

CONFERENCE PROGRAMME

Communication in Action: From Theory to Practice and Back

November 7th-9th, 2019, Iași, Romania

THURSDAY, November 7th 2019			
PLENARY SESSION			
Location: Aula Magna “Mihai Eminescu”, Alexandru Ioan Cuza University of Iași			
12:00-13:00	Registration		
13:00-13:40	Opening Plenary Session – Part I	Moderator:	Ioan-Alexandru GRĂDINARU , Vice-Dean – Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași
		Welcome Address	Tudorel TOADER , Rector – Alexandru Ioan Cuza University of Iași
		Opening Address 1	Conțiu Tiberiu ȘOITU , Dean – Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași
		Opening Address 2	Gheorghe-Ilie FÂRTE , Director – Department of Communication Sciences and Public Relations, Alexandru Ioan Cuza University of Iași
		Organising Partner <i>Welcome Address</i>	Eduardo José Marcos CAMILO – Department of Communication and Arts, University of Beira Interior, Covilha, Portugal
		Organising Partner <i>Welcome Address (Video)</i>	Esther van TILBURG – Head of the Department of Communication Management at Artevelde University College of Ghent, Belgium

13:40-14:00	Coffee Break		
14:00-14:45	Keynote Lectures – Part I	Eduardo José Marcos CAMILO	HUMOR STATUS IN CONSPIRACY THEORIES (ON THE “TROIKA” INTERVENTION IN PORTUGAL, 2011-2014)
14:45-15:30		Ingrid VERBANCK	FROM OBAMA TO MEME CULTURE. POLITICAL STRATEGIC COMMUNICATION IN A DIGITAL ERA
15:30-16:15		Antonio MOMOC	POPULISM AND DIGITAL MEDIA: HOW FAKE NEWS THREATENS THE LIBERAL DEMOCRACY
16:15-16:30	Coffee Break		
16:30-17:15	Keynote Lectures – Part II	Nicolae-Sorin DRĂGAN	LOOKING FOR NEW “SENSE KEEPERS” IN THE NETWORK SOCIETY
17:15-18:00		Horea-Mihai BĂDAU	THE ROLE OF ARTIFICIAL INTELLIGENCE ALGORITHMS IN THE SOCIAL MEDIA SELF-IMAGE HUMAN BUILDING PROCESS
18:00-18:45		Marcin SOBIESZCZANSKI	APPARATUS / DEVICE AND MEDIA EFFECT IN THE 360° VIDEO
19:30-21:30	Welcome Reception Cocktail		The Museum of Alexandru Ioan Cuza University Address: 12 Titu Maiorescu Street, Iași

FRIDAY, November 8th 2019
Location I: Akademos Conference Room

Conference Panel: Advertising (Part 1)		Panel chair: Ioana GRANCEA
9:30 - 10:00	Cătălin SOREANU	MEANING, FROM MEDIA TO MEDIUMS OF EXPRESSION. VISUAL COMMUNICATION IN CONTEMPORARY ADVERTISING
10:00- 10:30	Ciprian CEOBANU Daniel-Rareș OBADĂ Corneliu MUNTEANU	A FURTHER ANALYSIS OF PECULIARITIES WITHIN THE STRUCTURE OF MULTIDIMENSIONAL SPACE MODELS FOR EMOTIONAL DESCRIPTORS
10:30 - 11:00	Giulia Alexandra ANDRONIC	HOW BRANDS TRY TO OVERCOME THE <i>DIGITAL DIVIDE</i>
11:00- 11:30	Coffee Break	
Conference Panel: Public Relations (Part 1)		Panel chair: Ioan-Alexandru GRĂDINARU
11:30- 12:00	Ioan-Alexandru GRĂDINARU	MEMBERSHIP AND COMMUNITIES IN ONLINE BUSINESS MODELS: A FOCUS ON <i>FREEMIUM</i> E-SPORTS
12:00- 12:30	Gheorghe-Ilie FĂRTE	DO PUBLIC RELATIONS PRACTITIONERS USE TWITTER AS AN EFFECTIVE COMMUNICATION TOOL FOR THEMSELVES?
12:30 - 13:00	Bogdan ȘTEFANACHI	(NEW) DIPLOMACY AND FOREIGN POLICY – THE SIDE EFFECTS OF INCREASED LEGITIMACY
13:00- 13:30	Daniel-Rareș OBADĂ	MEASURING FLOW EXPERIENCE IN SOCIAL MEDIA: AN INTEGRATED APPROACH USING EYE-TRACKING

13:30-15:00	Lunch – Akademos Canteen Restaurant	
Conference Panel: Advertising (Part 2)		Panel chair: Daniel-Rareș OBADĂ
15:00-15:30	Ioana MOROȘANU	NEGATIVELY-VALENCED EMOTIONS AND THE QUEST FOR AUTHENTICITY IN DIGITAL ADVERTISING DISCOURSE
15:30-16:00	Anca Georgiana MĂDĂRAȘ	THE CHALLENGES OF THE ACCOUNT PLANNER IN THE DIGITAL ERA
16:00-16:30	Raluca-Florina STOICA	EMOJI MARKETING: A TABOO BREAKER
16:30-17:00	Coffee Break	
Conference Panel: Public Relations (Part 2)		Panel chair: Iulia MEDVESCHI
17:00-17:30	Iulia MEDVESCHI Sandu FRUNZĂ	POLITICAL LANGUAGE AND LEADERSHIP STYLES IN THE DIGITAL ERA. THE RISE OF HUMAN BRANDING IN POLITICAL COMMUNICATION
17:30-18:00	Silviu-Petru GRECU	POLITICAL LANGUAGE AND COGNITIVE STRUCTURES. RECENT FINDINGS IN THE DIGITAL ERA
18:00-18:30	Elena VASILIU	WEBSITE DESIGN FOR EFFECTIVE DIGITAL AUDIENCE ENGAGEMENT: THE CASE OF ROMANIAN CULTURAL INSTITUTIONS

FRIDAY, November 8th 2019
Location II: Learning Center, Alexandru Ioan Cuza University of Iași

**Conference Panel: Semiotics, Rhetoric, and Discourse Theories
(Part 1)**

**Panel chair:
Nicolae-Sorin DRĂGAN**

9:00- 9:30	Eduardo José Marcos CAMILO	ETHOS IN THE NOWADAYS ADVERTISING: SPECIFICITIES AND MANAGEMENT MODALITIES
9:30- 10:00	Nicolae-Sorin DRĂGAN	A MULTIMODAL PERSPECTIVE ON THE TRANSMISSION OF CULTURAL TRADITIONS IN THE DIGITAL AGE
10:00- 10:30	Florinela FLORIA	LE DISCOURS DU PATRIMOINE IMMATÉRIEL. MÉDIATIONS SÉMIOTIQUES
10:30- 11:00	Alexandra-Niculina BABII	HOW TO BE A CRITICAL THINKER IN THE DIGITAL ERA
11:00- 11:30	Bogdan Constantin NECULAU	IDEES PEDAGOGIQUES ET MORALES CHEZ SAINT JEAN – CHRYSOSTOME. FORMES DE TRANSMISSION
11:30- 12:00	Coffee Break	

Conference Panel: Journalism and Media Studies (Part 1)		Panel chair: Romina SURUGIU
12:00- 12:30	Alexandru LĂZESCU	ARE VIRTUAL CONVERSATIONS PROMOTING TRIBALISM WITHIN SOCIETY OR ARE THEY JUST EXPOSING IT?
12:30- 13:00	Dan STOICA	CONVERSATIONS ON THE INTERNET
13:00- 13:30	Ioana GRANCEA	DIGITALLY MEDIATED COMMENTARY IN DUAL-SCREENING CONTEXTS: UNDERSTANDING THE PLATFORM-SPECIFIC EPISTEMIC VICES
13:30- 15:00	Lunch – Akademos Canteen Restaurant	
Conference Panel: Journalism and Media Studies (Part 2)		Panel chair: Dan STOICA
15:00- 15:30	Ștefania BEJAN	THE SPECTACLE OF COMMUNICATION WITHIN THE “BORDERS” OF DIGITAL CULTURE
15:30- 16:00	Camelia GRĂDINARU	BETWEEN STRATEGIC AND TACTICAL ONLINE NARRATIVES: THE DAILY LIFE OF BRANDS
16:00- 16:30	Ana CRĂCIUNESCU	‘REPRODUCING’ CLICHÈS THROUGH MEMES
16:30- 17:00	Ovidiu Ionel DUȚĂ	IMMERSIVE JOURNALISM AND THE DIGITAL AUDIENCE: CASE STUDY ON MIXED REALITY AND RETURN ON EMOTIONS
17:00- 17:30	Coffee Break	

Conference Panel: Semiotics, Rhetoric, and Discourse Theories (Part 2)		Panel chair: Viorel ȚUȚUI
17:30- 18:00	Aditi Anamaria GHERAN	CHARISMATIC SPEECHES IN THE DIGITAL AGE: THE CASE OF TED TALKS
18:00- 18:30	Carmen BALAN	ALTERITY IN THE DIGITAL ERA: A PHILOSOPHICAL APPROACH
18:30- 19:00	Viorel ȚUȚUI	THE PROPAGANDA MACHINE IN THE AGE OF SOCIAL MEDIA
19:00- 19:30	Eugenia BOGATU	THE ROLE OF MENTAL PATTERNS IN COMMUNICATION
19:30- 20:00	Traian D. STĂNCIULESCU	TOWARDS A NEW SEMIOTIC ORGANON: TRIBUTE TO MASTERS

FRIDAY, November 8th 2019
Location III: University Museum Conference Room

Workshop 1

16:30- 17:30	Ingrid VERBANCK	TARGET AND CUSTOM AUDIENCES: FACEBOOK AND GOOGLE PRACTICES
17:30- 18:00	Coffee Break	
Workshop 2		
18:00- 19:00	Romina SURUGIU	DIGITAL WRITING

SATURDAY, November 9th 2019		
Location: “Ferdinand” Conference Room, Alexandru Ioan Cuza University of Iași		
Workshop 3		
10:00- 12:00	Oana ANGHEL	INFORMATION AND DISINFORMATION: RULES AND PRACTICES
12:00- 12:30	Coffee Break	
12:30- 13:00	CLOSING SESSION	

Assoc. Prof. Gheorghe-Ilie FÂRTE, PhD
Chairman of the Organizing Committee – CIA 2019

Univ. Assist. Daniel-Rareș OBADĂ, PhD
Secretary of the Organizing Committee – CIA 2019