

PROGRAMME

INTERNATIONAL GRADUATE CONFERENCE IN COMMUNICATION (4th edition)

May 29-30, 2025

Conference venue: Alexandru Ioan Cuza University of Iași, 11 Carol I Blvd, Main Building, "Ferdinand" Hall

Thursday, May 29				
08:30	09:00	Registration Location: Alexandru Ioan Cuza University of Iași, 11 Carol I Blvd, Main Building, “Ferdinand” Hall		
09:00	09:30	Welcome speeches Prof. Dr. Gheorghe-Ilie FÂRTE (UAIC), Assoc. Prof. Dr. Romeo ASIMINEI (UAIC), Prof. Dr. Natalia Vasilendiuc (UB), Prof. Dr. Diana-Maria CISMARU, Senior Lecturer Dr. Anișoara Pavelea (UBB), Assoc. Prof. Dr. Vasile Szabo (UVT) Location: “Ferdinand” Hall Moderator: Assoc. Prof. Dr. Ioan-Alexandru GRĂDINARU Meeting link: https://uaic.webex.com/uaic/j.php?MTID=ma42ed91e9a36538e78c02a4890bca4bc Meeting number: 2785 695 3001. Meeting password: YqnrZ8MeM64		
09:30	10:15	*Keynote lecture Zhengrong HU, PhD, Director of The Institute of Journalism and Communication, China Academy of Social Sciences <i>Communication Research and Education in China: Challenge and Change</i> Location: “Ferdinand” Hall Moderator: Assoc. Prof. Dr. Ioan-Alexandru GRĂDINARU Meeting link: https://uaic.webex.com/uaic/j.php?MTID=ma42ed91e9a36538e78c02a4890bca4bc Meeting number: 2785 695 3001. Meeting password: YqnrZ8MeM64		
10:15	10:45	Coffee Break		
10:45	12:45	<table><tr><td>Panel 1 Location: “Ferdinand” Hall</td><td>Panel 2 Location: Amphitheatre II-8 (Main Building)</td></tr></table>	Panel 1 Location: “Ferdinand” Hall	Panel 2 Location: Amphitheatre II-8 (Main Building)
Panel 1 Location: “Ferdinand” Hall	Panel 2 Location: Amphitheatre II-8 (Main Building)			
13:00	14:00	Lunch Location: “Titu Maiorescu” University Restaurant		
14:00	15:00	Books presentation Bogdan Hrib (Tritonic Publishing House), *Prof. Dr. Stefan Bratosin (Paul Valéry University Montpellier III), Prof. Dr. Nicu GAVRILUȚĂ Moderator: Assoc. Prof. Dr. Camelia GRĂDINARU Meeting link: https://uaic.webex.com/uaic/j.php?MTID=ma42ed91e9a36538e78c02a4890bca4bc Meeting number: 2785 695 3001. Meeting password: YqnrZ8MeM64		
15:15	17:15	<table><tr><td>Panel 3 Location: “Ferdinand” Hall</td><td>Panel 4 Location: Council Room of FSSP (Main Building)</td></tr></table>	Panel 3 Location: “Ferdinand” Hall	Panel 4 Location: Council Room of FSSP (Main Building)
Panel 3 Location: “Ferdinand” Hall	Panel 4 Location: Council Room of FSSP (Main Building)			
17:15	17:30	Coffee Break		
17:30	19:30	<table><tr><td>Panel 5 Location: “Ferdinand” Hall</td><td>Panel 6 Location: Council Room of FSSP (Main Building)</td></tr></table>	Panel 5 Location: “Ferdinand” Hall	Panel 6 Location: Council Room of FSSP (Main Building)
Panel 5 Location: “Ferdinand” Hall	Panel 6 Location: Council Room of FSSP (Main Building)			
Friday, May 30				
09:00	09:15	Registration Location: Alexandru Ioan Cuza University of Iași, 11 Carol I Blvd, Main Building, “Ferdinand” Hall		
09:15	10:30	*Keynote lectures Elżbieta Magdalena WAŚIK, Associate Professor at Adam Mickiewicz University, Poznań <i>Onto-Ethological Becoming of the Semiotic Self through Transmedial, Transcultural, and Transgenerational Communication</i> Zdzisław WAŚIK, Professor at The WSB Merito University, Wrocław & President of the Discipline Linguistics at the Research Federation of WSB-DSW Merito, Gdańsk <i>Communication, Communication Theory, and Communicology: Three Steps toward the Academic Institutionalization of the Systematic Study of Communication Structures</i>		

		Moderator: Assoc. Prof. Dr. Horia-Costin CHIRIAC Meeting link: https://uaic.webex.com/uaic/j.php?MTID=ma3d4f58ba0c757e184edb4d66dbe3d4f Meeting number: 2730 696 5103. Meeting password: nFFMTXQ682	
10:30	10:45	Coffee Break	
10:45	12:45	Panel 7 Location: "Ferdinand" Hall	Panel 8 Location: Council Room of FSSP (Main Building)
13:00	13:30	Conclusion remarks Location: "Ferdinand" Hall Meeting link: https://uaic.webex.com/uaic/j.php?MTID=ma3d4f58ba0c757e184edb4d66dbe3d4f Meeting number: 2730 696 5103. Meeting password: nFFMTXQ682	
13:30	14:30	Lunch Location: "Titu Maiorescu" University Restaurant	

DETAILED PROGRAMME

Panel 1 (Thursday, May 29; 10:45-12:45; "Ferdinand" Hall)

Meeting link: <https://uaic.webex.com/uaic/j.php?MTID=ma42ed91e9a36538e78c02a4890bca4bc>

Meeting number: 2785 695 3001. Meeting password: YqnrZ8MeM64

Chair: Anișoara PAVELEA (UBB)

AGHEORGHIESEI Dan Constantin (UAIC): Drugs - „A Slippery Slope”

ANGHELESCU Manuela Oana (UVT): Sustainable Pillars for a Creative City – Case Study on Cultural Hubs and Artist-Run Spaces in Timișoara’s Urban Landscape

CERNAMORIȚ (CAȘCAVAL) Paula-Grațîela (UB): Reviving Public Libraries in Romania through Games, Play, and Gamification

MOROȘANU Vlad Mihai (UAIC): The Role of Nonverbal Communication in Reducing Dental Anxiety

*AKASHIE Esther Ushike (SNSPA): Online Identity Management and Professional Branding

Panel 2 (Thursday, May 29; 10:45-12:45; Amphitheatre II-8)

Meeting link: <https://uaic.webex.com/uaic/j.php?MTID=md795a56a2f1b6148eb52d8923d9b8ccd>

Meeting number: 2783 139 3734. Meeting password: KrTdFB3Bg52

Chair: Vasile SZABO (UVT)

BĂLINIȘTEANU Otilia (UAIC): Anti-Communist Dissidence in the Eastern Bloc: A Diachronic View

CALINCIUC Silvestru-Iulian (UBB): The Deaf Studies on Communication Digital Strategy

CRUCIAN Narcis (SNSPA): Emerging Social Media and Young People in Romania: Motivations, Perceptions, and Challenges

POPESCU (GAVAN) Alexandra (UB): Public Communication in the Context of Romania's Integration into the Schengen Area. A Framing and Discursive Analysis of the Media Representations

*Nagy Reka (UBB): Barriers to Innovation: Why Romanian Brands Hesitate to Embrace Live Shopping

*SULTĂNESCU Carmen (SNSPA): Covert Influence Operations: Mapping the Scale, Scope, and Targets

Panel 3 (Thursday, May 29; 15:15-17:15; “Ferdinand” Hall)

Meeting link: <https://uaic.webex.com/uaic/j.php?MTID=ma42ed91e9a36538e78c02a4890bca4bc>

Meeting number: 2785 695 3001. Meeting password: YqnrZ8MeM64

Chair: Diana-Maria CISMARU (SNSPA)

DOGARIU Loredana (SNSPA): Nonverbal Communication in Election Campaigns

DINU Mihaela, PICIOIU Vlad-Alexandru, POPESCU-GUINEA George-Matei, ȘTEFAN Ghenița-Iuliana (UB): Diffusion of Innovation – Case Study: 2024 Presidential Elections

VALUȘESCU Mihai-Daniel (UVT): Hate Speech towards Traditional Media and Assaulted Journalists – An Analysis of Distrust, Fear, and Manipulation

*MANDU Livia, RACOVEANU Cornel (SNSPA): Disinformation and Environmental Crime: The Role of Social Media in Facilitating Crime-Related Offenses

*PUIULEȚ Romana (UVT): Silent Media and the Rise of Far-Right Narratives. The Relevance of Journalism in the Context of Romania's Green Transition

Panel 4 (Thursday, May 29; 15:15-17:15; Council Room of FSSP)

Meeting link: <https://uaic.webex.com/uaic/j.php?MTID=md795a56a2f1b6148eb52d8923d9b8ccd>

Meeting number: 2783 139 3734. Meeting password: KrTdFB3Bg52

Chair: Natalia VASILENDIUC (UB)

BOITAN (GORGAN) Cristina Petronela (UAIC): Approaches to Assessing Communication Inside the Educational Institutions

CHIVU Roxana Geanina (UB): The Reconfiguration of the Televised Political News in the Digital Ecosystem during the Presidential Elections in Romania in 2024-2025

SESCU BARBU Delioara (UVT): Ruga Bănățeană as a Local Cultural Resource and the Means of Communication through which it is Expressed

*ȚUȚUIANU Cătălin (SNSPA): The Role of Interpersonal Communication in the Induction and Adaptation Process of First-Year Students to Higher Education

*ALEXANDRU Alexandru (SNSPA): Digital Communication and Media Literacy: Navigating Threats to Social Identity in Romania Through Conspiracy Theories

Panel 5 (Thursday, May 29; 17:30-19:30; “Ferdinand” Hall)

Meeting link: <https://uaic.webex.com/uaic/j.php?MTID=ma42ed91e9a36538e78c02a4890bca4bc>

Meeting number: 2785 695 3001. Meeting password: YqnrZ8MeM64

Chair: Daniel-Rareș OBADĂ (UAIC)

GÎCIU Anca Mihaela (UAIC): From Tradition to Innovation: How AI is Redefining University Brands

FALAN Diana (UB): How Are Characters in Digital Advertising Constructed? Old Recipes Reframed to Serve New Customer Needs

JURCUȚ Viorel (UVT): Sports Slang and Jargon: Between Necessity and Clarity of Message in Radio Commentary

*CHILQUINGA AMAYA Javier Andrés (UEM-UofS): Seguridad Percibida por Estudiantes Universitarios y Gobernabilidad en Ecuador, 2024

*RODRÍGUEZ-WILCHES Germán, MARTÍN GARCÍA Teresa (UofS): Beyond Reality: Social Perception of Extended Reality (XR) in Spain and Colombia

Panel 6 (Thursday, May 29; 17:30-19:30; Council Room of FSSP)

Meeting link: <https://uaic.webex.com/uaic/j.php?MTID=md795a56a2f1b6148eb52d8923d9b8ccd>

Meeting number: 2783 139 3734. Meeting password: KrTdfB3Bg52

Chair: Camelia GRĂDINARU (UAIC)

GRIGORIU Ana-Maria (UAIC): Political Correctness and Algorithmic Power: The Shifting Boundaries of Online Discourse

MAN (RUSSU COLDEA) Ioana-Florina (UBB): Political Education of Young Children through School Celebrations. Case Study: Finnish and Romanian Primary Schools

MIHAI Diana-Maria (UVT): The Role of Television in the De-stigmatization of Prisoners: Perceptions of Police Officers from Timișoara Penitentiary

PETCU Loredana Elena (SNSPA): The Impact of Entertainment Programs on Children

*SILVESTRE PAYÁ Juan Carlos (UofS): The Origins of Grammatical Person: Between Linguistics and Logics

*VASIK Yuliia (UofS): Language and Identity: The Struggle for Accurate Translation

Panel 7 (Friday, May 30; 10:45-12:45; “Ferdinand” Hall)

Meeting link:

<https://uaic.webex.com/uaic/j.php?MTID=ma3d4f58ba0c757e184edb4d66dbe3d4f>

Meeting number: 2730 696 5103. Meeting password: nFFFMTXQ682

Chair: Ioan-Alexandru GRĂDINARU (UAIC)

MANEA Andrei (UB): The Construction of Media Discourse on Protests in the Romanian Public Sphere: The Case of the Resist Protests

SZABÓ Géza (UBB): War and Press. Propaganda and Journalism. Romanian-Hungarian Communication Strategies and Comparative Press Analysis of the Ukrainian War

COSTAȘ Roxana (UAIC): The Impact of New Media on Television News

DRAGOMIR Valentin-Roberto (UAIC): Measuring the Evolution of Party-Based Populism: A Multi-dimensional Approach in Iași's Local Political Landscape

*BUDĂU Claudia (UAIC): A Study on Students' Perception of Online Teaching Communication

*PREDA Alexandra-Anamaria (UVT): The Role of Social Media in Structuring Today's Beauty Standards

Panel 8 (Friday, May 30; 10:45-12:45; Council Room of FSSP)

Chair: Mălina CIOCEA (SNSPA)

Meeting link: <https://uaic.webex.com/uaic/j.php?MTID=mda1a319cc7c5282ef355bafabb83b966>

Meeting number: 2780 297 5226. Meeting password: 2YieDJBdJ46

MIHAILOVICI Miruna (UAIC): The Impact of Social Media on Voter Behaviour: 2024 Romanian Presidential Election Study Case

NIMARA Diana-Elena, POPESCU GUINEA Matei-George (UB): Tribes of Bucharest: Craft Beer Taprooms

*LUNG Paul-Valentin (UBB): Investigating the Use of Artificial Intelligence in the Romanian Social Media Influencer Marketing Landscape

*SĂLAN Anelize Teodora (UB): Gender Differences in Self-disclosure and Emotion-Based Journalism: A Study of Award Winning Romanian Intimate Journalism Stories

* Online presentation (on Webex)

UAIC = „Alexandru Ioan Cuza” University of Iași

UB = University of Bucharest

UBB = „Babeș-Bolyai” University of Cluj-Napoca

UVT = West University of Timișoara

SNSPA = The National University of Political Studies and Public Administration

UofS = University of Salamanca

UEM-UofS = Universidad Estatal de Milagro - Universidad de Salamanca