



ALEXANDRU IOAN CUZA
UNIVERSITY of IAȘI



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The 5th International Conference “Communication in Action: From Theory to Practice and Back” (CIA 2025)

6-8th November 2025, Iași, Romania

Conference Programme			
Day 1 – Thursday, 6 th November 2025			
12:00-13:30	Book Stand (Tritonic)—Romanian Academy, Iasi Branch (Carol I, no. 8) New Book Releases – Romanian Academy Auditorium Moderator: Gheorghe-Ilie FÂRTE		
13:30-14:00	Registration (Romanian Academy, Iasi Branch)		
14:00-14:30	Opening Plenary Session – Part I Romanian Academy Auditorium, Iasi Branch	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
			Daniel-Rareș OBADĂ , Director – Department of Communication Sciences and Public Relations, “Alexandru Ioan Cuza” University of Iași
			Ștefan BRATOSIN , Director – The Institute for Advanced Religious Studies and Internetworking Communication (IARSIC), Paul Valéry University of Montpellier



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			Paola ATTOLINO – The Department of Political and Social Studies (DISPS) from the University of Salerno (UNISA), Italy
			Peter KONHÄUSNER , Vice President (Academic) – Gisma University of Applied Sciences
			Cătălin-Lucian HOSU , Vice President – The Romanian Public Relations Association (ARRP)
14:30-15:10	Opening Plenary Session – Part II	Mihaela TUDOR	IA GÉNÉRATIVE ET FÉMINISME: RECONSTRUIRE L’ESPACE PUBLIC À L’ÈRE NUMÉRIQUE
15:10-15:50		Ștefan BRATOSIN	RELIGION ET IA. QUI CHANGE QUI?
15:50-16:10	Coffee Break		
16:10-16:50	Opening Plenary Session – Part III	Paola ATTOLINO	FRAMING THE UNREAL: LANGUAGE, MISINFORMATION, AND THE LESSONS OF ALTERNATE HISTORY
16:50-17:30		Peter KONHÄUSNER	MULTIDIMENSIONAL CROWDSOURCING IN MARKETING – A THEORETICAL APPROACH TO STOP FRAUD AND SCAM
18:00-19:30	Welcome Reception Cocktail		“Titu Maiorescu” Canteen Restaurant
Day 2 – Friday, 7th November 2025			
Conference Panel 1A “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Room EI.4		TRACK 1. UNDERSTANDING CONTEMPORARY CHANGES IN CONTENT CREATION Panel chairs: Camelia GRĂDINARU & Tudorel-Constantin RUSU	
09:00-09:20	Lucian BARBACARU	DIGITAL LIES: GENERATIVE AI TOOLS USED AS A DISINFORMATION ECOSYSTEM	



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09:20-09:40	Loredana-Elena PETCU Loredana-Elena DOGARIU	THE IMPACT OF ENTERTAINMENT PROGRAMS ON CHILDREN
09:40-10:00	Tudorel-Constantin RUSU Gabriela POLEAC	UNDERSTANDING DIGITAL FASTING AS A SPIRITUAL PRACTICE
10:00-10:20	Andreea-Roxana COSTAȘ	NEWSROOM IN TRANSITION: HOW JOURNALISTS AT TVR IAȘI ADAPT TO NEW MEDIA AND THE CHALLENGES OF ARTIFICIAL INTELLIGENCE
10:20-11:00	Coffee Break	
Conference Panel 1B “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Room EI.2		TRACK 2. UNDERSTANDING THE HIGHLY DIGITIZED PUBLIC SPHERE Panel chairs: Gheorghe-Ilie FÂRTE & Ioan-Alexandru GRĂDINARU
09:00-09:20	Hongjun ZHU	INTELLECTUAL PROPERTY CONCERNS IN AI-GENERATED CONTENT
09:20-09:40	Tian NIU	HOW DOES GENERATIVE AI RESHAPE THE CREATIVE ECOSYSTEM?
09:40-10:00	Jiayi JING Qiuling WU	AI DEVELOPMENT AND MAJOR APPLICATION FIELDS IN CHINA: A POLICY AND COMMUNICATION PERSPECTIVE
10:00-10:20	Zhengrong HU	EMERGING COMMUNICATION CHALLENGES IN THE AGE OF ARTIFICIAL INTELLIGENCE
10:20-11:00	Coffee Break	
Conference Panel 2A “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Room EI.4		TRACK 3. UNDERSTANDING NEW FACETS OF INTERPERSONAL COMMUNICATION Panel chairs: Oana ȚUGULEA & George Cristian NISTOR
11:00-11:20	Beatrice BARBOS	FLOW DIMENSIONS OF GEN Z: HOW THEY RELATE TO ACTUAL BEHAVIOR IN THE TIKTOK WORLD



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	Oana ȚUGULEA Daniel-Rareș OBADĂ	
11:20-11:40	Daniel UNGUREANU	WHEN AI MAKES NONSENSE: OVERLOAD OPACITY AND THE POLITICS OF VISUAL RESISTANCE IN PLATFORM MEME CULTURE
11:40-12:00	George Cristian NISTOR	UNDERSTANDING TECHNOLOGY ACCEPTANCE IN THE AGE OF ARTIFICIAL INTELLIGENCE
12:00-12:20	Camelia GRĂDINARU	“WHO WANTS TO LIVE FOREVER” IN <i>WONDERLAND</i> ? DIGITAL IMMORTALITY IN CINEMATIC DISCOURSE
12:20-12:40	Mihai VACARIU	BETWEEN FEAR AND MANIPULATION: DISINFORMATION AND ELECTORAL DYNAMICS IN ROMANIA AND THE REPUBLIC OF MOLDOVA
13:00-14:30	Lunch break – “Titu Maiorescu” Canteen Restaurant	
Conference Panel 2B “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Room EI.2		TRACK 4. CHANGES IN COMMUNICATION SCIENCE EDUCATION, RESEARCH, POLICY, AND REGULATION Panel chairs: Horia-Costin CHIRIAC & Oana OMETĂ
11:00-11:20	Ioan-Alexandru GRĂDINARU	IS DIGITAL DEMOCRACY STILL A VIABLE PROJECT?
11:20-11:40	Oana OMETĂ	TEACHING MEDIA ANTHROPOLOGY. RETHINKING HIGHER EDUCATION SKILLS IN THE AGE OF DIGITAL TRANSFORMATION
11:40-12:00	Mariana CERNICOVA-BUCA	HYBRID AGENCY AND META-AWARENESS IN VIRTUAL INFLUENCERS: THE CASE OF ANA TOBOR AND THE FUTURE OF COMMUNICATION
12:00-12:20	Cătălin-Lucian HOSU	STRATEGIC COMMUNICATION FOR STRENGTHENING ORGANIZATIONAL SUSTAINABILITY: INSTITUTIONALISING COMMUNITY DIALOGUE (A COMPARATIVE MULTI-CASE STUDY IN WESTERN ROMANIA)
12:20-12:40	Cristina GAVRILUȚĂ	THE DIGITAL MAN



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12:40-13:00	Horia-Costin CHIRIAC	THE ONTOLOGICAL CRISIS OF DIGITAL IMAGERY GENERATED BY ARTIFICIAL INTELLIGENCE: AN AESTHETIC INQUIRY
13:00-14:30	Lunch break – “Titu Maiorescu” Canteen Restaurant	
Conference Panel 3A: “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Room EI.4		COMMUNICATION IN THE AGE OF DIGITAL PLATFORMS AND NON-HUMAN AGENTS: AI, ETHICS, AND MISINFORMATION IN NEW MEDIA Panel chairs: Antonio MOMOC & Elena-Simona VRÂNCEANU
14:30-14:50	Gheorghe-Ilie FÂRTE Valentin-Roberto DRAGOMIR	MEDIATED SIGNALING OF OUTSIDER STATUS: DEVELOPING RIGHT-WING POPULIST IDENTITY IN SOCIAL MEDIA DISCOURSE
14:50-15:10	Elena-Simona VRÂNCEANU	POLITICAL CHANGE AND PARTY TRANSFORMATION: TOWARDS A NEW PARADIGM OF COMMUNICATION AND LEGITIMACY
15:10-15:30	Ana CROITORU Antonio MOMOC	FAKE NEWS VS. DISINFORMATION: MEDIA CONSUMERS’ PERCEPTIONS OF FALSE INFORMATION IN THE ROMANIAN POLITICAL CONTEXT
15:30-15:50	Roland ÎMPUȘCATU Antonio MOMOC	ARTIFICIAL INTELLIGENCE OPTIMIZATION (AIO) BEYOND GOOGLE: RETHINKING BRAND VISIBILITY IN THE AGE OF GENERATIVE AI
15:50-16:20	Coffee break	
Conference Panel 3B: “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Room EI.2		TRACK 2. UNDERSTANDING THE HIGHLY DIGITIZED PUBLIC SPHERE Panel chairs: Gabriela POLEAC & Alexandra-Niculina GHERGUȚ-BABII
14:30-14:50	Vlad-Mihai MOROȘANU	USING VR EXPOSURE TO ENHANCE COMMUNICATION AND REDUCE DENTAL ANXIETY
14:50-15:10	Ioana-Adina GRANCEA Viorel ȚUȚUI	SCALING UP GOOD LISTENING: AN ASSESSMENT FRAMEWORK FOR AI-POWERED MASS DELIBERATION MODELS
15:10-15:30	Sebastian-Claudiu NISTOR Oana BUNESCU	COMMUNICATION IN TRANSITION: MANAGING CHANGE AND INNOVATION



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15:30-15:50	Ramona-Elena BRATU (DUNĂ)	FROM SUBCULTURE TO COMMUNICATIVE PHENOMENON: TRAP AS A NEW PARADIGM OF IDENTITY EXPRESSION IN YOUTH CULTURE
15:50-16:10	Alexandra-Niculina GHERGUȚ-BABII Gabriela POLEAC	THE PRACTICE OF INDEPENDENT JOURNALISM IN ROMANIA: ADAPTATION STRATEGIES IN A TRANSFORMED MEDIA ENVIRONMENT
16:10-16:20	Coffee break	
Conference Panel 4A: “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Room EI.4		TRACK 3. UNDERSTANDING NEW FACETS OF INTERPERSONAL COMMUNICATION Panel chairs: Ștefania BEJAN & Horia-Costin CHIRIAC
16:20-16:40	Carmen IONESCU	INTELLIGENCE ARTIFICIELLE GÉNÉRATIVE ET RECONFIGURATION DE LA DÉSINFORMATION : ÉTUDE DE CAS
16:40-17:00	Alina ROMAȘCU Lavinia SUCIU	LES INTERACTIONS CONVERSATIONNELLES ET ÉMOTIONNELLES À L'ÈRE DE L'HYBRIDATION RELATIONNELLE
17:00-17:20	Ștefania BEJAN	RÉGLEMENTATION DE L'ACTIVITÉ DES ACTEURS NON HUMAINS (IA) : URGENCE OU DÉSIR ?
17:20-17:40	Horia-Costin CHIRIAC	GROTESQUE AND SUBLIME IN LITERARY COMMUNICATION: AN AESTHETIC AND SEMIOTIC ANALYSIS OF ION CREANGĂ'S CHARACTERS
17:40-18:00	Andreea POENAȘU	TOWARD PARTICIPATORY COMMUNICATION BY MEANS OF GAMIFICATION
18:00-18:20	Dan Constantin AGHEORGHIESEI	INTELLECTUAL PROPERTY RIGHTS IN THE AGE OF ARTIFICIAL INTELLIGENCE
Conference Panel 4B “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Room EI.2		TRACK 4. CHANGES IN COMMUNICATION SCIENCE EDUCATION, RESEARCH, POLICY, AND REGULATION Panel chairs: Silviu-Petru GRECU & Manuela ANGHELESCU
16:20-16:40	Manuela ANGHELESCU	FROM THE MALL-CITY TO THE DEVICE-CITY: A FOUCAULDIAN READING OF POST-TIMIȘOARA 2023 CULTURAL SPACES



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16:40-17:00	Romeo ASIMINEI Sergiu BORTOȘ	POLITICAL EFFICACY AND ELECTORAL BEHAVIOR DURING DEMOCRATIC RECALIBRATION: ROMANIA 2024-2025
17:00-17:20	Cristina FLEȘERIU Mara-Ilinca FRON	HUMAN VS. ARTIFICIAL INTELLIGENCE IN SOCIAL MEDIA MARKETING: AN EYE-TRACKING STUDY OF CONSUMER ENGAGEMENT ON INSTAGRAM
17:20-17:40	Silviu-Petru GRECU	CULTURAL VALUES, POLITICAL BEHAVIOR AND ONLINE COMMUNICATION IN EUROPE. TOWARD A PARADIGM SHIFT IN POLITICAL COMMUNICATION
17:40-18:00	Mirela-Marilena ȚUȚUIANU	INFORMATION RESILIENCE AND INTERCULTURAL COMMUNICATION IN THE CONTEXT OF THE UKRAINIAN CRISIS: SOCIAL REPRESENTATIONS AMONG ETHNIC MINORITIES IN TULCEA
18:00-18:20	Carmen UNGUR-BREHOI	ARTIFICIAL CREATIVITY, REAL RISKS: GENERATIVE AI AND THE SPREAD OF DISINFORMATION IN ROMANIA’S MEDIA NARRATIVES
18:20-19:00	Conference Closing – “Alexandru Ioan Cuza” University of Iași, Building E (Păcurari Street no. 6), Amphitheatre III.7	
Day 3 – Saturday, 8th November 2025		
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 2025

Assist. Prof. Gabriela POLEAC
Secretary of the Organizing Committee – CIA 2025