

Lista lucrărilor științifice publicate

Conf.univ.dr. Monica Pătruț

1. Teza de doctorat

Ideologii politice și strategii electorale. Studiu de caz : Bacău (2004) susținută public în anul 2008 la Facultatea de Filosofie și Științe Social-Politice, Universitatea “Alexandru Ioan Cuza” Iași, coordonator prof.univ.dr. Anton Carpinski.

2. Cărți

Comunicarea politică prin social media: perspective teoretice și realități românești (2008-2014), Editura Universității “Alexandru Ioan Cuza”, 2019, ISBN: 978-606-714-535-9

Social Media in Politics: Case Studies on the Political Power of Social Media (Bogdan Pătruț, Monica Pătruț), (eds), Springer, 2014, ISBN-13: 978-3319046655

Social Media and the New Academic Environment: Pedagogical Challenges, (Bogdan Pătruț, Monica Pătruț, Camelia Cmeciu (eds), Information Science Reference - IGI Global, Hershey, PA, SUA, 2013, ISBN: 978146662851

Social Media in Higher Education: Teaching in Web 2.0, (Monica Pătruț, Bogdan Pătruț (eds), Information Science Reference - IGI Global, Hershey, PA, SUA, 2013, ISBN: 978-1-4666-2851-9

Web 2.0 in Education and Politics. The Social Media Revolution, (Monica Pătruț, Bogdan Pătruț (eds), Lambert Academic Publishing, Saarbrücken, 2013, ISBN: 978-3-8473-2425-6.

Promotion des acteurs politiques dans une campagne électorale locale: Étude de cas: Bacau 2004, Akademische Verlagsgemeinschaft München, München, Germania, 2011, ISBN 978-3869240817 (ediția în limba franceză) / *Ideologii politice și strategii electorale. Studiu de caz: Bacău - 2004*, Editura Edusoft, Bacău, 2008, ISBN 978-973-8934-76-4 (ediția în limba română)

Educational PowerPoint Presentations, (Monica Pătruț, Bogdan Pătruț), Akademische Verlagsgemeinschaft München, München, 2010, ISBN 978-3-86306-700-7

New Mathematical Methods for Analyzing Political Discourse. Functions and Graphs for Political Speeches, (Bogdan Pătruț, Monica Pătruț), Editura VDM Verlag, Saarbrücken, 2010, ISBN 978-3639299724

3. Capitole în cărți

“Presidential elections campaigning in Romania: connecting with civic-ness on Facebook” în Pawel Surowiec, Vaclav Stetka (eds), *Social Media and Politics in Central and Eastern Europe*, Routledge, 2017 : 45-63

“Facebook Dispute concerning the Presidency. Case Study: Romania, 2012” în Bogdan Pătruț, Monica Pătruț (eds) *Social Media in Politics: Case Studies on the Political Power of Social Media*, Springer, 2014: 245-256

“The Visual Framing of Romanian Women Politicians in Personal Campaign Blogs during the Romanian Parliamentary Elections” (Camelia Cmeciu, Monica Pătruț) în Maria Raicheva-Stover, Elza Ibroscheva (eds) *Women in Politics and Media. Perspectives from Nations in Transition*, London, UK : Bloomsbury Academic, 2014 : 181-198

“Using Graph Theory Software for Political Discourse Analysis” (Bogdan Pătruț, Monica Pătruț, Camelia Cmeciu) în Ashu M. G. Solo (eds) *Political Campaigning in the Information Age*, SUA: IGI Global, 2014 : 265-286

“Platforme electorale online - modalități de e-implicare a societății civile“ în Virgil Stoica, Ovidiu Gherasim-Proca (coord.) *Guvernanta electronică. De la promisiuni teoretice la realități empirice*, Iași : Editura Universității „ Al. I. Cuza”, 2014

“Framing Non-Formal Education through CSR 2.0”, (Bogdan Pătruț, Monica Pătruț, Camelia Cmeciu) în Bogdan Pătruț, Monica Pătruț, Camelia Cmeciu (eds) *Social Media and the New Academic Environment: Pedagogical Challenges*, Hershey, PA, SUA: IGI Global, 2013 : 115-143

“The Use of New Web-based Technologies in Strategies of Teaching Gender Studies” (Madălina Manolache, Monica Pătruț) în Monica Pătruț, Bogdan Pătruț (eds). *Social Media in Higher Education: Teaching in Web 2.0*, Hershey, PA, SUA: IGI Global, 2013 : 45- 74

“Facebook – Communication Tool in Local Elections Campaign. Case Study: Bacău, 2012” (Monica Pătruț, Bogdan Pătruț) în Monica Pătruț, Bogdan Pătruț (eds.) *Web 2.0 in Education and Politics. The Social Media Revolution*, Lambert Academic Publishing, Saarbrücken, 2013 : 420- 435

“The analysis of Romanian governmental faces. How Romanian ministries use Facebook”(Monica Pătruț, Camelia Cmeciu) în Michal Mokryš, Štefan Badura, Anton Lieskovský, (eds) *Proceedings in Electronic International Interdisciplinary Conference. The 2nd Electronic International Interdisciplinary Conference. EIIC 2013*, EDIS - Publishing Institution of the University of Zilina, ISBN: 978-80-554-0762-3, ISSN: 1338-7871, 2013 : 519- 523 (<http://www.eiic.cz/about-conference/>).

“Blogs - a means of consolidating the National Liberal Party Identity”, (Monica Pătruț, Camelia Cmeciu), în Georgeta Drulă, Luminița Roșca, Ruxandra Boicu (eds.). *The Role of New Media in Journalism. Proceedings*, Editura Universității din București, București, ISBN 978-606-16-0047-2, 2012 : 23- 41

“Is the Blog an Instrument for Democratizing Electoral Communication? A Case Study” (Monica Pătruț, Ioan Lucian Popa) în Bogdan Pătruț, Liliana Măță, Ioan-Lucian Popa (eds.).

Contemporary Issues in Education and Social Communication. Challenges for Education, Social Work and Organizational Communication, Editura Akademische Verlagsgemeinschaft München, Germania, ISBN 978-3-86924-156-2, 2011: 251-260

“Intra-and Intercandidate Agenda Setting in Local Elections: The 2004 and 2008 Campaigns in Bacău” (Monica Pătruț, Camelia Cmeciu), în Delia Balaban & Ioan Hosu (eds.), *PR Trend: society and communication*, Hochschulverlag Mittweida, ISBN: 978-3-9812499-3-4, Germania, 2009: 113-125

“Beyond advertorials – signs of objectivity and responsibility during crisis situations” (Camelia Cmeciu, Monica Pătruț, Cristian Călin), în Adela Rogojinaru, S.Wolstenholme (eds.), *Current Trends in International Public Relations*, Editura Tritonic, București, ISBN 978-973-733-406-0 , 2009: pp. 115-130

„Modelul agendei intra și intercandidatului în alegerile electorale locale: campaniile din 2004 și 2008 (Bacău)”, (Monica Pătruț, Camelia Cmeciu), în Delia Balaban & Ioan Hosu (eds.), *PR Trend: societate și comunicare*, Editura Tritonic, București, ISBN 978-973-733-386-5, 2009 : 136-150

„Stavarache versus Sechelariu – a Political Virtual “Duel”” în Doina Cmeciu, Traian Stănciulescu (eds.). *Transmodernity Managing Global Communication, Proceedings of the 2nd ROASS Conference*, ISBN 1842-6409, 2009 :335-344

“The Theory of Graphs – a Means of Decoding Political Discourses” (Monica Pătruț, Camelia Cmeciu), în *Verbal Communication Techniques, International Conference Proceedings*. Georgian Academy of Educational Sciences, Tbilisi, Georgia, 2008 : 369-372

„Alesul local față în față cu ideologia” în Elena Bonta, Adriana Romedea (eds.), *Individual and Specific Signs. Paradigms of Identity in Managing Social Representation, Proceedings of the International Conference*, Editura Alma Mater, Bacău, 2007, Editura Alma Mater, Bacău, ISBN 978-973-1883-62-0, 2008 : 653- 661

“Political advertising in local electoral campaign. A case study” , în *Human Being in Contemporary Philosophical Conceptions*, Proceedings of the 4th International Conference, vol. 2, Editura Universității de Stat Volgograd, Volgograd, ISBN 978-5-9669-0313-8, 2007

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„Limbajul politic în campania electorală locală”, în *Limbaje și comunicare IX, Evoluția și funcționarea limbii - perspective normative în noul context european*, Colocviul internațional de Științe ale Limbajului „Eugen Coșeriu”, Editura Universității din Suceava, ISSN 1843 – 6714, 2007: 377-385

4. Articole științifice publicate în reviste ISI

“Romanian Rezist Protest. How Facebook Helps Fight Political Corruption” (Monica Pătruț, Virgil Stoica). *Revista de Cercetare si Interventie Sociala*, 2019, 66, 214-232 (<https://www.rcis.ro/en/section1/154-volumul-662019septembrie/2603-romanian-rezist-protest-how-facebook-helps-fight-political-corruption.html>)

“Bridging Intellectual Capital and SMEs Internationalization through the Lens of Sustainable Competitive Advantage: A Systematic Literature Review”(Elena-Mădălina Vătămănescu, Elena-Alexandra Gorgos, Alexandru Mihai Ghigiu, Monica Pătruț), *Sustainability*, 2019, 11 (9), 2510, (<https://www.mdpi.com/2071-1050/11/9/2510>)

“NGO Annual Reports as a Device to Frame Education in Romanian Public Communication Campaigns” (Monica Pătruț, Camelia Cmeci, Luminita Miron), în *Public Relations Review*, Elsevier, Volume 37, Issue 4, 2011: 432-434 (<http://www.sciencedirect.com/science/journal/0363811>)

“News Media Framing of Preventable Crisis Clusters. Case Study: Newborn Babies Killed in the Fire at a Romanian Hospital” (Camelia Cmeci, Cristina Coman, Monica Pătruț, Fanel Toderășcu), *Transylvanian Review of Administrative Sciences*, 44 E, 2015 : 42-56 (<http://rtsa.ro/tras/index.php/tras/article/view/424>)

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“Can Facebook help you become mayor? Case study: Bacău”, *BRAIN - Broad Research in Artificial Intelligence and Neuroscience*, Volume 7, Nr.4, 2016 : 84-92 (fără factor de impact) (<https://www.edusoft.ro/brain/index.php/brain/article/view/676/755>)

5. Articole științifice publicate în proceedings cotate ISI

“Twitter and the Globalization of Election Campaign Communication? A Case Study” (Monica Pătruț, Virgil Stoica) in Patrut Bogdan, Andone Diana, Holotescu Carmen, Grosseck Gabriela(coord.), *International Conference SMART 2014. Social Media in Academia: Research and Teaching*, Editura Medimond, Monduzzi Editore International Proceedings Division, ISBN 978-88-7587-712-5, 2015 : 271-276

“Measuring a Politician's Loyalty to a Party's Doctrine by Using Mathematical Functions between Their Political Blogs”(Bogdan Pătruț, Monica Pătruț) Patrut Bogdan, Andone Diana, Holotescu Carmen, Grosseck Gabriela(coord.), *International Conference SMART 2014. Social Media in Academia: Research and Teaching*, Editura Medimond, Monduzzi Editore International Proceedings Division, ISBN 978-88-7587-712-5, 2015 : 45-54

“The Analysis of Parliamentary Faces during Election Campaigns: Case Study: Bacau, 2012” în Bogdan Pătruț (coord.), *International Conference SMART 2013. Social Media in Academia: Research and Teaching*, Editura Medimond, Monduzzi Editore International Proceedings Division, ISBN 978-88-7587-686-9, 2013 : 283-289

“The Political Poster – An Advertising Tool on Facebook” (Monica Pătruț, Manolache Mădălina) în Bogdan Pătruț (coord.), *International Conference SMART 2013. Social Media in Academia: Research and Teaching*, Editura Medimond, Monduzzi Editore International Proceedings Division, ISBN 978-88-7587-686-9, 2013 : 231-236

“Corporate Social Responsibility Campaigns Aimed at Vulnerable Groups in Romania” în Mihaela Tomiță (coord.). *4rd International Conference Psycho-Social Perspectives in the Quasi-Coercive Treatment of Offenders. Social Control and Vulnerable Groups*, Editura Medimond, Monduzzi Editore International Proceedings Division, ISBN 978-88-7587-673-9, 2013 : 455 - 460

“Civic Education Through Online Environment: Learning About 2012 Romanian Elections” în Ion Roceanu (ed). *Quality And Efficiency In E-Learning . Proceedings of the 9th International Scientific Conference "eLearning and Software for Education"*, Editura Universității Naționale de Apărare "Carol I", ISSN: 2066 - 026X print, 2066 - 8821 online, 2013 : 639- 645

“CSR 2.0 - Framing Online Learning Environments in Campaigns On Non-Formal Education” (Camelia Cmeciu, Doina Cmeciu, Monica Pătruț,) în Ion Roceanu (ed). *Quality And Efficiency In E-Learning . Proceedings of the 9th International Scientific Conference "eLearning and Software for Education"*, Editura Universității Naționale de Apărare "Carol I", ISSN: 2066 - 026X print, 2066 - 8821 online, 2013 : 568- 574

“A fi sau a nu fi președinte în social media ? ” în *The Proceedings of the European Integration-Between Tradition And Modernity Congress*, Editura Universității "Petru Maior", Volume Number 5, pp.842-850, 2013

„A Comparative Analysis of the Romanian Parliamentary Party Websites during the Pre-election Period” în *Comunicare, context, interdisciplinaritate. Studii și articole*. Vol. II, Universitatea Petru Maior, Facultatea de Științe și Litere, Târgu Mureș, pp 176- 184, ISSN 2069-3389, 2012

6. Articole științifice publicate în reviste BDI

A Case Study on How Romanian Schools Use Facebook to Brand Themselves în *Journal of Innovation in Psychology, Education and Didactics*, vol 25, nr. 2, 2021:215-224 (<http://www.jiped.ub.ro/wp-content/uploads/2021/12/JIPED-25-2-2021-9.pdf>)

Communication in a Didactic Context. Theoretical perspectives în *Journal of Innovation in Psychology, Education and Didactics*, vol 24, nr. 1, 2020: 113-124 (http://www.jiped.ub.ro/wp-content/uploads/2020/05/JIPED_24_1_2020_7.pdf)

Elements of the didactic communication process - theoretical perspectives în *Cultural Perspectives - Journal for Literary and British Cultural Studies in Romania*, vol. 25, nr.1, 2020: 231 -240

A #Col(l)ectiv(e) Romanian Tragedy. A Case Study on Social Media Fighting Corruption în *Brand*, Vol 8 nr. 1, 2017: 38-46 (<https://www.edusoft.ro/brain/index.php/brand>)

Cadrajetele mediatice și dezbaterea prezidențială. Studiu de caz în Polis.Revistă de științe politice, Volum III, Nr. 3(9), 2015 (<http://revistapolis.ro/cadrajetele-mediatice-si-dezbaterea-prezidentiala-studiu-de-caz/>)

Blog role in consolidating the image of the candidate for European Parliament elections în European Journal of Science and Theology vol. 11, nr 4, 2015 : 117-130 (http://www.ejst.tuiasi.ro/Files/53/12_Patrut.pdf)

Candidates in the Presidential Elections in Romania (2014): The Use of Social Media in Political Marketing în Studies and Scientific Researches. Economics Edition, No 21, 2015 : 127- 135 (<http://sceco.ub.ro/index.php/SCECO/article/view/309/296>)

Visual framing of European Years in Romanian public communication campaign blogs (Camelia Cmeciu, Doina Cmeciu, Monica Pătruț), *Communication & Society / Comunicacion y Sociedad*, ISSN0214-0039, E-ISSN2174-0895, Volume XXVII , N°1 2014, pp. 107- 125 (http://www.unav.es/fcom/comunicacionysociedad/es/resumen.php?art_id=482)

Why Don't You Come Over ? – A Different Way To Promote Romania în Studies and Scientific Researches. Economics Edition, No 19, 2014 : 201 – 209 (<http://sceco.ub.ro/index.php/SCECO/article/view/237/246>)

Pro și contra suspendării președintelui. Referendum pe Facebook în Sociologia Românească, 1, 2013: 29 -39 (<http://www.ceeol.com/aspx/issuedetails.aspx?issueid=9f70686b-d1cc-4196-9747-ccf46393874a&articleId=465b457d-40f9-45fa-a43b-240bca43abc1>)

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Visual Framing of Intertexts in Political Reversing Mirror Websites (Camelia Cmeciu Monica Pătruț) în *Cultural Perspectives. Journal for Literary and British Cultural Studies in Romania*, nr 17 (1), 2012 : 45-63 (<http://www.ceeol.com/aspx/issuedetails.aspx?issueid=ee7b617e-6919-4e5c-b429-52894040f994&articleId=bcc36ab4-e4b7-4827-8235-23f864c4000a>)

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