



ALEXANDRU IOAN CUZA
UNIVERSITY of IAȘI



ALCHEMY
COMMUNICATION



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

7-9th November 2024, Iași, Romania

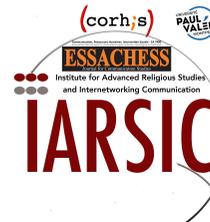
Conference Programme

Day 1 – Thursday, 7th November 2024

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| 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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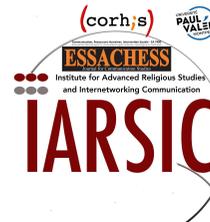
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| 13:00-13:40 | Opening Plenary Session – Part II | Mihaela TUDOR | INTELLIGENCE ARTIFICIELLE (IA) ET TECHNOLOGIES ÉMERGENTES: COMPRENDRE LA COMPLEXITÉ |
| 13:40-14:00 | Coffee Break | | |
| 14:00-14:40 | Opening Plenary Session – Part III | Antonio-Roberto 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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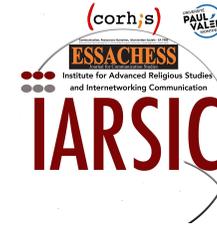
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| 18:30-20:30 | Welcome Reception Cocktail | Learning Center, “Alexandru Ioan Cuza” University of Iași (Miclescu House, Pinului Str. No. 2, Iași) |
| Day 2 – Friday, 8th November 2024 | | |
| 8:00-9:30 | Workshop: FreshVote.ro – The digital compass 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 |



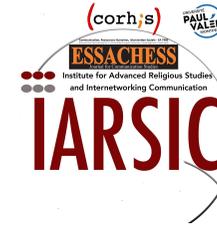
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| 10:50-11:10 | Bianca DRĂNESCU Oana BARBU-KLEITSCH | THE INFLUENCE OF FOMO ON SHOPPING MOTIVATION AND COMPULSIVE BUYING IN YOUNG ADULTS |
| 11:10-11:30 | Alexandra-Niculina GHERGUȚ-BABII Gabriela POLEAC Daniel-Rareș OBADĂ | CHALLENGES FOR NGO COMMUNICATION 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 |



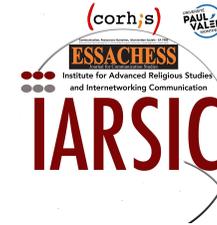
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| 15:10-15:30 | Horia-Costin CHIRIAC | THE AESTHETICS OF PERCEPTIONS IN PUBLIC SPEAKING: THE POWER OF CONNOTATIONS IN THE POSTMODERN ERA |
| 15:30-15:50 | Ionela-Carina BRÂNZILĂ Alin RUBNICU | INVESTIGATING URBAN COMMUNICATION IN SMART CITIES: THE INFLUENCE OF EMERGING TECHNOLOGIES |
| 15:50-16:10 | Ileana ROTARU Ioana VID Bianca DRĂMNEȘCU | 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, 9th 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