Communication in Action:
From Theory to Practice and Back (6th edition)

International Conference, November 19th-21st, 2026, Iaşi, Romania

Conference Programme			
Day 1 – Thursday, 19th November 2026			
9:00-9:30	**Registration** Aula Magna "Mihai Eminescu", Alexandru Ioan Cuza University of Iași Main Building A (11 Carol I Boulevard, 700506 Iași, Romania)		
9:30-10:45	**New Book Releases in Communication Sciences** Moderator: Gheorghe-Ilie FÂRTE Aula Magna "Mihai Eminescu", Alexandru Ioan Cuza University of Iași		
11:00-11:50	**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 Social-Political Sciences, "Alexandru Ioan Cuza" University of Iaşi
		Opening remarks	Liviu-George **MAHA**, Rector, "Alexandru Ioan Cuza" University of Iaşi
			Romeo **ASIMINEI,** Dean – Faculty of Philosophy and Social-Political Sciences, "Alexandru Ioan Cuza" University of Iaşi
			Daniel-Rareş **OBADĂ**, Director – Department of Communication Sciences and Public Relations, "Alexandru Ioan Cuza" University of Iaşi
			Paola **ATTOLINO** – The Department of Political and Social Studies (DISPS) from the University of Salerno (UNISA), Italy
			Muhammad Tanvir **AFZAL** – Gisma University of Applied Sciences, Germany

			Nihan **AKINCILAR** – Fenerbahçe University, Türkiye Ștefan **BRATOSIN** – Institute for Advanced Religious Studies and Internetworking Communication (IARSIC), Université Paul-Valéry Montpellier 3, France
11:50-12:00	**Coffee Break**		
12:00-12:40	**Opening Plenary Session – Part II** Aula Magna "Mihai Eminescu", Alexandru Ioan Cuza University of Iași	Muhammad Tanvir **AFZAL**	**TEACHING, DESIGNING AND SAFEGUARDING LEARNING WITH AI: A THREE-PART AGENDA FOR HIGHER EDUCATION**
12:50-13:30		Daniel **CONDURACHE**	**LE CIEL COMME MÉDIA : SATELLITES, INTELLIGENCE ARTIFICIELLE ET AVENIR DE L'ESPACE PUBLIC**
13:30-13:45	**Coffee Break**		
13:45-14:25	**Opening Plenary Session – Part III** Aula Magna "Mihai Eminescu", Alexandru Ioan Cuza University of Iași	Paola **ATTOLINO**	**WHO OWNS THE PROTEST? "BE WATER", HUMAN AGENCY, AND SYNTHETIC REPRESENTATIONS**
14:35-15:15		Sinan **APAK**	**WHO DECIDES WHEN THE MACHINE DRAFTS? DECISION RIGHTS AND HUMAN AGENCY IN SYNTHETIC WORK**
15:30-16:30	**Lunch**		**Gaudeamus Restaurant**

Day 2 – Friday, 20th November 2026		
Conference Panel 1A (Senate Hall, "Alexandru Ioan Cuza" University of Iași, Building A)		**TRACK 1: AI-DRIVEN TRANSFORMATIONS OF POLITICAL DISCOURSE** **Panel chairs: Adriana ȘTEFĂNEL & Mihai VACARIU**
09:00-09:20	Antonio AMUZA Adriana ŞTEFĂNEL Daniele BATTISTA	ARE WE ENTERING AN ERA OF NEO-POPULISM? HOW SYNTHETIC AUTHENTICITY CONSTRUCTS POLITICAL REALITY AND RESHAPES CITIZENS' HOPES
09:20-09:40	Valentina MARINESCU Ramona MARINACHE Teodor DUMITRACHE	TRUST FOR SALE: DEEPFAKE INVESTMENT SCAMS AND APPROPRIATION OF INSTITUTIONAL AUTHORITY IN ROMANIA
09:40-10:00	Loredana VLADU Mirela PÎRVAN Cătălina NASTASIU Marina ENACHE	NOT ABSENT, BUT ELSEWHERE: POLITICAL ALIENATION AS COMMUNICATIVE REORIENTATION IN ROMANIA
10:00-10:20	Mihai VACARIU	ELECTORAL DISINFORMATION IN ROMANIA: FEAR AND ANGER IN 2024-2025
10:20-10:40	Silviu-Petru GRECU	SEEING THE SAME THING DIFFERENTLY: THE JASTROW ILLUSION IN POLITICAL COGNITION, DISINFORMATION, AND POLARIZATION IN THE AI ERA
10:40-11:00	Adriana ŞTEFĂNEL Romina SURUGIU	CONTESTED MEMORY AND POLITICAL BELONGING: ONLINE DISCUSSIONS AFTER ION ILIESCU'S DEATH

11:00-11:20	**Coffee Break**	
Conference Panel 1B (Ferdinand Conference Room, "Alexandru Ioan Cuza" University of Iași, Building A)		**TRACK 2: EMOTIONAL RESPONSES TO AI-GENERATED MESSAGES** **Panel chairs: Ioan-Alexandru GRĂDINARU & Iuliana OBREJA**
09:00-09:20	Cătălin-Lucian HOSU	FROM VOICE TO DECISION: TRACEABILITY AND HUMAN AGENCY IN ORGANISATION-COMMUNITY DIALOGUE
09:20-09:40	Ioan-Alexandru GRĂDINARU	"ISN'T IT STRANGE, TO CREATE SOMETHING THAT HATES YOU?": RETHINKING RELATIONSHIP THEORY FOR AI SIGNIFICANT OTHERS
09:40-10:00	Adriana TUDURUȚĂ Irina-Constanța THEODORU	IS IT A BIRD? IS IT A PLANE? IS IT AI? SOURCE ATTRIBUTION AND CREDIBILITY IN ADOLESCENTS' EVALUATION OF AI-GENERATED COMMUNICATION
10:00-10:20	Iuliana OBREJA Adriana MANOLICĂ	HUMAN OR ARTIFICIAL? EXPLORING THE ROLE OF SOURCE DISCLOSURE IN READER'S RESPONSES TO DIGITAL BOOK RECOMMENDATIONS
10:20-10:40	Ana-Maria CRINTEA	AI-ASSISTED DONOR COMMUNICATION: SELECTING PERSUASIVE APPEALS, SUBSTANTIATING CLAIMS, AND REPRESENTING BENEFICIARIES RESPONSIBLY
11:00-11:20	**Coffee Break**	
Conference Panel 2A (Senate Hall, "Alexandru Ioan Cuza" University of Iași, Building A)		**TRACK 3: ADDRESSING THE EFFECTS OF DECEPTIVE CONTENT** **Panel chairs: Ioana-Adina GRANCEA & Teodor DUMITRACHE**
11:20-11:40	Camelia GRĂDINARU	IS SOMEONE ELSE IN THE ROOM? GENERATIVE AI AND THE BOUNDARIES OF THERAPEUTIC COMMUNICATION

11:40-12:00	Iulia POSTOLACHI Ioana Alexandra HORODNIC Nicolae POSTOLACHI	WHO INFORMS STUDENTS ABOUT CYBERSECURITY? CHANGING INFORMATION CHANNELS IN AN AI-DRIVEN COMMUNICATION LANDSCAPE
12:00-12:20	Valentina MARINESCU Ramona MARINACHE Teodor DUMITRACHE	SYNTHETIC THREATS, OFFICIAL VOICES: HOW ROMANIAN AUTHORITIES COMMUNICATE AI-ENABLED DECEPTIVE OPERATIONS
12:20-12:40	Ioana-Adina GRANCEA	A FRAMEWORK FOR ASSESSING THE RHETORICAL LEGITIMACY OF AI-GENERATED VISUALS: THE CASE OF POSTHUMOUS ARTISTIC HOMAGE
13:00-14:30	**Lunch break – the Hall of Lost Steps (in front of Aula Magna "Mihai Eminescu", Alexandru Ioan Cuza University of Iași Main Building A)**	
Conference Panel 2B (Ferdinand Conference Room, "Alexandru Ioan Cuza" University of Iași, Building A)		**TRACK 4: THE PLACE OF AI IN PROFESSIONAL WRITING** **Panel chairs: Alexandra-Niculina GHERGUȚ-BABII & Miruna MIHAILOVICI**
11:20-11:40	Diego CALATAYUD SORIANO	HUMAN JUDGEMENT IN THE AGE OF SYNTHETIC CODERS: A TRIPLE AI AUDIT OF NEWS FRAMING OF THE HISPANIC/LATINO POPULATION IN FLORIDA

11:40-12:00	Oana ROIU	HUMAN AUTHORS IN THE GenAI ERA: A METHODOLOGICAL OVERVIEW OF THE INVESTIGATIONS ON THE CONSTRUCTION OF ROMANIAN STUDENTS' AUTHORIAL IDENTITY IN ACADEMIC WRITING
12:00-12:20	Alexandra-Niculina GHERGUȚ-BABII Laurent BIGOT	AGAINST SYNTHETIC PERSUASION: ART-BASED EXHIBITIONS AS SPACES OF HUMAN AGENCY IN MEDIA EDUCATION
12:20-12:40	Miruna MIHAILOVICI	ARTIFICIAL INTELLIGENCE IN TELEVISION NEWS PRODUCTION. REDEFINING JOURNALISTIC PRACTICES IN THE AI ERA
12:40-13:00	Anamaria FILIMON-BENEA Ioana VID	JOURNALISM IN 60 SECONDS: BETWEEN ALGORITHMS, AI, AND THE AUTHENTICITY OF INFORMATION
13:00-14:30	**Lunch break – the Hall of Lost Steps (in front of Aula Magna "Mihai Eminescu", Alexandru Ioan Cuza University of Iași Main Building A)**	
Conference Panel 3A (Senate Hall, "Alexandru Ioan Cuza" University of Iași, Building A)		**TRACK 5: AI-RELATED TRANSFORMATIONS OF HIGHER EDUCATION** **Panel chairs: Camelia GRĂDINARU & Laura MALIȚA**
14:30-14:50	Eduard ISTRATE	HUMAN AND SYNTHETIC WORK IN COMMUNICATION STUDIES – CHALLENGES AND ADAPTATIONS IN TERTIARY EDUCATION
14:50-15:10	Vlad ICHIM	AI IN THE ACADEMIC ENVIRONMENT AND ITS LIMITS OF OPERATION
15:10-15:30	Cristina-Elena ACHIM	WHO DESIGNS THE LEARNING ENVIRONMENT? APPLIED BEHAVIOR ANALYSIS AND FLOW IN AI-MEDIATED HIGHER EDUCATION
15:30-15:50	Sergiu BORTOȘ Romeo ASIMINEI	ARTIFICIAL INTELLIGENCE AND ACADEMIC PRODUCTIVITY: A COMPARATIVE ANALYSIS OF PUBLISHING TRENDS
15:50-16:10	Laura MALIȚA Gabriela GROSSECK	FROM FREQUENT USE TO CRITICAL READINESS: COMMUNICATION STUDENTS' PERCEPTIONS OF GENERATIVE AI AND PROFESSIONAL LEARNING

16:30-16:50	**Coffee Break**	
Conference Panel 3B (Ferdinand Conference Room, "Alexandru Ioan Cuza" University of Iași, Building A)		**TRACK 6: MAKING SENSE OF EMERGING FORMS OF DISCOURSE** **Panel chairs: Tudorel-Constantin RUSU & Alexandru GRIGORAȘ**
14:30-14:50	Tudor-Tim IONESCU	HUMAN OVERSIGHT IN AI-ASSISTED CONTENT MODERATION: GOVERNING ANIMAL-CRUELTY CONTENT ON SOCIAL MEDIA
14:50-15:10	Lucile BIROT Alexandru GRIGORAȘ	HUMAN AGENCY IN AI-SUPPORTED UNIVERSITY COMMUNICATION: PRELIMINARY INSIGHTS FROM THE EC2U ALLIANCE.
15:10-15:30	Anca Mihaela GÎCIU	SIGNS THAT REMEMBER: HUMAN-DESIGNED VERSUS AI-GENERATED UNIVERSITY LOGOS
15:30-15:50	Horia-Costin CHIRIAC	RESHAPING AESTHETIC CATEGORIES IN THE AI ERA: SOME OF THE CHALLENGES REGARDING THE ONTOLOGY OF THE DIGITAL IMAGE
15:50-16:10	Gheorghe ANGHEL Tudorel-Constantin RUSU Andrada FISCUTEAN	JOURNALISTS, COMMUNICATION STUDENTS, AND ACADEMICS: PERCEPTIONS OF MOBILE JOURNALISM IN ROMANIA
16:10-16:30	Alina-Maria BĂSU	WHEN AI BECOMES VISIBLE: CONSUMER RESPONSES TO AI DISCLOSURE IN DIGITAL COMMUNICATION
16:30-16:50	**Coffee Break**	

Conference Panel 4A (Senate Hall, "Alexandru Ioan Cuza" University of Iași, Building A)		**TRACK 7: AI INPUTS TO DECISION-MAKING PROCESSES** **Panel chairs: Lucian BARBACARU & Florin ZERU**
16:50-17:10	Elena-Simona VRÂNCEANU	ARTIFICIAL INTELLIGENCE IN MIGRATION MANAGEMENT: TRANSFORMING EUROPEAN BORDER GOVERNANCE AND REFUGEE PROTECTION
17:10-17:30	Lucian BARBACARU Diana DĂNĂILĂ	DOES AI MAKE ORGANISATIONS BETTER PREPARED FOR CRISIS COMMUNICATION?
17:30-17:50	Florin ZERU	SHADOW AI AND PROFESSIONAL JUDGMENT IN PUBLIC COMMUNICATION
17:50-18:10	Maura-Andreea MATEI	FROM STRATEGIC COMMUNICATION TO SYNTHETIC COMMUNICATION: RETHINKING INSTITUTIONAL TRUST AND HUMAN AGENCY IN AI-MEDIATED CRISIS COMMUNICATION
18:10-18:30	Alexandru-Cristian PETRU	FROM INFORMATION TO DECISION: THE ROLE OF A.I. IN DOCTOR-PATIENT SHARED DECISION-MAKING
18:30-18:50	Betul Zehra AKBAŞ	BEYOND CONTENT PRODUCTION: HUMAN JUDGMENT AND AI IN PROFESSIONAL HEALTH COMMUNICATION
18:50-19:10	Desislava BOSHNAKOVA Eva NIKOLOVA	3AILOGUE: A PROTOCOL FOR AI-ASSISTED RESEARCH PROBLEM FORMULATION IN PUBLIC RELATIONS
Conference Panel 4B (Ferdinand Conference Room, "Alexandru Ioan Cuza" University of Iași, Building A)		**TRACK 8: DOMAIN-SPECIFIC CHALLENGES OF AI IMPLEMENTATION** **Panel chairs: Daniel-Rareș OBADĂ & Tatiana LAȘCU**
16:50-17:10	Daniel-Rareș OBADĂ Horia-Costin	HOOKED ONLINE IN THE AI ERA: DRIVERS OF COMPULSIVE SOCIAL MEDIA USE AMONG GENERATION Z

	CHIRIAC Gheorghe-Ilie FÂRTE Claudiu COMAN Valentin-Roberto DRAGOMIR	
17:10-17:30	Gabriel Nicolae PRICOP	PLOOM ON INSTAGRAM: AN EXPLORATORY CONTENT ANALYSIS OF HEATED TOBACCO COMMUNICATION IN ROMANIA
17:30-17:50	Oana VOICU	CLARITY, CREATIVITY, AND ACTION ORIENTATION IN PREVENTIVE HEALTH MESSAGES: ANALYSING AI-GENERATED TEXTS AND REVISIONS BY HEALTH PROFESSIONALS
17:50-18:10	Lilia HERŢA	HUMAN AGENCY IN AI-MEDIATED ENVIRONMENTAL EDUCATION: DEVELOPING CRITICAL DIGITAL AND ECOLOGICAL LITERACY IN FUTURE ENGLISH LANGUAGE TEACHERS
18:10-18:30	Tatiana LAŞCU	DEVELOPING GREEN AND DIGITAL COMPETENCES THROUGH ENGLISH LANGUAGE EDUCATION IN THE AGE OF ARTIFICIAL INTELLIGENCE
18:30-18:50	Oxana GOLUBOVSCHI	TEACHING SPEAKING AT THE B1 LEVEL THROUGH ECO-ORIENTED CONTENT IN AI-DRIVEN COMMUNICATION: STRENGTHENING HUMAN AGENCY AND ENVIRONMENTAL LITERACY
19:15-19:30	**Conference Closing** (Senate Hall, "Alexandru Ioan Cuza" University of Iași, Building A)	
Day 3 – Saturday, 21st November 2026		
10:00-13:00	**Social Programme – Visit to the "Anastasie Fătu" Botanical Garden of Iași**	

Assoc. Prof. Daniel-Rareș OBADĂ, PhD
Chairman of the Organizing Committee – CIA 2026

Assist. Prof. Alexandra-Niculina GHERGUȚ-BABII, PhD
Secretary of the Organizing Committee – CIA 2026