



# MEDIA CULTURE DAYS 2021

**17-21 May 2021**

Department of Journalism and Digital Media  
College of Political, Administrative and Communication Sciences  
Babeş-Bolyai University, Cluj-Napoca, Romania  
<http://jurnalism.fspac.ubbcluj.ro/en/zilele-culturii-media/>

The Department of Journalism and Digital Media welcomes attendees and participants at the sixth edition of Media Culture Days, with a series of events held online between the 17<sup>th</sup> and 21<sup>st</sup> of May.

Initiated in 2016, this series of events 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.

The final schedule, complete with ZOOM links, will be available on a later date.

## **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. Project submissions are encouraged in (but not limited to) the following areas: Online Multimedia Long-form; Information Visualization and Data Journalism; Interactive Storytelling; Social Media Integrated Storytelling  
Scheduled: **May 17 2021** | Contact/submissions: [contentpp@fspac.ro](mailto:contentpp@fspac.ro)

## **AUDIO STORYTELLING AWARDS - Student Radio Encounters**

We are living in a golden age of audio storytelling. The production of audio content has been developing and fascinating the listeners for already a century - from radio news reporting to creative narrative podcasts defined by scholars as a cultural practice of producing and consuming digital sound content. Students are invited to present their audio / radio production - news reporting, features, podcasts and other innovative digital audio productions that are to be judged by professionals and faculty staff. The awarding ceremony will also host a debate on digital radio industry.

Scheduled: **May 18 2021, 10AM** | Contact/submissions: [cristina.nistor@fspac.ro](mailto:cristina.nistor@fspac.ro)

## **Investigative Journalism Students' Competition**

The aim of the competition is to encourage and stimulate investigative journalism among future journalists, to provide them with platform to showcase their work and as a way of recognizing their achievements. Even more so, the event provides the right framework for academic discussions and debates on issues specific to this type of journalism, such as the difficulty of investigative work, the relationship with sources, allocation / management of resources, demand vs. supply in investigative journalism, labor market integration etc., topics of increased interest for future journalists. The competition will end with a public presentation, an awards ceremony and a round table.

Scheduled: **May 18 2021** | Contact/submissions: [nistor@fspac.ro](mailto:nistor@fspac.ro)

## **WRITTEN PRESS: PROFILE WRITING COMPETITION 2021**

Inspirational stories, stories of hope, stories of resilience. Nowadays, media outlets exploit this journalistic genre because characters' emotions and beliefs allow the audience to take part in the story. The aim of this competition is to encourage students to explore the background and character of a particular person. The focus should be on aspects of the subject's personal or professional life. Students are invited to submit their long-form journalism pieces, which fall under the portrait category (portrait interview or portrait feature). The pieces are to be judged by professionals (journalists and writers) and faculty staff.

Scheduled: **May 18 2021** | Contact/submissions: [ometa@fspac.ro](mailto:ometa@fspac.ro)

## **MEDIA VS. POWER Webinar**

The Power (political or financial), and Media need each other in order to fulfill their goals. Their love-hate relationship is filled with suspicion. The Power strives to convey its own message, while Media tries to get a glimpse of what's behind the official scenario, to reveal Power's dirty secrets. This treacherous no man's land, with smiles on faces and guns at the ready, is a place where corruption, influence, suspicion or betrayal become bitter reality. What is a journalist supposed to do and how should one behave in such an environment, resembling the script of a spy movie? The present webinar tries to set some guidelines, inspired by the life and experience of three investigative reporters, each with outstanding achievements, hardcore journalists who tasted Power's bitter revenge. Carmen Dumitrescu, novelist and journalist (investigatoria.ro, presshub.ro, EuropaFM, RealitateaTV, Liber în Teleorman), Cosmin Savu (Pro TV, România te iubesc) and Sebastian Oancea (vrancea24.ro, RealitateaTV).

Scheduled: **19 May 2021** | Contact: [trofin@fspac.ro](mailto:trofin@fspac.ro)

## **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 14<sup>th</sup> edition in 2021. 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.

Scheduled: **May 20 2021** | For submission, use [this form](#).

## **Visual Animation Students' Competition 2021**

The selection includes animation projects (digital and traditional). These projects must demonstrate the level of understanding for the programs and basic principles of animation (2d, 3d, vectors, stop-motion, 3d, motion graphics, etc.) and the way the students transfer this information into final products.

Scheduled: **May 20 2021** | Contact/submissions: [dorofte@fspac.ro](mailto:dorofte@fspac.ro)

## **FOCUS Press Photo Exhibition**

The photo exhibition featuring the year's best student work in photojournalism (news photo, photo story, photo portrait, nature and travel categories) will open to the public in the presence of professional photojournalists and professors of photography. The awarding ceremony will be followed by a debate that is exploring the changing environment of production, distribution and consumption within the industry of press photography and the complex impact that the digital new technologies have upon photojournalism.

Scheduled: **May 21 2021, 10AM** | Contact/submissions: [focus@fspac.ro](mailto:focus@fspac.ro)

## **Digital Graphics Students Competition 2021**

Despite the pandemic, thanks to increasingly accessible digital technologies, we have many opportunities to relax, to try to somehow reduce the mental tensions caused by the pandemic: we can inform ourselves in real time about the world, we can communicate through digital platforms with almost anyone, at any distance. But, in addition to these possibilities, the different digital platforms provide us with another solution, which can be just as psychologically beneficial as the information or the communication, namely: CREATION.

So, starting from these premises, during the "Media Culture Days", 2021 edition, we invite you to create, using the various digital design applications accessible to you, artistic compositions that can represent for their spectators a

“dreamy refuge”, a digital-imaginary resting place, where we can enjoy our tired eyes from the constant threat of the pandemic. Please ensure that, for compatibility reasons, the works are submitted to us in JPG format.

Scheduled: **May 21 2021** | Contact/submissions: [abrudan@fspac.ro](mailto:abrudan@fspac.ro) , [peter.arpad@fspac.ro](mailto:peter.arpad@fspac.ro)

### **Cluj-Napoca Aerial View - Photo gallery**

Scheduled: **May 21 2021** | Contact/submissions: [beuran@fspac.ro](mailto:beuran@fspac.ro)

### **ROUND TABLE: The return of journalism to the basic values: freedom, dignity, solidarity**

Scheduled: **May 21 2021** | Contact/submissions:

**Organizing Committee:** Elena Abrudan (chair), Cristina Nistor, Constantin Trofin, Andreea Mogos, Rareş Beuran, Radu Meza, Gyorffy Gabor, George Prundaru, Peter Arpad, Viorel Nistor, Andrei Costina, Oana Ometa, Alexandru Dorofte.