

## INTERNATIONAL CONFERENCE AND TRAINING ON DIGITAL AND MEDIA EDUCATION

Journalism and Digital Media Department,  
Faculty of Political, Administrative and Communication Sciences,  
Babeş-Bolyai University

Cluj-Napoca, Romania, October 26-27, 2023

### PROGRAM

#### THURSDAY, OCTOBER 26

**Venue:** Babeş-Bolyai University, Aula Magna, floor 2, 1 Mihail Kogălniceanu Street

**8:45 am – 9:00 am**

**Registration**

**9:00 am – 9:30 am**

**Welcome Address**

- Prof. **Călin Rus**, Vice-Rector, Babeş-Bolyai University, Cluj-Napoca
- H.E. **Kathleen Kavalec**, Ambassador of the United States of America to Romania
- Prof. **Mircea Dumitru**, Executive Director, Romanian-U.S. Fulbright Commission
- Prof. **Călin Hînţea**, Dean, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca
- Assoc. Prof. **Cristina Nistor**, Journalism and Digital Media Department, FSPAC, Babeş-Bolyai University, Cluj-Napoca

**9:30 am – 10:30 am**

**Media Education in the Era of Algorithmic Personalization: Facing Polarization, Hate Speech, and Propaganda**

- Dr. **Renee Hobbs**, Professor at Harrington School of Communication and Media, University of Rhode Island, and Co-Director of the Media Education Lab

**10:30 am – 11:15 am**

**Teaching Truth, Misinformation and Accuracy in the Digital Age. Case Studies from the Illinois Media Literacy Coalition and UNESCO's Media and Information Literacy Alliance**

- Dr. **Jonathan Friesem**, Co-Director of the Media Education Lab and Associate Professor of Communication at Columbia College Chicago

**11:15 am – 11:30 am**

**Networking Coffee**

**11:30 am – 12:15 pm**

**In the Name of Democracy: Civic Empowerment as a Remedy for the Speech Police**

- Dr. **Hawley Johnson**, Associate Director at Global Freedom of Expression, Columbia University New York

**12:15 pm – 1:00 pm Panel: Enhancing Democracy through Media Literacy**

**Moderator:** Assoc. Prof. **Cristina Nistor**, Journalism and Digital Media Department, FSPAC, Babeş-Bolyai University, Cluj-Napoca

- H.E. **Ligia Deca**, Minister of Education
- **Despina Andrei**, Communication and Fundraising Manager, UNICEF
- **Ioana Avădani**, President of the Center for Independent Journalism
- **Eugen Cojocariu**, Director of Radio Romania International and Vice President of EURANET (European Radio Network)
- **Valentin-Alexandru Jucan**, Vice President of the National Audiovisual Council of Romania
- Assoc. Prof. **Radu Meza**, Chair of the Journalism and Digital Media Department, FSPAC, Babeş-Bolyai University, Cluj-Napoca
- **Dragoş Stanca**, President of the Romanian Bureau for Transmedia Audit, Initiator of the Ethical Media Alliance

**1:00 pm – 2:00 pm LUNCH**

Venue: *Casa Universitarilor* Restaurant, 1 Emmanuel de Martonne Street, Cluj-Napoca

**Venue:** Faculty of European Studies, Jean Monnet Room – 1 Emmanuel de Martonne Street

**2:00 pm – 2:45 pm Integrating Technology, Humor and Culture to Withstand Contemporary Disinformation**

- **Prof. Alina Bârgăoanu**, Dean of the College of Communication and Public Relations, National University of Political Studies and Public Administration; Member of the Advisory Council of the European Digital Media Observatory

**Venue:** The Academic College Club Cluj-Napoca – 1 Emmanuel de Martonne Street

**2:45 pm – 4:15 pm Workshop with Romanian Educators: Digital and Media Literacy in the classroom. Practices and teaching tools.**

- **Dr. Renee Hobbs** (Professor at Harrington School of Communication and Media, University of Rhode Island, and co-director of the Media Education Lab)
- and **Dr. Jonathan Friesem** (Co-director of the Media Education Lab and Associate Professor of Communication at Columbia College Chicago)

**6:00 pm – 8:00 pm Reception**

Venue: *Casa Universitarilor* Restaurant, 1 Emmanuel de Martonne Street, Cluj-Napoca

**// PARALLEL WORKSHOP for US Fulbright ETAs**

**Venue:** The National Bank of Romania, “Ion Lapedatu” Room – 7 Piaţa Unirii, Cluj-Napoca (map)

**3:00 pm – 4:00 pm Culture Jamming: Doing Media Literacy and Critical Thinking Through Subversive Practice**

- **Dr. David Gracon**, 2023-2024 U.S. Fulbright Scholar, Transilvania University of Braşov

## FRIDAY, OCTOBER 27

**Venue:** 71 Traian Moşoiu Street, Room 101, Floor 1

**10:00 am – 10:30 am** **Workshop: Digital and Media Literacy. Insights on Academic Research**

- **Dr. Nic Nistor**, Professor at Ludwig-Maximilians-Universität München, Germany

**Venue:** 71 Traian Moşoiu Street, Room 101, Floor 1

**10:30 am – 13:00 pm** **Scientific Conference Panel**

**Moderator: Viorel Nistor, PhD. Lecturer, Babeş-Bolyai University**

1. **Elena Abrudan**, PhD Professor, Babeş-Bolyai University – *Visual competence and the power of images*
2. **Simona Bader**, PhD Lecturer; **Corina Sîrb**, PhD Lecturer; **Iasmina Petrovici**, PhD Associate Prof., West University of Timișoara – *Elements of mysticism in online media*
3. **Mihaela Mureșan**, PhD Associate Professor, Babeş-Bolyai University – *Linguistic trends in online communication. Case study: RomEnglish*
4. **Alexandru Condrache**, PhD Lecturer, West University of Timișoara – *How are cultural events dedicated to young people "sold" in social media. Case study: Timișoara – European Capital of Culture*
5. **Cristina Corpaci**, PhD Candidate, SNSPA – *An Analysis of the main newspapers in Romania since the beginning of the war in Ukraine*
6. **Slava Caramete**, Professor National College, „Teodor Neș” Salonta – *Towards media wisdom. The role of philosophy classes in the digital age*
7. **Oana Ometa**, Ph.D. Lecturer, Babeş-Bolyai University – *„I can save a life”. Narrated roles of health journalists in Romania*
8. **Cristina Nistor**, PhD Associate Professor, and **Rareș Beuran**, Ph.D. Lecturer, Babeş-Bolyai University – *Media Education and Quality Journalism as counteractions to digital disinformation. Inputs from international experts*
9. **Claudia Chiorean**, PhD Researcher, Babeş-Bolyai University – *Psycho-Education about Mental disorders in Online News Media*
10. **Viorel Nistor**, PhD Lecturer, Babeş-Bolyai University – *Artificial (generative) intelligence and disinformation*

**Venue:** 71 Traian Moşoiu Street, Room II/2, Floor 2

**10:30 am – 13:00 pm** **Scientific Conference Panel**

**Moderator: Ileana Rotaru, Associate Professor, West University of Timișoara**

1. **Eduard Gross**, PhD Candidate and **Delia Balaban**, PhD Professor, Babeş-Bolyai University - *Perceived Social-Media Literacy (PSML) and its efficiency in identifying counterfeit digital disinformation. A pilot study on the Romanian students using Instagram.*
2. **Ioana Avădani**, President of the Center for Independent Journalism, *Media and Information Literacy: Agents and Beneficiaries. The Case of Romania in the CEE context*
3. **Loredana Bertişan**, Affiliated Professor Ștefan cel Mare University of Suceava and PhD Candidate at Babeş-Bolyai University – *Key findings following the implementation of a media literacy course for over 50 high school students from Suceava county, Romania*
4. **Anca Velicu**, PhD Researcher, Institute of Sociology, Romanian Academy, and **Nicoleta Fotiade**, President of Mediawise Society; President of the International Association for Media Education – *Media education for civic engagement or how (hard it is) to change the world with a meme*
5. **Larisa Ozeryansky**, MPH, MSIPM, Doctoral Student Fulbright Scholar (Norway), University of Washington – *Participatory Filmmaking as an Innovative Ethnographic Research Technique for Exploring Identity- formation, Sense of Belonging, and Place-Making in the Context of Nature for Refugee Youth in Norway*

6. **Ovidiu Duță**, PhD Candidate, Babeș-Bolyai University – *Why talk-shows and humour saved the world. A study-case on how monologues create a dialogue in society*
7. **Sînziana Jurău**, Ph.D. Lecturer, Babeș-Bolyai University – *White-collar crimes as framed in digital media*
8. **Eugen Cojocariu**, PhD Candidate, Babeș-Bolyai University – *From fake news to news avoidance*
9. **Marius Bența**, PhD Lecturer, Babeș-Bolyai University and Researcher at George Barițiu Institute, Romanian Academy – *The Liminality of Digital Media*
10. **Ileana Rotaru**, PhD Associate Professor, West University of Timișoara – *Examining Media Education Initiatives in Romania: A Comprehensive Look at Teacher Training Programs*

**Venue:** 71 Traian Moșoiu Street, Room II/4, Floor 2

**10:30 am – 13:00 pm**    **Scientific Conference Panel**

**Moderator:** **Sabina Addamiano, Associate Professor, University Roma Tre**

1. **Hanna Orsolya Vincze**, PhD Professor; **Radu Meza**, PhD Associate Professor; **Andreea Mogoș**, PhD Professor; **Constantin Trofin**, Ph.D. Lecturer, Babeș-Bolyai University – *Ownership and Control Literacy – EU Media Ownership Monitor: The Romanian case*
2. **Stoica Mihnea**, Ph.D. Lecturer; **Andreea Voina**, Ph.D. Lecturer; **Ioan Hosu**, Ph.D. Professor, Babeș-Bolyai University – *Measuring Receptivity to Eurosceptic Media Discourses in the Vicinity of War: Evidence from Romania*
3. **Fernando Varga**, Babeș-Bolyai University; **Sorana Constantinescu**, PhD Lecturer, Babeș-Bolyai University and **Henriette Poszar**, PhD researcher, European University Institute – *The importance of community information platforms in the process of social and digital inclusion of disadvantaged Roma groups in Cluj-Napoca*
4. **Yaneva Konstantina**, Harvard Extension School, *The Misinformation Game*
5. **Alexandra Szilagyi**, Ph.D. Lecturer, Babeș-Bolyai University – *Media Coverage of Disinformation Matters: An Analysis of Representative Romanian News Websites*
6. **Peter Árpád**, Ph.D. Lecturer, Babeș-Bolyai University – *The role of the mass-media in the contemporaneous practices of the cultural transfer*
7. **Ana Ștefănel**, PhD Candidate, Babeș-Bolyai University – *The use of artificial intelligence in the process of creating and distributing news in news agencies. Associated Press*
8. **Flavia Țăran**, Ph.D. Lecturer, Babeș-Bolyai University – *Fear and fervor: Examining the moral panic surrounding the use of ChatGPT in education*
9. **Prundaru George**, PhD Lecturer, Babeș-Bolyai University – *Digital Games Education. Staking claims to the field*
10. **Tőkés Gyöngyvér Erika**, Associate Professor at Sapientia Hungarian University of Transylvania and **Anca Velicu**, PhD Researcher, Institute of Sociology, Romanian Academy – *What influences the information-related digital skills of young people? An analysis based on Romanian EU Kids Online database 2018*

**1:00 pm – 2:00 pm**    **LUNCH - 71 Traian Moșoiu Street, Room 101 Lobby, Floor 1**

**// PARALLEL TRAINING WORKSHOPS for US Fulbright ETAs**

**Venue:** Faculty of Political, Administrative and Communication Sciences – 85 Minerilor Street

**9:30 am – 12:45 pm**

- **With Dr. Renee Hobbs**, Professor at Harrington School of Communication and Media, University of Rhode Island, and co-director of the Media Education Lab
- **With Dr. Jonathan Friesem**, Co-director of the Media Education Lab and Associate Professor of Communication at Columbia College Chicago

**1:00 pm – 2:00 pm**      **LUNCH @ Cafeteria**

**Venue:** 71 Traian Moşoiu Street, Room 101, Floor 1

**2:00 pm – 2:45 pm**      **Why the Digital Media Ecosystem Is Broken. And What We Can Do to Try to Fix It**

- **Dragoş Stanca**, President of the Romanian Bureau for Transmedia Audit, Initiator of the Ethical Media Alliance

**2:45 pm – 3:30 pm**      **What Seven Years of Media and Information Literacy Have Taught Us – The Romanian Experience in CEE Context**

- **Ioana Avădani**, President of the Center for Independent Journalism

**3:30 pm – 4:15 pm**      **Community-Based Media Education: Navigating the Intersection of Local and Global Partnerships**

- **Nicoleta Fotiade**, President of Mediawise Society; President of the International Association for Media Education

**4:15 pm – 4:30 pm**      **Concluding Remarks and Closing of the Conference.**

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## SHORT BIOS



**Dr. Renee Hobbs**, Professor of communication studies at the Harrington School of Communication and Media, University of Rhode Island, and Director of the Media Education Lab, USA, is an internationally-recognized authority on digital and media literacy education who for more than 40 years has supported many global initiatives by conducting research and advocacy of media education. Dr. Hobbs has published over 150 scientific articles and 12 books on media literacy and her international collaborations impacted many media literacy programs.



**Dr. Jonathan Friesem**, Co-Director of the Media Education Lab and Associate Professor of Communication at Columbia College Chicago, USA, is the co-founder of the Illinois media Literacy Coalition who helped the first state to mandate media literacy for every high school. For twenty years, Yonty has been providing professional development for educators to enhance their students' media literacy skills. Yonty's researches focus on youth media as a form of leadership-building and community engagement. In 2022, Yonty co-edited the Routledge Handbook on Media Education Futures Post-Pandemic.



**Dr. Hawley Johnson**, Associate Director at Global Freedom of Expression, Columbia University New York, worked with journalists in emerging democracies with a focus on Eastern Europe, and oversaw the implementations of US government sponsored media development programs in eleven countries. From 2013-2014 Dr. Johnson worked with the Organized Crime and Corruption Reporting Project to launch the Investigative Dashboard (ID), and since 2014 she has managed the development of the Case Law Database which hosts analyses of seminal freedom of expression court rulings from more than 130 countries.



**Despina Andrei** is the Communication and Fundraising Manager at UNICEF Romania, where she coordinates integrated communication, advocacy and fundraising strategies. Since 2006, she has built partnerships with the private sector and opinion leaders in various fields, award-winning outreach and fundraising campaigns in support of vulnerable and marginalized children in Romania and around the world. A graduate of the Faculty of Mathematics and Computer Science at the University of Bucharest, Despina also holds an EMBA

from Asebus and a Master's degree in Communication and Public Relations from the National School of Political and Administrative Studies (SNSPA), as well as a certificate in Leadership from the Gordon Institute of Business Science at the University of Pretoria.



**Ioana Avadani** is the president of the Center for Independent Journalism in Bucharest, Romania, after being the CIJ director (1998-2019), where she coordinated programs from professional training for journalists, assistance for media operations, press freedom and protection of journalists and curricula development. She was the president of the South East European Network for the Professionalization of the Media (2004-2006) and a member of the Council of IFEX (2015-2019). Avadani published numerous articles dedicated to the media developments in Romania and SEE region. She was a Visiting Research Fellow with the Media and Democracy in Central and Eastern Europe Program, St. Antony College, University of Oxford. She has a MA in Anthropology and a MA in Applied Ethics and she is currently completing a PhD in Anthropology.



**Alina Bârgăoanu**, professor PhD, dean of the College of Communication and Public Relations, National University of Political Studies and Public Administration (Bucharest); member of the Advisory Board of European Digital Media Observatory (EDMO) and of EDMO's task force on the war in Ukraine; Marcin Król Fellow at Visegrad Insight; visiting fellow at Minda de Gunzburg Center for European Studies at Harvard University; member of the Commission Expert Group on Tackling Disinformation and Promoting Digital Literacy Through

Education and Training (2019); member of the High-Level Expert Group on Fake News and Online Disinformation, EC (2018); founder and editor-in-chief of the fact-checking portal Antifake.ro.



**Eugen Cojocariu** is a radio journalist who has been the Director of Radio Romania International since 2006 and the Vice President of EURANET (European Radio Network) since 2009. He was elected for several terms as Member of the Executive Committee of CIBAR (Conference of International Broadcasters' Audience Research Services). He is currently a member of the International Broadcasting Committee, steering the International Broadcasting Assembly of the EBU (European Broadcasting Union). He graduated with an Executive MBA at CITY, the International Faculty of the University of Sheffield and the EcumEst European Mastery on the Management of the Cultural Enterprises at the Ecole Supérieure de Commerce de Dijon.



**Nicoleta Fotiade** is a media literacy education expert and for the past 20 years she has been managing media education grassroots programs for civil society organizations in Romania and Europe. She trains teachers and librarians to include media education in their work and local communities. She also developed a media education course for Pedagogy students at university level and Training for Trainers national program in media education (Mediawise4all). She has (co)authored several media research studies and media education resources, including two high school textbooks. Nicoleta is Co-founder and President of

Mediawise Society and the International Association for Media Education. She holds a BA in Journalism and an AM in Communication with the University of Westminster, London, UK.



Dr. **David Gracon** is currently a U.S. Fulbright Scholar and visiting professor of media studies at Transilvania University located in Brasov, Romania with a project focused on critical media literacy education. His research/creative and teaching interests include critical media literacy, the political economy of media, alternative media and documentary film. He was previously a Fulbright Scholar in Ukraine (2017-2018) and has served as a faculty member at Eastern Illinois University and Gonzaga. He is currently developing an educational startup: Media Literacy Access Initiative (MLAI).



**Valentin-Alexandru Jucan** is the Vice President of the (NAC National Audiovisual Council) and the Vice-chairperson of EPRA (European Platform of Regulatory Authorities). Mr Jucan graduated the 'Gheorghe Dima' Academy of Music, and subsequently pursued specializations in Law, European Affairs and Journalism, also being a graduate of the 'Edward R. Murrow' program, and a post-graduate in Strategic Communications and Operations in the Information Environment at the US Navy. During his activity at the Directorate for European Affairs, in the Romanian Parliament's upper house, the Senate he has prioritized the safeguarding of freedom of expression, the establishment of a mechanism to combat disinformation, and the implementation of mandatory national media education programs.



**Radu Meza** is an Associate professor Ph.D. and the Chair of the Journalism and Digital Media Department at Babeş-Bolyai University. He is part of the faculty since 2008. He graduated Computer Science and Journalism and holds a Ph.D. in Sociology with a thesis on the structure and dynamics of popular online networking systems. His research interests include media analysis, new digital media and computational methods in social sciences. In 2016 he became the coordinator of the first Digital Media Bachelor program in Romania.



**Cristina Nistor** is an Associate professor Ph.D. at the Journalism and Digital Media Department, FSPAC, BBU, where she has been part of the faculty starting with 2001 and where she coordinates the only Journalism Program in English in Romania. During 2006-2012 she was the Spokesperson of Babeş-Bolyai University. In 2022, she was a Fulbright Scholar at Columbia University from the City of New York where she conducted research on Media Literacy Education. Her courses focus on Media Communication, Media Education, Crisis Communication, Radio Journalism, and European Communication.



**Dr. Nic. Nistor** studied Electrical Engineering at „Politehnica“ University of Bucharest, earned his doctoral degree in year 2000 in Educational Sciences at the LMU, where he also completed his professorial dissertation in 2012 and serves as a professor since 2019. He teaches Educational Psychology of Teaching and Learning and Knowledge Media for students of Educational Sciences and teacher students. His research includes the design and evaluation of media-based learning environments, the acceptance of educational technologies, online communities, learning analytics, and media literacy focused on fake news. He is a member of the Munich Center of the Learning Sciences and an associate editor of „Computers in Human Behavior.“ Research topics: Teaching and Learning with Technology, Educational Technology Acceptance, Knowledge Communities and Learning Analytics.



**Dragoş Stanca** embarked on his journey as a journalist in the late '90s and evolved into a media management role in the 2000s, spanning radio, television, print, and more recently, delving exclusively into online business, media tech, and ad tech. Since 2010, Dragoş has emerged as a media technology entrepreneur, influencing the inception and fortification of numerous digital media networks in Romania and its neighboring regions. Thrice elected as the president of BRAT, institution maintaining the precision of metrics across diverse media, he represents an organization that encompasses over 150 premier publishing entities, advertising clients, and media agencies. Recently, he championed the Ethical Media Alliance initiative which unites publishers, advertisers, and firms alarmed by the algorithm-driven control of the media realm.

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*The International Conference and Training on Digital and Media Education* is organized by the Journalism and Digital Media Department, celebrating its 30th anniversary, together with the Romanian-U.S. Fulbright Commission, with the support of the U.S. Embassy in Romania, together with leading US media education experts and prestigious academic institutions - University of Rhode Island and Global Freedom of Expression, Columbia University New York City, together with national partners – The Center for Independent Journalism and Radio Romania International.

*The International Conference and Training on Digital and Media Education* plans to contribute to promoting the importance of digital and media education, and to address media education initiatives and quality journalism in the digital era. The Conference is attended by national and international scholars, school educators, journalists and media professionals, stakeholders, and NGO's who will addressing emerging issues on media education.

*The Fulbright ETA Seminar on Media Literacy* is organized by the Romanian-U.S. Fulbright Commission in partnership with the Journalism and Digital Media Department and Babeş-Bolyai University as part of the *International Conference and Training on Digital and Media Education* and will be attended by 55 American Fulbright English Teaching Assistants (Fulbright ETAs) affiliated in 14 European and Eurasian countries for the 2023-2024 academic year (Armenia, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Georgia, Kosovo, Moldova, Montenegro, North Macedonia, Poland, Romania, Serbia, Türkiye).

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**Coordinators of the International Conference and Training on Digital and Media Education:**

- **Cristina Nistor**, Associate Professor, Journalism and Digital Media Department, FSPAC, Babeş-Bolyai University, Cluj-Napoca
- **Rareş Beuran**, PhD Lecturer, Journalism and Digital Media Department, FSPAC, Babeş-Bolyai University, Cluj-Napoca

**Coordinator of the Fulbright ETA Seminar on Media Literacy:**

- **Loredana Bucuroaia**, Romanian-U.S. Fulbright Commission

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