

Coordinators and topics – Communication Sciences

– PROF. UNIV. DR. ALINA BÂRGĂOANU – Email address: alina.bargaoanu@comunicare.ro

The European public sphere;
European identity;
Media coverage of European issues;
Media and the public sphere;
Communication in the European Union;
The role of the media in the Europeanization process;
Media and the European economic crisis.

– PROF. UNIV. DR. NICOLETA CORBU – Email address: nicoleta.corbu@comunicare.ro

Theories of mass communication (agenda setting, uses and rewards, the spiral of silence, the flow of two-step communication, etc.);
Media diet in the new information system;
Political communication in the new media landscape;
From news consumption to digital behavior;
New directions of analysis in the theories of communication in the age of social media;
Misinformation in the digital age;
Effects of media use in the age of social media.

– PROF. UNIV. DR. PAUL DOBRESCU – Email address: paul.dobrescu@comunicare.ro

East-West, the new fracture that adds to the one between Northern and Southern Europe;
The rise of the emerging world and the challenges it raises for stability and cooperation;
New spaces of communication and cultural practices at European level;
Eurocepticism as dominant of the European public space;
The crises that are announced in the post-crisis period;
Economic powers, media powers. The role of technology giants in the communication revolution;
The fall of globalization and the rise of smart connectivity;
Emerging technologies and their role in the new global power structure;
Particularities of communication in the "post-truth" era.

– PROF. UNIV. DR. GRIGORE GEORGIU – Email address: grigore.georgiu@comunicare.ro – **Final Year**

Culture and communication. Current theories on the influence of new media on the cultural universe;
The change of cultural paradigms in the postmodern world (applications of science, art, religion, education, communication);
Theories about media culture. Manipulation and symbolic violence;
The relationship between written culture and media culture (audiovisual) in contemporary education;
Image and language in artistic communication. The process of artistic reception. The relationship between art and the public. Cultural industries and the problem of kitsch. Applied analysis and applications on particular fields (film, literature, fine arts, urbanism, design, etc.);
Globalization and culture. The issue of cultural identities in the context of globalization and the process of European integration. The role of the media system in redefining cultural identities;
Intercultural communication. Ethnocentrism and cultural relativism. Competences and barriers in intercultural communication. Applications;
Cultural diversity and intercultural dialogue. Cultural interferences and hybridizations. Theories of

differences between cultures; factors, dimensions and indicators. Cultural identities as syntheses between global and local;
Religions and identity conflicts. Theories of "clash of civilizations" in today's world;
Debates on the European Union crisis. Re-issues on the relationship between national and European, between national cultural identities and emerging European identity. Euroscepticism, the immigrant crisis and the issue of Europe's cultural identity;
Country brand issue. Romania's image in Europe; problems, approaches, projects.

— PROF. UNIV. DR. CONSTANTIN SCHIFIRNETI – Email address: constantin.schifirneti@comunicare.ro

The image of Romanian public institutions in the online environment;
The media construction of the Europeanization of the Romanian society;
Social gender in social media;
Online communication and user age;
Online communication behaviors;
The local community and the local press;
The role of new media in the development of virtual culture;
Ethnic differences in online social media;
Online communication in crisis situations;
Public and private space in online social networks.

— PROF. UNIV. DR. TUDOR VLAD – Email address: tvlad@uga.edu

Criteria for assessing the freedom of press;
The impact of new technologies on the mass media and on the status of communicators;
Assessment of journalism academic programs in Romania;
The role of the press in the democratization process;
Central and Eastern European mass media markets;
The relationship between journalism education;
The media industry in the digital age.

— PROF. UNIV. DR. DIANA-MARIA CISMARU – Email address: diana.cismaru@comunicare.ro

The impact of social media development on organizational communication;
Transformations of organizations and management in the network society;
The role of social media in generating innovation in organizations and society;
Organizational reputation management in the digital society;
The transformation of public relations in the hyper-connected society;
Communication and promoting strategies in the digital society;
Public relations practices in the global environment;
Mass self-communication and identity alteration in social media;
Psycho-social phenomena and characteristics of online communication;
Negative effects of the development of the digital environment at the social level;
Communication and education in the postmodern era;
Applications of digital communication in modern education.

— CONF. UNIV. DR. LOREDANA RADU – Email address: loredana.vladu@comunicare.ro

Communication and governance;
Communicating and substantiating public policies;

Public communication and sustainable development;
Opinions and attitudes on the European Union;
Analysis of the Europeanization processes;
Pathologies of online communication: the "fake news" phenomenon;
The confidence crisis in the government systems.

— CONF. UNIV. DR. LOREDANA IVAN – Email address: loredana.ivan@comunicare.ro

Visual ageism: visual representation of the elderly in the media contents;
Age-friendly city: perceptions and expectations of citizens of different generations;
The elderly and the use of new communication and information technologies;
Solidarity between generations in the digital age;
Digital-care: helpful practices in a formal and informal context;
Social practices and attitudes towards the elderly and aging process;
Conflicts within the family and the use of new communication and information technologies.

— CONF. UNIV. DR. VALERIU FRUNZARU – Email address: valeriu.frunzaru@comunicare.ro

Online identity management;
Online social networks and social values;
Advertising in the digital society;
Communication between university, students and employers;
Communication between pupils, teachers and parents;
Anti-intellectualism in political discourse;
Social dialogue in the context of social, political and technological change.