf. Andreea Mogoș, Ph.D., Babeș-Bolyai University, Cluj-Napoca
- Julia Vallasek, Babeș-Bolyai University, Cluj-Napoca
- Tibori Szabo Zoltan, Ph.D., Babeș-Bolyai University, Cluj-Napoca

10:00 - 14:00
Room T1

10:00 - 11:15
11:30 - 12:15
12:30 - 13:00
13:30 - 14:00

English language panel
Hungarian language panel
Romanian language panel
Awards, closing and final remarks

14:00 - 15:00
Room T3

Lunch break

15:00 - 18:00
Professors' Club (401, FSPAC2)
Room T1

Room T2

Workshops

- Prof. Peter Gross, Ph.D., School of Journalism and Electronic Media, College of Communication and Information, University of Tennessee, USA
Media Systems and Industries (Part 1/2)
- Prof. Ruth Oren, Ph.D., University of Haifa, Tiltan School of Design and Visual Communication, Haifa, Israel
Creating a personal photo-essay, Part 1/3
- Vasile Hotea-Fernezan, redactor TVR
De la sat la site. Televiziunea regională și social media

Tuesday, May 30th

9:00 - 13:00 Room T1	Guest Speaker: Prof. Vandana Pednekar-Magal, Ph.D. Grand Valley University, Michigan State, USA <i>Who is reading what: News and the Nation</i>
Room III/1	Workshops > Prof. Peter Gross, Ph.D., School of Journalism and Electronic Media, College of Communication and Information, University of Tennessee, USA <i>Media Systems and Industries (Part 2/2)</i>
Professors' Club (401, FSPAC2)	> Prof. Kay M. Losey, Ph.D., Department of Writing, Co-Editor, MITESOL Journal, Grand Valley State University, USA <i>Academic Writing, Part 1/2</i>
Room T1	> Prof. Ruth Oren, Ph.D., University of Haifa, Tiltan School of Design and Visual Communication, Haifa, Israel <i>Creating a personal photo-essay, Part 2/3</i>
Room T2	> Remus Florescu, Redactor-șef adjunct redacțiile „Adevărul” din Transilvania <i>Știrile false și conținutul viral</i>
13:00 - 14:00 Room T3	Lunch Break
14:00 -18:00 Cinema Mărăști	V for Visual: Students' Non-fiction Short Film Festival Moderator: Lect. Constantin Trofin, Ph.D., Babeș-Bolyai University, Cluj-Napoca and TV producer Masterclass Claudiu Petringenaru, jurnalist TVR <i>Imaginea - De la filmarea brută la montajul final</i>

Wednesday, May 31st

10:00 -13:00 Room T1	V for Visual: Students' Non-fiction Short Film Festival award ceremony Moderator: Lect. Constantin Trofin, Ph.D., Babeş-Bolyai University, Cluj-Napoca and TV producer Masterclass Cosmin Savu, Journalist PRO TV <i>Cum poți aduce Jurnalismul de investigație în poziția de lider național de audiență în prime time</i>
13:00-14:00	Lunch break
14:00 -16:00 Professors' Club (401, FSPAC2) Room T1	Workshops > Prof. Kay M. Losey, Ph.D., Department of Writing, Co-Editor, MITESOL Journal, Grand Valley State University <i>Academic Writing, Part 2/2</i> > Prof. Ruth Oren, Ph.D., University of Haifa, Tiltan School of Design and Visual Communication <i>Creating a personal photo-essay, Part 3/3</i>
16:00 Room T1	Closing remarks Moderator: Tibori Szabo Zoltan, Ph.D., Babeş-Bolyai University, Cluj-Napoca Media Culture Days 2017 aftermovie

NOTES



NOTES







Organizing Committee: Elena Abrudan (chair),
Constantin Trofin, Andreea Mogos, Rareş Beuran,
Radu Meza, Gyorffy Gabor, Cristina Nistor, George Prundaru

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