



ALEXANDRU IOAN CUZA
UNIVERSITY of IAȘI



The 4th International Conference “Communication in Action: From Theory to Practice and Back” (CIA 2024)

7-9th November 2024, Iași, Romania

Conference Programme

Day 1 – Thursday, 7th November 2024

10:00-12:00	New Book Releases – The Hall of the Echoing Footsteps, “Alexandru Ioan Cuza” University of Iași Moderator: Gheorghe-Ilie FÂRTE		
12:00-12:30	Registration (hallway next to the Aula Magna “Mihai Eminescu”) Aula Magna “Mihai Eminescu”, “Alexandru Ioan Cuza” University of Iași		
12:30-13:00	Opening Plenary Session – Part I Aula Magna “Mihai Eminescu”, “Alexandru Ioan Cuza” University of Iași	Moderator	Ioan-Alexandru GRĂDINARU, Vice-Dean – Faculty of Philosophy and Socio-Political Sciences, “Alexandru Ioan Cuza” University of Iași
		Opening remarks	Liviu-George MAHA, Rector, “Alexandru Ioan Cuza” University of Iași
			Romeo ASIMINEI, Dean – Faculty of Philosophy and Socio-Political Sciences, “Alexandru Ioan Cuza” University of Iași
			Corina BARBAROS, Vice-Dean, Research & Information Infrastructure Development – Faculty of Philosophy and Socio-Political Sciences, “Alexandru Ioan Cuza” University of Iași
			Ștefan BRATOSIN, Director – The Institute for Advanced Religious Studies and Internetworking Communication (IARSIC), Paul Valéry University of Montpellier
			Daniel-Rareș OBADĂ, Director – Department of Communication Sciences and Public Relations, “Alexandru Ioan Cuza” University of Iași



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13:00-13:40	Opening Plenary Session – Part II	Mihaela TUDOR	INTELLIGENCE ARTIFICIELLE (IA) ET TECHNOLOGIES ÉMERGENTES: COMPRENDRE LA COMPLEXITÉ
13:40-14:00	Coffee Break		
14:00-14:40	Opening Plenary Session – Part III	Antonio-Roberto MOMOC	EMERGING TECHNOLOGIES IN JOURNALISM AND COMMUNICATION: POPULIST THREATS TO DEMOCRACY IN THE ALGORITHMIC ERA
14:40-15:20		Ștefan BRATOSIN	L'INTELLIGENCE ARTIFICIELLE (IA): OUTIL ET MANIÈRE D'ÊTRE AU MONDE
Conference Panel 1 (Learning Center, “Alexandru Ioan Cuza” University of Iași)		DIGITAL MEDIA AND THE COMMUNICATION INDUSTRIES: INEQUALITIES IN THE AGE OF ARTIFICIAL INTELLIGENCE Panel chair: Antonio-Roberto MOMOC	
16:00-16:20	Aurelian GIUGĂL George SECĂREANU	BLUE ECONOMY: THE POLITICS OF THE DANUBE DELTA BIOSPHERE RESERVE IN THE MEDIA DISCOURSE IN POST-COMMUNIST ROMANIA	
16:20-16:40	Roland-Mihai ÎMPUȘCATU	THE ARTIFICIAL CREATIVITY REVOLUTION: OPPORTUNITIES AND CHALLENGES IN THE GENERATIVE ERA	
16:40-17:00	Gabriela-Cătălina DANCIU	KEY TRENDS IN DIGITAL COMMUNICATION FOR ROMANIA’S 2024 PRESIDENTIAL CAMPAIGN	
17:00-17:20	Sergiu BORTOȘ Romeo ASIMINEI	RETHINKING NEWS CONSUMPTION IN THE DIGITAL AGE: INCIDENTAL EXPOSURE AND NEWS-FINDS-ME PERCEPTION	
17:20-17:40	Tudorel-Constantin RUSU	CONSTRUCTIVE JOURNALISM (COJO) IN ROMANIA: PRINCIPLES, TOOLS, FORMATS, A NEWS MIRROR, AND A MAP	
17:40-18:00	Silviu-Petru GRECU	ONLINE MEDIA FRAGMENTATION, POLITICAL PARTICIPATION AND VOTER TURNOUT IN EU-27 COUNTRIES. LONG-TERM STATISTICAL ANALYSIS	
18:00-18:20	Mihai VACARIU	FAKE NEWS, ARTIFICIAL INTELLIGENCE, AND VOTER MANIPULATION: DIGITAL COMMUNICATION STRATEGIES IN ELECTORAL CAMPAIGNS	



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18:30-20:30	Welcome Reception Cocktail	Learning Center, “Alexandru Ioan Cuza” University of Iași (Miclescu House, Pinului Str. No. 2, Iași)
Day 2 – Friday, 8th November 2024		
8:00-9:30	Workshop: FreshVote.ro – The digital compass for the presidential elections (Mihnea-Simion STOICA) (Amphitheatre II 8, “Titu Maiorescu”)	
Conference Panel 2 (Ferdinand Conference Room, “Alexandru Ioan Cuza” University of Iași, Building A)		PUBLIC DISCOURSE IN DISRUPTIVE TIMES: LESSONS AND TRENDS Panel chairs: Ștefania BEJAN & Camelia GRĂDINARU
09:00-09:20	Ștefania BEJAN	AI IMPERIALISM IN JOURNALISM: ADVANTAGES AND FEARS
09:20-09:40	Cristina GAVRILUȚĂ	CRISES, COMMUNICATION ET MULTIPLICATION DE LA RÉALITÉ. ETUDE DE CAS SUR LA PANDÉMIE DE COVID-19
09:40-10:00	Nicu GAVRILUȚĂ	COMMUNICATION ET COMMUNION À L'ÈRE DES TECHNOLOGIES ÉMERGENTES
10:00-10:20	Otilia BĂLINIȘTEANU	LA CORRESPONDANCE DES DISSIDENTS, MOYEN DE CONSTITUTION DE LA SPHÈRE PUBLIQUE ALTERNATIVE SOUS LE RÉGIME CEAUȘESCU
10:20-10:30	Coffee Break	
Conference Panel 3 (Ferdinand Conference Room, “Alexandru Ioan Cuza” University of Iași, Building A)		COMMUNICATION PRACTICES IN THE DIGITAL ERA: CHALLENGES AND INSIGHTS Panel chairs: Daniel-Rareș OBADĂ & Mihaela MOCANU
10:30-10:50	Elena-Simona VRÂNCEANU Silviu-Petru GRECU Bogdan ȘTEFANACHI	POLITICAL INFORMATION AND LOCAL DEMOCRACY IN THE DIGITAL ERA. INSIGHTS FROM EU-27 SMART-CITIES



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10:50-11:10	Bianca DRĂNESCU Oana BARBU-KLEITSCH	THE INFLUENCE OF FOMO ON SHOPPING MOTIVATION AND COMPULSIVE BUYING IN YOUNG ADULTS
11:10-11:30	Alexandra-Niculina GHERGUȚ-BABII Gabriela POLEAC Daniel-Rareș OBADĂ	CHALLENGES FOR NGO COMMUNICATION PRACTITIONERS IN THE DISINFORMATION ERA: A QUALITATIVE STUDY EXPLORING STUDENTS' PERCEPTION OF CIVIC ENGAGEMENT
11:30-11:40	Coffee Break	
11:40-12:00	Corina BARBAROS	COMMUNICATING UNCERTAINTY IN TIMES OF CRISIS: THE LEGITIMIZATION OF THE EU'S PANDEMIC RESPONSE THROUGH THE DISCOURSE OF THE PRESIDENT OF THE EUROPEAN COMMISSION
12:00-12:20	Ileana ROTARU Raluca COLOJOARĂ	THE IMPACT OF ARTIFICIAL INTELLIGENCE ON CHILDREN'S RIGHTS
12:20-12:40	Camelia GRĂDINARU	DELETE IT OR NOT? DIGITAL (INTENTIONAL) FORGETTING IN THE AGE OF AI
12:40-13:00	Anca Diana BIBIRI Mihaela MOCANU Andrei SCUTELNICU	THE IMPACT OF GENERATIVE AI ON ACADEMIC RESEARCH PRACTICES
13:00-14:30	Lunch break The Academic's House (Canta House, Carol I Boulevard No. 9)	
Conference Panel 4: (Ferdinand Conference Room, "Alexandru Ioan Cuza" University of Iași, Building A)		EMERGING COMMUNICATION STRATEGIES IN A CONNECTED WORLD Panel chairs: Ioan-Alexandru GRĂDINARU & Gabriela POLEAC
14:30-14:50	Ioanna Georgia ESKIADI	THE IMPACT OF EMERGING TECHNOLOGIES ON JOURNALISM AND PROFESSIONAL COMMUNICATION: AN EXPLORATION OF XR MEDIA, AI, AND IOT ON NEWSROOM PRACTICES AND AUDIENCE ENGAGEMENT
14:50-15:10	Mihnea-Simion STOICA	GAMIFYING COMMUNICATION THROUGH POLITICAL COMPASSES. CASE STUDY: POPULISM AND ARTIFICIAL INTELLIGENCE



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15:10-15:30	Horia-Costin CHIRIAC	THE AESTHETICS OF PERCEPTIONS IN PUBLIC SPEAKING: THE POWER OF CONNOTATIONS IN THE POSTMODERN ERA
15:30-15:50	Ionela-Carina BRÂNZILĂ Alin RUBNICU	INVESTIGATING URBAN COMMUNICATION IN SMART CITIES: THE INFLUENCE OF EMERGING TECHNOLOGIES
15:50-16:10	Ileana ROTARU Ioana VID Bianca DRĂMNESCU	TECHNOLOGICAL APPROACHES TO BUSINESS COMMUNICATION: THE IMPACT OF AI IN MARKETING AGENCIES
16:10-16:20	Coffee break	
Conference Panel 5 (Ferdinand Conference Room, “Alexandru Ioan Cuza” University of Iași, Building A)		COMMUNICATION AND TECHNOLOGY IN PUBLIC SPHERE Panel chairs: Horia-Costin CHIRIAC & Tudorel-Constantin RUSU
16:20-16:40	Gheorghe-Ilie FÂRTE	WILL DIGITAL DISRUPTION HURT DISCURSIVE PUBLIC SPHERE?
16:40-17:00	Ioan-Alexandru GRĂDINARU	HOW FAR CAN WE GO? THE USE OF DIGITAL TOOLS IN PUBLIC AFFAIRS MANAGEMENT
17:00-17:20	Horia-Costin CHIRIAC	CULTIVATING PERSUASION IN LEGAL DISCOURSE: AN AESTHETIC AND ARGUMENTATIVE ANALYSIS
17:20-17:40	Valentin-Roberto DRAGOMIR	THE USE OF FAKE NEWS IN ELECTORAL CAMPAIGNS BY ROMANIAN POPULIST PARTIES
17:40-17:50	Coffee Break	
17:50-18:10	Vlad-Mihai MOROȘANU	A THEORETICAL FRAMEWORK ON HOW DENTAL ANXIETY IS REDUCED THROUGH COMMUNICATION
18:10-18:30	Marinela POPOVICI Mariana PĂDUREAC	EXPLORING THE CONTENT OF THE NATIONALIST MESSAGES DISSEMINATED ON SOCIAL MEDIA IN ROMANIA DURING THE 2024 LOCAL AND EUROPEAN PARLIAMENTARY ELECTIONS



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18:30-18:50	Daniel-Rareș OBADĂ Oana ȚUGULEA	CAN TIKTOK ADVERTISING LEAD TO ELECTRONIC WORD OF MOUTH? A MEDIA PLANNING APPROACH
19:00-19:30	Conference Closing	
Day 3 – Saturday, 9 th November 2024		
10:00-13:00	Social Programme – Visit to the “A. Fatu” Botanical Garden of Iasi	

Assoc. Prof. Daniel-Rareș OBADĂ, PhD
Chairman of the Organizing Committee – CIA 2024

Assist. Prof. Gabriela POLEAC
Secretary of the Organizing Committee – CIA 2024