

CV

Lect. univ. dr. IOANA GRANCEA



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Professional experience

- **2017- present times**
Lecturer dr. in the Department of Communication Science and Public Relations, Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași.
- **2014-2017**
Assistant prof. dr. in the Department of Communication Science and Public Relations, Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași.

Educational background

- **2010-2013:**
PhD Studies in Communication Science at the Doctoral School of the Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași.
- **2008-2010:**
Master Studies in Advertising and Public Relation, Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași.
- **2005-2008**
Undergraduate studies in Social Communication and Public Relations, Faculty of Philosophy and Socio-Political Sciences, Alexandru Ioan Cuza University of Iași.

Published scholarly work

ARTICLES IN SCIENTIFIC JOURNALS:

(2020) **"Public Debates in Social Media: A Virtue-Epistemological Analysis"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory, and Rhetoric* 18(2): 187-204;

(2019) **"Essential Values in the Design of Augmented-Reality Applications for Museums"**, *European Journal of Science and Theology* 15(3), 2019, pp. 221-231. WOS:000482776600020

(2019) **"Epistemically Dysfunctional Shortcuts in Advertising"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory, and Rhetoric* 17(2): 128-143;

(2019) **"The Ethos of the Brand in Digital Times. Implications for Copywriters' Work"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory, and Rhetoric* 17(1): 149-161;

(2017) **"Social Engagement as a Vector of Brand Communication"**, *The Scientific Annals of "Alexandru Ioan Cuza" University of Iași (Communication Science Series)* 10(1): 9-18;

(2017) **"Types of Visual Arguments"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory, and Rhetoric* 15(2): 16-34;

(2016a) **"Visual Modes of Ethotic Argumentation: An Exploratory Inquiry"**, *Symposion. Theoretical and Applied Inquiries in Philosophy and Social Sciences* 3(4): 375-389;

(2016b) **"The Acquaintance-Function of Visual Argumentative Devices"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 14 (1): 141-153;

(2015) **"Visual Arguments and Moral Causes in Charity Advertising: Ethical Considerations"**, *Symposion. Theoretical and Applied Inquiries in Philosophy and Social Sciences* 2(2): 167-185;

(2014) **"Visual Rhetoric and Framing Strategies in Advertising Word-Based Product Categories"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 12 (1): 146-162;

(2013a) **"Refashioning the Grand and the Small: Meaning and Value Transfer in Print Advertisements Based on Double-Scope Blending"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 11 (2): 71-92;

(2013b) **"When Blended Spaces Become Branded Spaces"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 11 (1): 72-89;

(2013c) **"Reading Grotesque Images: A Re-Inquiry"**, *Advertising and Society Review*, 13(3), 2013:
[Project MUSE - Reading Grotesque Images in Advertising: a Re-inquiry \(jhu.edu\)](http://projectmuse.org/reading-grotesque-images-in-advertising-a-re-inquiry)

(2012a) **"When Images Hurt: A Closer Look at the Role of Negatively-Valenced Images in Advertising"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 10 (2), 2012, pp. 153-164.

(2012b) **"A Fresh Look on the Diegetic Content of Advertisements and its Rhetorical Functions"**, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 10 (1): 168-181;

(2011) **"Connecting Visual Discourse to Consumer Response: A Critical Examination of Mainstream**

Taxonomy”, *Argumentum* – Journal of the Seminar of Discursive Logic, Argumentation Theory, and Rhetoric 9 (2): 87-10.

ARTICLES IN CONFERENCE PROCEEDINGS JOURNALS:

(2019) **“An Analysis of a Counter-Frame Proposed During the Romanian 2018 Marriage Referendum”**, *ESRARC 2019. 11th European Symposium on Religious Art, Restoration and Conservation*. Proceedings Book, Maria Luisa Vasquez de Agredos-Pascual, Iulian Rusu, Claudia Pelosi, Luca Lanteri, Angela Lo Monaco și Nicolae Apostolescu (eds.), Kermes Books (ISSN 2532-4381, ISBN 978-88-32029-11-6), pp. 273-275. WOS:000476685000069

(2018) **“What Can Augmented Reality Technology Do for Museum Visitors’ Understanding of Religious Objects?”**, *ESRARC 2018. 10th European Symposium on Religious Art, Restoration and Conservation*, S. Magal, D. Mendelova, D. Petranova and N. Apostolescu (eds.), Kermes Books, Torino (ISSN 2532-4381, ISBN 978-88-942064-8-7), pp. 191-195. WOS: 000440639300045

(2015) **“Defining the Context of Advertising Communication. Ethical Implications for Advertising Teachers.”** *The Proceedings of the International Conference Communication, Context, Interdisciplinarity*, vol. 3, edited by the Alpha Institute for Multicultural Studies, „Petru Maior” University Press, Târgu Mureș, pp. 352-360;

BOOKS AND BOOK CHAPTERS:

(2021) **„Utilizarea social media în cercetările realizate de studenți: cazul clipurilor informative referitoare la industria Marcom”**, în *30 de ani de învățământ jurnalistic și de comunicare în Estul Europei* (ed. Romina Surugiu, Adriana Ștefănel, Nicoleta Apostol), Tritonic Books, București, pp. 207-230.

(2017) *Dimensiunea retorică a imaginii publicitare*, Institutul European, Iași;

(2015) **„Etica reprezentării vizuale a suferinței. Cazul campaniilor sociale”**, în *Constante și reconfigurări în problematica etică a comunicării*, (ed. Daniela și Petru Dunca), Editura ProUniversitaria, București, pp. 199-209.

(2015) **„Reflecții asupra infrastructurii morale a publicității”**, în *Etică și comunicare. Componente teoretice și implicații pragmatice*, editat de Petru și Daniela Dunca, Editura ProUniversitaria, București, pp. 211-230.