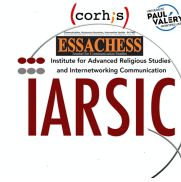




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## **3<sup>rd</sup> International Conference “*Communication in Action: From Theory to Practice and Back*”**

**9-11<sup>th</sup> November 2023, Iași, Romania**

### **Conference Programme**

#### **Day 1 – Thursday, 9<sup>th</sup> November 2023**

<b>12:00-13:00</b>	<b>Registration (hallway next to the Amphitheatre II8) Alexandru Ioan Cuza University of Iași, Main Building A (11 Carol I Boulevard, 700506-Iași, Romania)</b>		
<b>13:00-13:30</b>	<b>Opening Plenary Session – Part I  Amphitheatre II8 – Alexandru Ioan Cuza University of Iași, Main Building A (11 Carol I Boulevard, 700506-Iași, Romania)</b>	<b>Moderator:</b>	Ioan-Alexandru <b>GRĂDINARU</b> , Vice-Dean – Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași
		Welcome speech	Conțiu Tiberiu <b>ȘOITU</b> , Dean – Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași
		Opening remarks 1	Gheorghe-Ilie <b>FÂRTE</b> , Director – Department of Communication Sciences and Public Relations, Alexandru Ioan Cuza University of Iași
		Opening remarks 2	Stefan <b>BRATOSIN</b> , Director – The Institute for Advanced Religious Studies and Internetworking Communication (IARSIC), Paul Valéry University of Montpellier III
		Opening remarks 3	Vincent <b>HENRY</b> – Directeur de l'Institut Français de Roumanie à Iași



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13:30-13:45	<b>Coffee break</b>		
13:45-14:30	<b>Amphitheatre II8 – Alexandru Ioan Cuza University of Iași, Main Building A (11 Carol I Boulevard, 700506-Iași, Romania)</b>	Stefan <b>BRATOSIN</b>	SELF MEDIA ET NOUVEAU DÉSORDRE POLITIQUE: DÉFIS DE LA DIGITALISATION
14:30-15:15		Antonio-Roberto <b>MOMOC</b>	POLITICAL COMMUNICATION IN POST-PANDEMIC ROMANIA: ONLINE DISINFORMATION, FAKE NEWS, AND THE RISE OF POPULISM
15:15-15:45	<b>Coffee break</b>		
<b>Conference Panel: Journalism and Media Studies</b> Amphitheatre II8 – Alexandru Ioan Cuza University of Iași, Main Building A (11 Carol I Boulevard, 700506-Iași, Romania)		<b>Panel chairs: Ștefania BEJAN &amp; Camelia GRĂDINARU</b>	
15:45-16:10	Florinela <b>FLORIA</b>	DISPOSITIFS VISUELS DE COMMUNICATION MÉDIATIQUE: LA CARICATURE DE PRESSE	
16:10-16:35	Ștefania <b>BEJAN</b>	L'ENJEU DE L'INFORMATION DANS L'ESPACE NUMERIQUE – ENTRE CREDIBILITE ET SEDUCTION	
16:35-17:00	Irina <b>POP</b>	THE FOURTH STAGE IN THE PUBLIC MOOD AND THE MULTIPLIERS AND THE PUBLIC SPHERE IN ORADEA, ROMANIA	
17:00-17:25	Tudorel-Constantin <b>RUSU</b>	“AN ARTICLE A DAY GENERATED BY AI”. ABOUT PRODUCING SOFT NEWS AS A JOURNALISTIC EXPERIMENT.	
17:25-17:50	Camelia <b>GRĂDINARU</b> Daniel-Rareș <b>OBADĂ</b> Ioan-Alexandru <b>GRĂDINARU</b>	DO WE REALLY KNOW HOW TO USE AI-MEDIATED COMMUNICATION? A PILOT STUDY AMONG PR & COMMUNICATION SCIENCE STUDENTS	
17:50-18:15	Ioana-Adina <b>GRANCEA</b>	MEDIA COVERAGE OF AMECA: AN EXEMPLARY CASE STUDY IN CONTEMPORARY AI MYTHOLOGY	
18:30-19:30	<b>CULTURAL PARTNER EVENT: NOVEMBRE NUMÉRIQUE – Institut Français, Iași, Romania</b> (Codrescu Teodor 8, 700481 Iași, Romania)		



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From Theory to Practice and Back



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19:30-21:00	<b>Welcome Reception Cocktail</b>		<b>Institut Français, Iași</b> (Codrescu Teodor 8, 700481 Iași, Romania)
<b>Day 2 – Friday, 10<sup>th</sup> November 2023</b>			
9:30-10:15	<b>Opening Plenary Session – Part III</b> Amphitheatre I18 – Alexandru Ioan Cuza University of Iași, Main Building A (11 Carol I Boulevard, 700506-Iași, Romania)	<b>Moderator:</b>	Ioan-Alexandru <b>GRĂDINARU</b> , Vice-Dean – Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași
		Alexandru <b>LĂZESCU</b>	DO TRADITIONAL MEDIA INSTITUTIONS AND THE TRADITIONAL MODEL OF JOURNALISM HAVE A FUTURE?
10:15-11:00		Mihaela <b>TUDOR</b>	EFFETS DE LA MÉDIATISATION: GOUVERNANCE ET AUTORITÉ À L'ÉPREUVE DES NTIC
11:00-11:15	<b>Coffee break</b>		
<b>Conference Panel: Public Relations</b> Amphitheatre I18 – Alexandru Ioan Cuza University of Iași, Main Building A (11 Carol I Boulevard, 700506-Iași, Romania)		<b>Panel chairs:</b> Ioan-Alexandru <b>GRĂDINARU</b> & Daniel-Rareș <b>OBADĂ</b>	
11:15-11:40	Gheorghe-Ilie <b>FĂRTE</b> Virgil <b>STOICA</b>	THE INFLUENCE OF THE COVID-19 PANDEMIC ON THE PERFORMANCE OF ROMANIAN CITIES' WEBSITES	
11:40-12:05	Silviu-Petru <b>GRECU</b>	ONLINE MEDIA, POLITICAL POLARIZATION AND DELIBERATIVE DEMOCRACY IN EU-27 COUNTRIES. QUANTITATIVE APPROACH	
12:05-12:30	Iulia <b>MEDVESCHI</b>	THE BRAND IMAGE BUILDING PROCESS OF ROMANIAN PRIME MINISTERS IN THE DIGITAL ERA	
12:30-12:55	Mădălina-Maria <b>TOMA</b>	WINGS OF RESILIENCE: EXPLORING CRISIS COMMUNICATION STRATEGIES ON SOCIAL MEDIA BY LEADING ROMANIAN AIRLINES DURING THE COVID-19 PANDEMIC	
12:55-13:20	Daniel-Rareș <b>OBADĂ</b> Veronica <b>CĂMPIAN</b> Dan-Cristian <b>DABIJA</b>	"I WON'T GIVE YOU MY MONEY BECAUSE THIS IS FAKE NEWS!": UNDERSTANDING ONLINE CHARITY INTENTION TOWARD NGOs FROM A PUBLIC RELATIONS PERSPECTIVE	



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<b>13:30-14:45</b>		<b>Lunch – “Titu Maiorescu” Canteen Restaurant</b> (Titu Maiorescu Street, 7-9, Iași, Romania)	
<b>Conference Panel: Advertising</b> Amphitheatre II8 – Alexandru Ioan Cuza University of Iași, Main Building A (11 Carol I Boulevard, 700506, Iași, Romania)		<b>Panel chairs: Ioana-Adina GRANCEA &amp; Iulia MEDVESCHI</b>	
14:45-15:10	Ioana-Adina <b>GRANCEA</b>	CHALLENGES OF JUNIORS COPYWRITERS IN A CREATIVE WORLD POWERED BY GENERATIVE ARTIFICIAL INTELLIGENCE	
15:10-15:35	Gabriela <b>POLEAC</b> Alexandra <b>GHERGUȚ-BABII</b>	HOW SOCIAL MEDIA ALGORITHMS INFLUENCE THE WAY USERS DECIDE – PERSPECTIVES OF SOCIAL MEDIA USERS AND PRACTITIONERS	
15:35-16:00	Iulia Diana <b>POPA (NAGY)</b> Dan-Cristian <b>DABIJA</b> Daniel-Rareș <b>OBADĂ</b>	RETAIL TRANSFORMATIONS GENERATED BY THE RECENT TECHNOLOGY DEVELOPMENTS	
16:00-16:25	Anca Georgiana <b>MĂDĂRAȘ</b>	BETWEEN TECHNOLOGICAL ADVANCEMENT AND ETHICAL CONSIDERATIONS IN ADVERTISING: INSIGHTS FROM PRACTICE	
<b>16:25-16:40</b>		<b>Coffee break</b>	
<b>Conference Panel: Semiotics, Rhetoric, and Discourse Theories</b> Amphitheatre II8 – Alexandru Ioan Cuza University of Iași, Main Building A (11 Carol I Boulevard, 700506-Iași, Romania)		<b>Panel chairs: Raluca VARLAN-BONDOR &amp; Horia Costin CHIRIAC</b>	
16:40-17:05	Lavinia <b>SUCIU</b> Mircea <b>BERZOVAN</b>	LA (RE)CONSTRUCTION DU SENS, ENTRE VERBAL ET VISUEL. SUR L'ACCESSIBILITE VISUELLE DU DISCOURS	
17:05-17:30	Raluca <b>VARLAN-BONDOR</b>	THE RHETORIC OF SUBVERSION IN SURVEILLANCE ART PROJECTS	
17:30-17:55	Elena <b>VASILIU</b>	THE INTERSECTION OF ARGUMENTATION THEORY AND AI: THE LEGACY OF DOUGLAS WALTON	
17:55-18:20	Horia Costin <b>CHIRIAC</b>	THE USE OF DISCURSIVE SCHEMATIZATION AS A PERSUASIVE TOOL IN POLITICAL DISCOURSE	
18:20-18:45	Viorel <b>ȚUȚUI</b>	ETHICAL CHALLENGES IN MACHINE LEARNING	



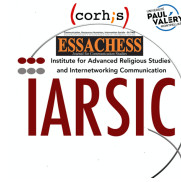
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18:45-19:00	Coffee break
19:00-19:30	Conference Closing
<b>Day 3 – Saturday, 11<sup>th</sup> November 2023</b>	
10:00-13:00	Social Programme – Visit to “A. Fatu” Botanic Garden of Iași