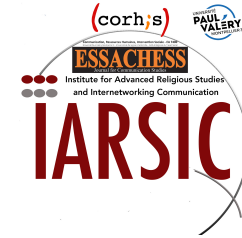




ALEXANDRU IOAN CUZA
UNIVERSITY of IAȘI

**communication
in action**

From Theory to Practice and Back



1st International Conference “*Communication in Action: From Theory to Practice and Back*”

8-10th November 2018, Iași, Romania

Conference Programme

Day 1 – Thursday, 8th November 2018

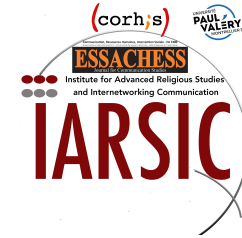
12:30-14:00				Registration (hallway next to the Ferdinand Conference Room)			
14:00-14:40	Opening Plenary Session – Part I (Ferdinand Conference Room)	Moderator:	Ioan-Alexandru GRĂDINARU, Vice-Dean – Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași				
		Welcome speech	Mihaela ONOFREI, Rector-in-charge – Alexandru Ioan Cuza University of Iași				
		Opening remarks 1	Conțiu Tiberiu ȘOITU, Dean – Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași				
		Opening remarks 2	Gheorghe-Ilie FĂRTE, Director – Department of Communication Sciences and Public Relations, Alexandru Ioan Cuza University of Iași				
		Opening remarks 3	Ștefan BRATOSIN, Director – The Institute for Advanced Religious Studies and Internetworking Communication (IARSIC), Paul Valéry University of Montpellier				
14:40-15:00				Coffee break			
15:00-15:40	Opening Plenary Session – Part II (Ferdinand Conference Room)	Antonio-Roberto MOMOC	DIGITAL MEDIA AND POPULISM: HOW NEW MEDIA DISRUPTED POLITICAL COMMUNICATION				



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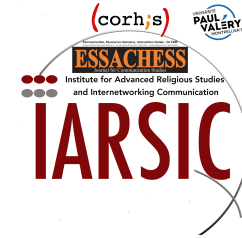
15:40-16:20		Cia MUYLLE	CLASSICAL FUNCTIONS OF MASS MEDIA REVISITED
16:20-17:00		Mihaela Alexandra TUDOR	MÉDIATISATION DU RELIGIEUX: LES ÉGLISES DES ETATS ET LES ETATS DES ÉGLISES
17:00-18:00	Break		
18:00-19:00	Workshop 1 (The Museum of „Alexandru Ioan Cuza” University - 12 Titu Maiorescu street, Iași)	Cia MUYLLE	FAKE NEWS
19:00-21:00	Welcome Reception Cocktail	The Museum of „Alexandru Ioan Cuza” University Address: 12 Titu Maiorescu Street, Iași	
Day 2 – Friday, 9th November 2018			
Conference Panel: Public Relations (Ferdinand Conference Room)		Panel chairs: Camelia GRĂDINARU & Daniel-Rareș OBADĂ	
9:00-9:25	Roxana TURCANU-TOLOMEY	LA COMMUNICATION POUR LE DEVELOPPEMENT: MODELISATION CONCEPTUELLE ET INTERROGATIONS PRATIQUES	
9:25-9:50	Gheorghe-Ilie FĂRTE	HOW TO COPE WITH PERSUASION COPING BEHAVIORS?	
9:50-10:15	Laura-Maria-Andrada BLAJ Veronica Ioana ILIEȘ	CORPORATE SOCIAL RESPONSIBILITY AS COMMUNICATION AND PUBLIC RELATIONS TOOL CASE STUDY: MALE BASKETBALL TEAMS IN THE NATIONAL LEAGUE OF ROMANIA	
10:15-10:40	Ioan-Alexandru GRĂDINARU	HOW FAR CAN WE GO? PUBLIC AFFAIRS AND THE LIMITATIONS OF SOCIAL CONSTRUCTIONISM	



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10:40-11:05	Nicoleta DOSPINESCU	SPORTS ENDORSERS IN BRAND PROMOTION CAMPAIGNS
11:05-11:30	Alexandra-Niculina BABII	ARE THE MOTIVATIONS OF PARTICIPANTS REALLY TAKEN INTO CONSIDERATION IN EVENT PLANNING?
11:30-11:55	Daniel-Rareș OBADĂ	WHY DO FACEBOOK USERS SPEND SO MUCH TIME ONLINE? USING FLOW THEORY AS THEORETICAL FRAMEWORK FOR A POSSIBLE EXPLANATION
12:00-13:30	Lunch – Titu Maiorescu Canteen Restaurant	
Conference Panel: Advertising (Ferdinand Conference Room)		Panel chairs: Ioan-Alexandru GRĂDINARU & Corneliu MUNTEANU
13:30-13:55	Ioana GRANCEA	SHORTCUTS TO CREATIVE CONTENT IN THE ROMANIAN ADVERTISING PRACTICE
13:55-14:20	Simona POCLID	THE MEANINGS OF CULTURAL BRANDS CASE STUDY - THE ROMANIAN THEATRE
14:20-14:45	Gerard STAN	CHILDREN'S SCEPTICISM AND THE INTERPRETATION OF ADVERTISEMENTS
14:45-15:10	Cristian NISTOR	THE IMPORTANCE OF SOCIAL MEDIA IN COMPANIES
15:10-15:35	Georgiana-Anca ȘERBAN	THE NARRATIVE IMAGINARY IN ADVERTISING: THE POWER OF THE STORY IN THE CREATIVE PROCESS
15:35-16:00	Corneliu MUNTEANU Ciprian CEOBANU Daniel-Rareș OBADĂ	TOWARDS A MULTIDIMENSIONAL SPACE OF MARKETING ELICITED EMOTIONS FOR ROMANIAN LANGUAGE
16:00-16:30	Coffee break	
Conference Panel: Journalism and Media Studies (Ferdinand Conference Room)		Panel chairs: Horia CHIRIAC & Horea Mihai BĂDĂU
16:30-16:55	Alexandru LĂZESCU	THE SOCIAL IMPACT OF THE NEW NEWS CONSUMPTION ENVIRONMENT
16:55-17:20	Ștefania BEJAN	LE PIÈGE DE L'INFOTAINMENT



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17:20-17:45	Oana OLARIU	HOW IS THAT NEWSPAPERS ATTRACT VIOLENT COMMENTS WHILE SEVERAL SELF-PUBLISHING PLATFORMS THRIVE ON HIGH QUALITY COMMENTS? A PERSPECTIVE ON THE EVOLUTION OF SOCIAL VALUES AND BEHAVIORS
17:45-18:10	Camelia GRĂDINARU	TROUBLED WATERS: A CURIOUS CASE OF REMEDIATION
18:10-18:35	Elena VASILIU	THE ARGUMENTATIVE STRUCTURE OF FAKE NEWS
18:35-19:00	Horea Mihai BĂDĂU	COMMENT CONSTRUISSENT LES UTILISATEURS LES ACTIONS DE L'IA?
Conference Panel: Semiotics (The Museum of „Alexandru Ioan Cuza” University)		Panel chairs: Gheorghe-Ilie FĂRTE & Elzbieta Magdalena WĄSIK
16:30-16:55	Zdzisław WĄSIK	ETHICS AND MORALITY AS AXIOLOGICAL AND PRAXEOLOGICAL SEMIOSPHERES OF CULTURE
16:55-17:20	Tudorel Constantin RUSU	THE EXORDIUMS IN THE ORTHODOX CHRISTIAN HOMILIES: INTERPRETATIONS FROM THE CLASSICAL RHETORIC PERSPECTIVE
17:20-17:45	Elzbieta Magdalena WĄSIK	ON DISCURSIVE SELF-ACTUALIZATION OF COMMUNICATION PARTICIPANTS IN LIGHT OF INTERPERSONAL RHETORIC AND SOCIOLINGUISTIC PRAGMATICS
17:45-18:10	Traian STĂNCIULESCU Shanti NILAYA	THE TRANSDISCIPLINARY LANGUAGE OF THE "LIVING LIGHT": DESCENDING SIGNS IN AGORA
Day 3 – Saturday, 10th November 2018		
Conference Panel: Rhetoric and Discourse Theories (Ferdinand Conference Room)		Panel chairs: Ioana GRANCEA & Iulia MEDVESCHI
9:30-9:55	Horia CHIRIAC	THE AXIOLOGICAL PROFILE AND THE NARRATIVE IDENTITY OF THE SPEAKER
9:55-10:20	Iulia MEDVESCHI Sandu FRUNZĂ	POLITICAL IMAGE: BETWEEN DISCOURSE AND DISCURSIVITY



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10:20-10:55	Viorel ȚUȚUI	THE “UNPREDICTABLE PAST” OR HOW COULD WE EXPLAIN THE EFFICIENCY OF OLD PROPAGANDA?
10:55-11:20	Raluca Florina STOICA	THE BILINGUALISM, THE NEW EUPHEMISM BORN FROM THE FEAR OF EXPRESSING OURSELVES IN THE NATIVE LANGUAGE
11:20-11:45	Eugenia BOGATU	THE SITUATIONAL CONTEXT, A DETERMINING CRITERION OF THE PRAGMATIC ACT
11:45-12:05	Dan STOICA	PR AND RHETORIC
12:05-12:30	Bogdan ȘTEFANACHI	EUROPEAN SECURITY – A DIFFERENT STRATEGIC NARRATIVE
12:30-12:40	Coffee break	
12:40-13:00	Conference Closing	

Assoc. Prof. Gheorghe-Ilie FÂRTE, PhD
Chairman of the Organizing Committee – CIA 2018

Univ. Assist. Rareș OBADĂ, PhD
Secretary of the Organizing Committee – CIA 2018