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| University of Bucharest | Moldova State University | Sofia University „Sf. Kliment Ohridski” | University of Niš |

The Regional Conference

(online)

**30 years**

**of higher education in journalism and communication in Eastern Europe after 1989:**

**From conquering the freedom of expression to embracing digital communication**

**30 godina**

**novinarskog i komunikološkog visokog obrazovanja u Istočnoj Evropi nakon 1989:**

**od osvajanja slobode izražavanja do digitalnih komunikacija**

**30 години**

**висше образование по журналистика и комуникация в Източна Европа след 1989 г.:**

**от усвояването на свободата на изразяване до дигиталната комуникация**

**30 de ani**

**de învățământ jurnalistic și de comunicare în fostele țări comuniste din estul Europei:**

**de la cucerirea libertății de exprimare la comunicarea digitală**

**Conference Programme**

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| **Bucharest**  **time zone – EEST / UTC+3:00** | **Day 1**  Thursday, May 20, 2021 | | |
| 10.00-  12.00 | **Opening Session**  **Welcome Speech – Marian Preda, Rector of the University of Bucharest**  **Panel: Higher education in journalism and communication in Eastern Europe after 1989**  **Speakers:** Antonio Momoc, Dean of the Faculty of Journalism and Communication Studies, University of Bucharest  Georgeta Stepanov, Dean of the Faculty of Journalism and Communication Sciences, Moldova State University  Neven Obradović, Head of Department of Communication and Journalism, Faculty of Philosophy, University of Niš  Orlin Spassov, Head of Department of Radio and Television, Sofia University „Sf. Kliment Odhirski”  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=eb334a0688dcdcf51cfa2d9356ea8bb98> | | |
| 12.00-  14.00 | Parallel Session 1.  **Istoria învățământului jurnalistic și domenii de graniță (in Romanian)**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e1ebbd5a6c9c60b8f7888f1d37af30d63>  **Moderators:**  Marian Petcu (Universitatea din București), Mihail Guzun (Universitatea de Stat din Moldova)  Marian Petcu (Universitatea din București)  *Învățământul jurnalistic în România – o perspectivă istorică.*  Mihail Guzun (Universitatea de Stat din Moldova)  *Învățământul jurnalistic minus spoiala ideologizată plus alfabetul latin: dintr-o perspectivă… trăită.*  Bogdan Dumitru (Universitatea din București)  *Comunicare și Relații Publice. Arhitectura primului program de profil din mediul universitar românesc.*  Georgeta Stepanov (Universitatea de Stat din Moldova)  *Formarea competenţelor profesionale în învăţământul superior de profil jurnalistic.*  Alexandru Lupașcu-Bohanțov (Universitatea Liberă Internațională din Moldova)  *Filmul documentar „de tranziție” din Republica Moldova.*  Eusebiu Narai (Universitatea de Vest din Timişoara)  *Impactul culturii media americane asupra regimului comunist din România şi din sud-estul Europei.* | Parallel Session 2.  **Comunicare politică în era digitală**  **(in Romanian)**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=ed5a548f10bc8e6df9f3805645317627b>  **Moderators:**  Antonio Momoc (Universitatea din București), Adriana Ștefănel (Universitatea din București)  Mariana Bafană (Universitatea „Ovidius”), Raluca Petre (Universitatea „Ovidius”)  *Propaganda politică în noile media; strategii de interpelare circulară ale Partidului AUR în campania electorală.*  Adriana Ștefănel (Universitatea din București), Romina Surugiu (Universitatea din București)  *New parties, old media. O analiză a prezenței AUR în media tradiționale înainte și după intrarea în Parlament.*  Mariana Tacu (Universitatea de Stat din Moldova)  *Transfigurarea digitală a mass-media.*  Florin Zeru (SNSPA) *Utilizarea rețelelor sociale în administrația publică din România.* | Parallel Session 3.  **Communication and ethical challenges**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e99ac9b2b0e121139afbb5cb5bbe35f79>  **Moderators:**  Natalia Vasilendiuc (University of Bucharest), Nataša Simeunović Bajić (University of Niš)  Dušan Aleksić (University of Niš), Ivana Stamenković (University of Niš)  *Propaganda techniques in fake news published by Serbian mainstream media.*  Ecaterina Deleu (Moldova State University)  *Media Discourse on Migration in the Pandemic Period: The Need to Combat Disinformation, False News and Discrimination.*  Nicoleta-Elena Apostol (University of Bucharest)  *The other side of fake news: Rediscovering the value of journalism and considering tech regulation.*  Nikolay Kolev (Sofia University „St. Kliment Ohridski”)  *Global collapse of trust in social media as source of information for professional newsmakers.*  Ilija Milosavljevic (University of Niš), Dragana Pavlovic (University of Niš)  *The attitude of Communication and Journalism students towards journalistic ethics.*  Tijana Vukić (Juraj Dobrila University)  *The international scientific project Higher Education of Journalists in a Digital Environment (HEJDE).* |
| 13.30 - 14.00 | **Virtual Coffee Break**  Please contact the organizers to join Zoom meeting | | |
| 14.00-  16.00 | Parallel Session 4.  **Formarea competențelor profesionale în jurnalism și comunicare** (in Romanian)  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e49e12d027684008b97995ae5d83ed3b6>  **Moderators:**  Georgeta Stepanov (Universitatea de Stat din Moldova), Marian Petcu (Universitatea din București)  Ioana Grancea (Universitatea „Alexandru Ioan Cuza”)  *Noile coordonate ale muncii de cercetare desfășurate de studenții din domeniul Științelor Comunicării în mediul online: cazul YouTube.*  Năstase Marian (Universitatea din București)  *Despre înțelegerea și utilizarea conceptelor și metodelor*  *sociologiei în predarea jurnalismului din România.*  Ludmila Rusnac (Universitatea de Stat din Moldova)  *Orele de profesionalizare și aspecte prioritare în disciplinele de profil.*  Tudorel-Constantin Rusu (Universitatea „Alexandru Ioan Cuza”)  *De la „vestea cea bună” la „breaking (bad) news”. Comunicarea religioasă între practica relațiilor publice și jurnalism.*  Mariana Toacă (Universitatea de Stat din Moldova)  *Lucrul individual al studentului ca modalitate de formare a competențelor profesionale în jurnalism.*  Carmen Nicolescu (Universitatea din Pitești)  *Mijloace moderne de comunicare eficientă și captare a audienței.* | Parallel Session 5.  **Media frames and public agenda**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e820775b53c916c75c024ce45ba970259>  **Moderator:**  Camelia Cmeciu (University of Bucharest)  Aleksić Tatjana (University of Michigan)  *Journalistic kynicism of Feral Tribune vs the cynicism of power.*  Adina Baya (West University of Timișoara)  *Framing the refugee/migration narrative in Romanian media*  Dana Raluca Buturoiu (National University of Political Studies and Public Administration), Mihai Gavrilescu (National University of Political Studies and Public Administration)  *Keywords used to describe the COVID-19 pandemic. Comparing the media and the public agenda.*  Jasmina Đorđević (University of Niš), Ivana Mitić (University of Niš)  *Linguistic devices and implicit propaganda in Serbian news headlines: Get the jab or die!*  Ivana Stamenković (University of Niš), Andrej Blagojević (University of Niš),  *Hate Speech against Refugees in*  *Readers’ Comments on Online Portals:*  *Legal and Cultural Aspects.* | Parallel Session 6.  **(Un)Conventional practices in communication industries**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e936fb56acfc2c09fc78921db0448646f>  **Moderators:**  Nicoleta-Elena Apostol (University of Bucharest),  Nataša Simeunović Bajić (University of Niš)  Iasmina Petrovici (West University of Timișoara) Simona Bader (West University of Timișoara), Corina Sirb (West University of Timișoara)  *Different facets of unconventional advertising in Romania.*  Adrian Chețan („Babeș-Bolyai” University), Ioana Iancu („Babeș-Bolyai” University)  *Talking to Specialists. An Analysis on Brand Communication in Music Industry.*  Corina Dănăilă-Guidea (University of Bucharest)  *Strengthening the Institutional Image through the Evocation of National Identity: An Analysis of the Mass-Media Coverage of Romanian Universities Celebrating the Centennial.*  Neda Necić (University of Niš)  *Ethics in Public Relations: ethical theories, codes and conflicts.* |
| 16.00-  18.00 | Parallel Session 7.  **Media tradiționale în context digital**  **(in Romanian)**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=ece66a5dc984993171b95270f512dd2a7>    **Moderator:**  Rodica Suțu (University of Bucharest)  Ștefania Bejan (Universitatea „Alexandru Ioan Cuza”)  *Avataruri ale jurnalismului românesc post-decembrist.*  Vitalie Guțu (Universitatea de Stat din Moldova)  *Noi tendințe în jurnalismul de televiziune.*  Boris Parfentiev (Universitatea de Stat din Moldova)  *Politicile editoriale ale TV Moldova 1 până la şi după căderea comunismului.*  Mariana Marcu (Universitatea de Stat din Moldova)  *Jurnalismul radiofonic: de la munca în echpă la self-op.*    Éva Mária Rácz (Kolozsvári Rádió – Radio Cluj)  *Transformarea radioului public.*  *Studiu de caz: emisiuni în limba maghiară la Radio Cluj, 1989-2016.*  Eugen Istodor (University of Bucharest)  *Caricatura lui Mardale de la Cațavencu și cele patru teorii ale umorului.* | Parallel Session 8.  **(Dez)Informare și comunicare**  **în situații de criză**  **(in Romanian)**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=ebf4c40390f252b6e02b0b281e1fcff22>  **Moderators:**  Rodica Ciobanu (Universitatea de Stat din Moldova), Romina Surugiu (University of Bucharest)  Mihai Goțiu (Universitatea „Babeș-Bolyai”)  *Jurnalismul și comunicarea de mediu – o provocare pentru învățământul superior românesc.*  Oana Ometa (Universitatea „Babeș-Bolyai”)  *Jurnalismul de sănătate în lupta cu infodemia. Perspective asupra specializării jurnaliștilor.*  Rodica Ciobanu (Universitatea de Stat din Moldova)  *Fragilitatea comunicării pe timp de pandemie.*  Laura Tugarev (Universitatea de Stat din Moldova)  *Educația media în prevenirea fake news-urilor.*  Alexandra-Niculina Babii (Universitatea „Alexandru Ioan Cuza”)  *Influența fenomenului fake news asupra relațiilor interpersonale.* | Parallel Session 9.  **Media and communication policies, media pluralism and independence. New approaches from a systemic perspective of the media system in Central and Eastern Europe**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=eeb2781d2f99665e21bb7e6aceccd14c9>  **Moderators:**  Manuela Preoteasa (University of Bucharest), Silvia Branea (University of Bucharest), Vyara Angelova (Sofia University „St. Kliment Ohridski”)  Victoria Bulicanu (Moldova State University)  *Economic pressures on journalism in the Republic of Moldova: between myth and reality.*  Elvin Luku (University of Tirana)  *From propaganda to commercial news: forms of indirect corruption in audiovisual and online media in Albania.*  Zhana Popova (Sofia University „St. Kliment Ohridski”)  *Journalism between justice and truth: Journalists sued for libel and insult in Bulgaria (2007-2020).*  Tijana Vukić (Juraj Dobrila University), Mato Brautović (Juraj Dobrila University)  *An online postgraduate specialist study that educates journalists in Croatia – a need or an opportunity.*  Silvia Branea (University of Bucharest),  *Professional approaches of media from an intergenerational perspective in Central and Eastern Europe.*  Rozália Klára Bakó (Sapientia Hungarian University of Transylvania)  *Digital transition in a hyperconnected world.* |

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| **Bucharest**  **time zone – EEST / UTC+3:00** | **Day 2**  Friday, May 21, 2021 | |
| 10.00-12.00 | Parallel Session 10.  **Publicitatea și relațiile publice ca domenii al expertizei universitare (in Romanian)**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e9d07216493586d74c16c2bb0a0669a32>  **Moderators:**  Delia Balaban („Babeș-Bolyai” University), Adriana Ștefănel (University of Bucharest)  Alexandra Crăciun (University of Bucharest)  *Consultanță și expertiză în publicitate. Primul masterat în domeniul publicității în România postcomunistă.*  Dan Podaru (University of Bucharest)  *Implementarea unui program de masterat interdisciplinar: Modă, publicitate, consum. Realități și provocări.*  Anca Georgiana Mădăraș (Universitatea „Alexandru Ioan Cuza”)  *Suficient și necesar în formarea universitară a viitorilor publicitari.*  Camelia-Alexandra Boierean („Babeș-Bolyai” University)  *Comunicarea instituțională și relațiile publice –*  *Studiu de caz: Biroul de presă al Ministerului Sănătății și comunicarea campaniei de vaccinare împotriva Covid-19.*  Valentina Boureanu (University of Bucharest)  *O analiză a comunicării brandului Facultății de Jurnalism și Științele Comunicării în contextul evoluției învățământului universitar de specialitate din București în perioada postcomunistă.*  Elena Prodan (University of Bucharest)  *Relația dintre specialistul în Relații Publice și Marketing*  *Stabilirea granițelor dintre două profesii ale comunicării* | Parallel Session 11.  **Media, politics and society**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=ef87a7b11dcc7a74aebefe270a6463fa3>  **Moderators:**  Oana Băluță (University of Bucharest), Neven Obradović (University of Niš)  Ajdini Juliana (University of Tirana), Megi Xhumari (University of Tirana)  *Media reporting domestic violence in Albania: ethical aspects.*  Müllner András (Eötvös Loránd University of Sciences)  *Roma Visual Lab – media/communication studies and engaged research in Hungary.*  Neven Obradović (University of Niš), Marija Vujović (University of Niš)  *Instagram and Political Communication – a populism platform.*  Mihály Szilágyi-Gál (Eötvös Loránd University of Sciences)  *Politics as communication. The Transformation of the Hungarian Media Policy as Political Communication.*  Donev Dejan (University „St.s Cyril and Methodius”), Zorica Kaludjerović Mijartović (University of Athens)  *The upgraded educational model for the journalists - bioethical journalism.* |
| 11.30-12.00 | **Virtual Coffee Break**  Please contact the organizers to join Zoom meeting | |
| 12.00-14.00 | Parallel Session 12.  **The relationship between academia**  **and the advertising industry**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e8427430a36a444937726d3dc55bd7c71>  **Moderators:**  Mădălina Moraru (University of Bucharest), Paul Springer (Falmouth University)  Alexandre Duarte (University of Minho)  *A new reality in the labour market demands new strategies in education. Oficina de Portfolio™ - a case-study from IADE Creative University.*  Paul Springer (Falmouth University)  *Fluid advertising, fluid education: How the communication industries demand different skills, and how education is responding.*  Victor Dobre (IAA, Romania)  *The story of a successful relationship. A case study of the partnership between academia and the advertising industry.*  Delia Balaban („Babeș-Bolyai” University), Larisa Mureșan („Babeș-Bolyai” University)  *What makes Influencer marketing relevant in Romania- the perspective of agencies and brands.*  Yonca Aslanbay (Istanbul Bilgi University)  Gresi Sanje (Nisantasi University)  *Raising Hopes through CSR: Nef’s Karacay Youth Football Team Sponsorship.*  Mădălina Moraru (University of Bucharest)  *The professional evolution of Advertising graduates. A Case Study on Romanian Advertising BA Programs.* | Parallel Session 13.  **Women, media, and the gender gap**  **Moving forward, moving backward: GMMP, 1995 to 2020**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=eb1b75246bbc695fea2ce1ca1e0850fb3>  **Moderator:**  Daniela Rovența-Frumușani (University of Bucharest)  Daniela Rovența-Frumușani (University of Bucharest), Theodora-Eliza Văcărescu (Independent researcher)  *Global Media Monitoring Project (GMMP).*  Valentina Marinescu (University of Bucharest)  *GMMP Women and news in Romania. Twitter analysis.*  Ecaterina Balica (Institute of Sociology, Romanian Academy)  *Women-subject of news in Romanian online media.*    Diana Stoica (University of Bucharest)  *B1 TV and DIGI 24 during the Global Media Monitoring Day.*  Ramona Marinache (University of Bucharest), Theodor Dumitrache (University of Bucharest)  *GMMP, 29 September 2020, Romania. A qualitative analysis of radio newscasts.* |
| 14.00-16.00 | Parallel Session 14.  **The impact of technologies on journalism**  **and communication**  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e21761c6f50d97d06b063acf4d42e2b8f>  **Moderators:**  Georgeta Drulă (University of Bucharest), Andrej Blagojević (University of Niš)  Delia Cristina Balaban („Babeș-Bolyai” University), Dorin Spoaller („Babeș-Bolyai” University)  *Social media use and well-being. Perspectives from a study conducted during the lockdown in Romania.*  Bojic Ljubisa (University of Belgrade)  *How media directly impact society: a psychometric analysis of leading Twitter news profiles and their followers in Serbia.*  Georgeta Drulă (University of Bucharest)  *SEO for news sites in Romania.*  Ovidiu Ionel Duță („Babeș-Bolyai” University)  *Immersive Journalism. How media institutions manage to captivate a digital audience.*  Patricia Blaga („Babeș-Bolyai” University), Ioana Iancu(„Babeș-Bolyai” University)  *Applications of Virtual Reality in Communication.*  *A Top-Journal Systematic Literature Review.*  Valeriu Frunzaru (National University of Political Studies and Public Administration), Dan Florin Stănescu (National University of Political Studies and Public Administration), Oana Ștefăniță (National University of Political Studies and Public Administration)  *Books or Instagram as predictors for lifelong learning?*  Ioana Moroșanu (Universitatea „Alexandru Ioan Cuza”)  *Social Media’s Pathos and its Effects in Extending the Educational Process* | Parallel Session 15.  **Audiovisual communication in communism and post-communism**  Link for panelists:  <https://unibuc.webex.com/unibuc/onstage/g.php?MTID=e205e173fe0e5cba805b7e2315ac94a78>  **Moderators:**  Nataša Simeunović Bajić (University of Niš), Vyara Angelova (Sofia University „St. Kliment Ohridski”),  Romina Surugiu (University of Bucharest)  Alexandra Bardan (University of Bucharest), Antonio Momoc (University of Bucharest), Gheorghe Anghel (University of Bucharest),  *The Domestic Media Landscape in Romania before (and after) 1989: media devices embedded in personal histories.*  Vyara Angelova (Sofia University „St. Kliment Ohridski”)  *The shine of party television in post-socialist Bulgaria.*  Rodica Melinda Șuțu (University of Bucharest),  *Digitalization of the Romanian Public Television: opportunities and challenges.*  Rūta Kupetytė (Vilnius University)  *The Transformation of Radio Journalism in the Soviet Lithuania.*  Marta Mitrović (University of Niš), Tatjana Vulić (University of Niš)  *Post-editorial age - Digital intermediaries and cooperative responsibility.*  Anka Mihajlov Prokopović (University of Niš)  *Podcasts and journalism.* |
| 16.00 -17.00 | **Closing remarks and conclusions of the conference**  Please contact the organizers to join Zoom meeting | |