

Universitatea din Craiova
Centrul de Cercetare Comunicare, Media, Opinie Publică
Laboratorul de Modele, strategii și instrumente în
științele educației și în didactica actuală

The International Conference for
Social and Humanistic Sciences

**Communication. Information.
Learning**

CONFERENCE AGENDA



University of Craiova

Faculty of Letters

Department of Communication, Journalism, Education Sciences

Center for Communication, Media, Public Opinion Research

**Laboratorul de Modele, strategii și instrumente în științele educației și
în didactica actuală.**

Communication. Information. Learning

International Conference for Social Sciences and Humanities

Faculty of Letters, University of Craiova.

2019 - Sixth Edition - Craiova, Romania, 24th - 25th May 2019

Organising committee

President: Prof. hab. Ștefan Vlăduțescu, PhD

Reader Claudiu Bunăiașu, PhD

Senior lecturer Xenia Negrea, PhD

Senior lecturer Dan Valeriu Voinea, PhD

Reader Alina Țenescu, PhD

Senior lecturer Marta Lucia Albu, PhD

Senior lecturer Aida Cornelia Stoian, PhD

Senior lecturer Alexandru Strungă, PhD

Senior lecturer Daniela Osiac, PhD

Senior lecturer Davian Vlad, PhD

Senior lecturer Elena Opran, PhD

Senior lecturer Adrian Nicolescu, PhD

Senior lecturer Georgiana Camelia Stănescu, PhD

Senior lecturer Răzvan Alexandru Călin, PhD

Senior lecturer Oprea-Valentin Bușu, PhD

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University of Kosice

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Prof. univ. habil. dr. Mihaela Cecilia Popescu,
Universitatea din Craiova

FRIDAY, MAY 24th 2019 University of Craiova, 13 A.I. Cuza Street

9:00 - 10:00 Registration (Hall, Room 444)

10:00 - 10:30 - Opening ceremony (Room 444)

Vice-rector prof. univ. Nicu Panea, PhD

Vice-dean conf. univ. habil. Cecilia Mihaela Popescu

Prof. habil. Ștefan VLĂDUȚESCU, Conference president

10:30 Plenary lecture

Professor Andrei ȚĂRANU PhD (Political Science Faculty National School on Political Studies and Public Administration, Bucharest Romania): **Imaginarul politic al populismului**

13:00 - 14:00 Lunch (University of Craiova, Restaurant)

14:00 - 15:30 Sessions

15:30 - 15:45 Coffee break

15:45 - 17:30 Sessions

17:30 - 17:45 Break

17:45 - 19:30 Sessions

Sessions

Journalism and Communication

Room: 026

Chair: Senior Lecturer Georgiana Stănescu, PhD; Senior Lecturer Dan Voinea, PhD

Profesor Contratado Doctor Miguel Ángel Ortiz Sobrino (Universidad Complutense de Madrid, Facultad de Ciencias de la Información), Profesor Contratado Doctor Ma de las Mercedes Zamorra López (Universidad Complutense de Madrid, Facultad de Ciencias de la Información): University Radio in the Third Sector of Communication

Maria Crăciun, PhD Candidate (University of Craiova): The conditions for developing the emigration trend in the Romanian village

Professor Simona Rodat, PhD (Adventus University, Faculty of Theology and Social Sciences, Cernica, Ilfov, Romania): Toward a hegemonic femininity? The first Romanian female prime minister in the focus of the media

Senior Lecturer Davian Vlad, PhD (University of Craiova, Journalism Specialization): Essential Skills and Techniques for Covering Sports Events on Radio

Senior Lecturer Dan Voinea, PhD (University of Craiova, Journalism Specialization): Fake news in the 2019 European Parliament elections - the case of Romanian media

Mihaela-Gabriela Păun, PhD (Independent Researcher): The Religious Press Magazine in 2007: The Orthodox Faith

Associate Assistant Atena Găgiu (University of Craiova, Journalism Specialization/Teleuniversitatea TV): Television in University - principles and sections

Senior Lecturer Georgiana Camelia Stănescu, PhD (University of Craiova, Journalism Specialization): Romanian Mass Media, between disinformation and political propaganda

Associate Assistant Ana-Maria Predilă (University of Craiova, Journalism Specialization): Health Journalism - Health Communication Strategy

Senior Lecturer Xenia Negrea, PhD. (University of Craiova, Journalism Specialization): On the Romanian Gender Press

Mirena Todorova, PhD (Faculty of Economics and Business Administration/Faculty of Economics, Sofia University „Sv. Kliment Ohridski”), Assoc. Prof. Galina

Bogdanova (Institute of Mathematics and Informatics, Bulgarian Academy of Sciences), Phd student Kaloyan Niklolov (Institute of Ethnology and Folklore Studies with Ethnographic Museum at Bulgarian Academy of Sciences): Some aspects of PR and communication of folklore heritage with digital media.

Associate professor Tatiana Kuzmanova Shopova, PhD (South-West University “Neofit Rilski” - Blagoevgrad, Bulgaria): Computer Games - Socio-Cultural Dimensions

Chief Assistant Professor Slavka Popova, PhD, (South West University in Blagoevgrad, Bulgaria): Lexicon Selection for Successful Micro PR

Assoc. prof. Anca Iorgulescu, PhD (University of Craiova): Poziționarea brandului în contextul concurențial

Assoc. prof. Mihaela Marcu, PhD (University of Craiova): Modalități de îmbunătățire a randamentului comunicării corporative

Ștefana Palade, Grd. Stud. (Universitatea Babeș-Bolyai): Ethnographic photography as a means of promoting Romania as a brand - a case study on Bucovina and Maramureș

Senior Lecturer Dana Osiac, PhD. (University of Craiova): New types of celebration. An anthropological approach

Prof. habil. Ștefan Vlăduțescu, PhD (University of Craiova): How does the time appear in the communication

Prof. drd. Teodora Badea, Casa Corpului Didactic Dolj - Abordarea interculturalității; condiții sine-qua-non într-o societate de consum

Profesora asociada Maria Jose Cavadas Gormaz (Universidad Complutense de Madrid, Facultad De Ciencias de la Información), Carmen Salgado Santamaría (Universidad Complutense de Madrid, Profesora Contratada Doctor, Facultad de Ciencias de la Información), José Díaz Cuesta (Universidad Complutense de Madrid, Profesor Doctor, Facultad de Ciencias de la Información): Periodismo Móvil: Nuevas tendencias y perfiles profesionales

Education Sciences

Room: 207

Chair: Senior Lecturer Alexandru Strungă, PhD, Senior Lecturer Dana Osiac, PhD.

Junior Professor Alexandru-Constantin Strungă, PhD (University of Craiova - Department of Communication, Journalism and Education Sciences); Associate Professor Claudiu Bunăiașu, PhD (University of Craiova - Department of Communication, Journalism and Education Sciences): NEO LMS as A New Instructional Tool for Higher Education Institutions

Senior Lecturer Aida Stoian, PhD (University of Craiova): Implicații ale modelului de excelență TQM în managementul organizațiilor școlare din România

Senior Lecturer Dana Osiac, PhD. (University of Craiova): Peace Through Peace Education. Nomination of Maria Montessori for Nobel Prize

Senior lecturer Adrian Nicolescu, PhD (University of Craiova, Romania): Legal responsibility of educational staff

Assistant Oprea Valentin Bușu, PhD (Teaching Staff Training Department, University of Craiova, Romania), Elena-Cristina Andrei (Student, Faculty of Dentistry, University of Medicine and Pharmacy of Craiova, Romania): Approaching the academic learning process through neuro-linguistic programming for dental students

Drd. SÂMCEA T. NICOLETA-CRISTINA, University of Craiova, Doctoral School Alexandru Piru, Faculty of Letters, Valeurs humaines et constructions genrées dans les manuels scolaires

Arts and Humanities

Room: 310

Chair: Senior lecturer Marta Albu, PhD, Senior Lecturer Aida Stoian, PhD

Associate Professor Madalina CERBAN, PhD, Characteristics of Journalistic Language in British Newspapers

Alina Roinita, Ph.D. student (University of Bucharest/ Department of Linguistics): Deictic shift theory in Romanian poetry: A short view on the poetry of '80s

Delia-Mihaela Toarnă (Răuț-Bratiloveanu) PhD candidate (Faculty de Letters, University of Craiova): Relația dintre lexicul specializat și terminologie / The relationship between specialized vocabulary and terminology

Elena-Luminița Hrițcu PhD candidate (University „Ovidius” from Constanța, Romania): Despre valabilitatea unui concept: balcanismul literar

Alina-Florinela Dănilă, PhD candidate (University of Craiova): From Environmental Terminology: Natural Calamities

Senior lecturer Marta Lucia Albu, Phd. (University of Craiova): Naïveté et esprit ludique dans la littérature de jeunesse

Senior lecturer Antonie Mihail, PhD (University of Craiova): The imagological perspective of weapons arts - fencing, the duel and the image of power in the theatre of Calderon: “El postrer duelo de España”

Lecturer Romanița Ionescu, PhD Student (University of Craiova, Theatre Department; National University of Theatre and Film Bucharest): “Hecuba`s Weeping” - The Genesis of Emotion in the Art of Acting

Simona Sandu (Pîrvulescu), PhD Candidate (University of Craiova, Școala Doctorală „Alexandru Piru”): A Theoretical Excursus Into Terminology

Pavel Marieta, PhD Candidate, (University of Craiova, Școala Doctorală „Alexandru Piru”): Vers une terminologie du parfum

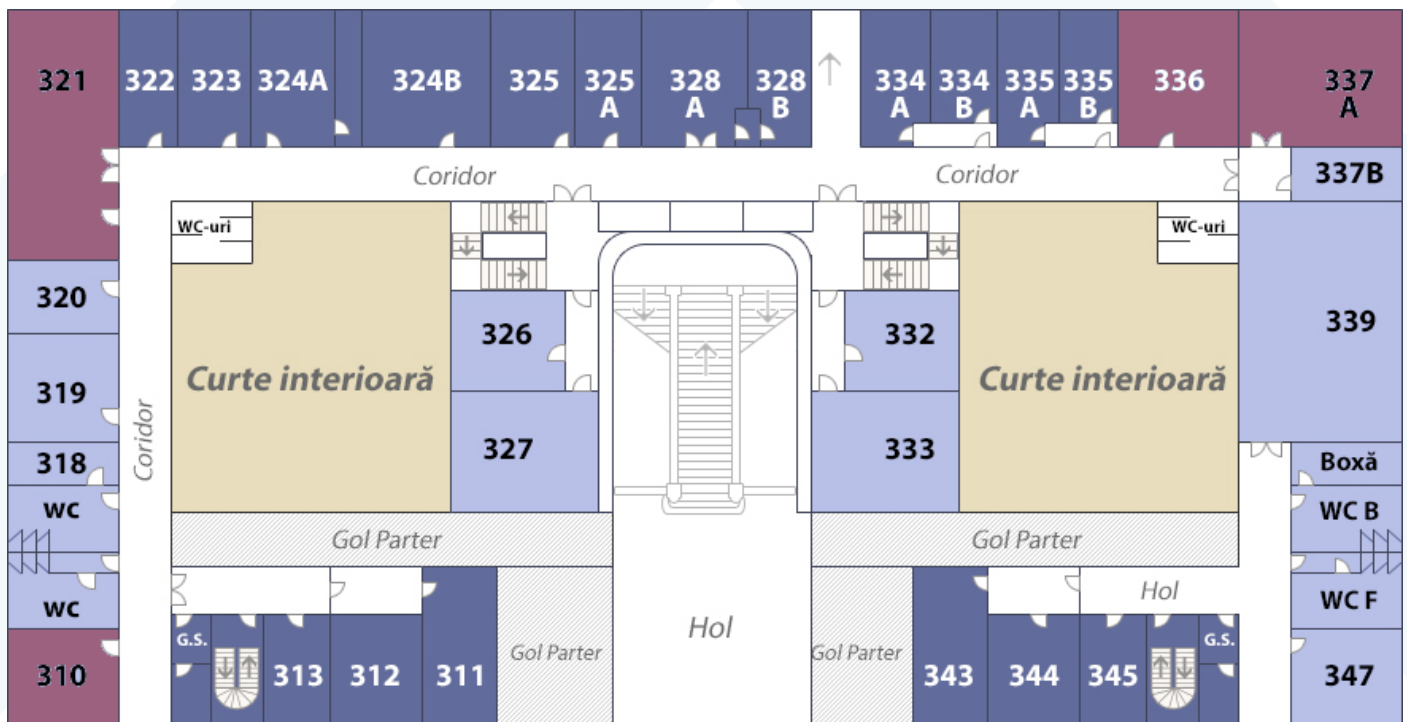
SATURDAY, MAY 25th 2019

University of Craiova, 13 A.I. Cuza Street

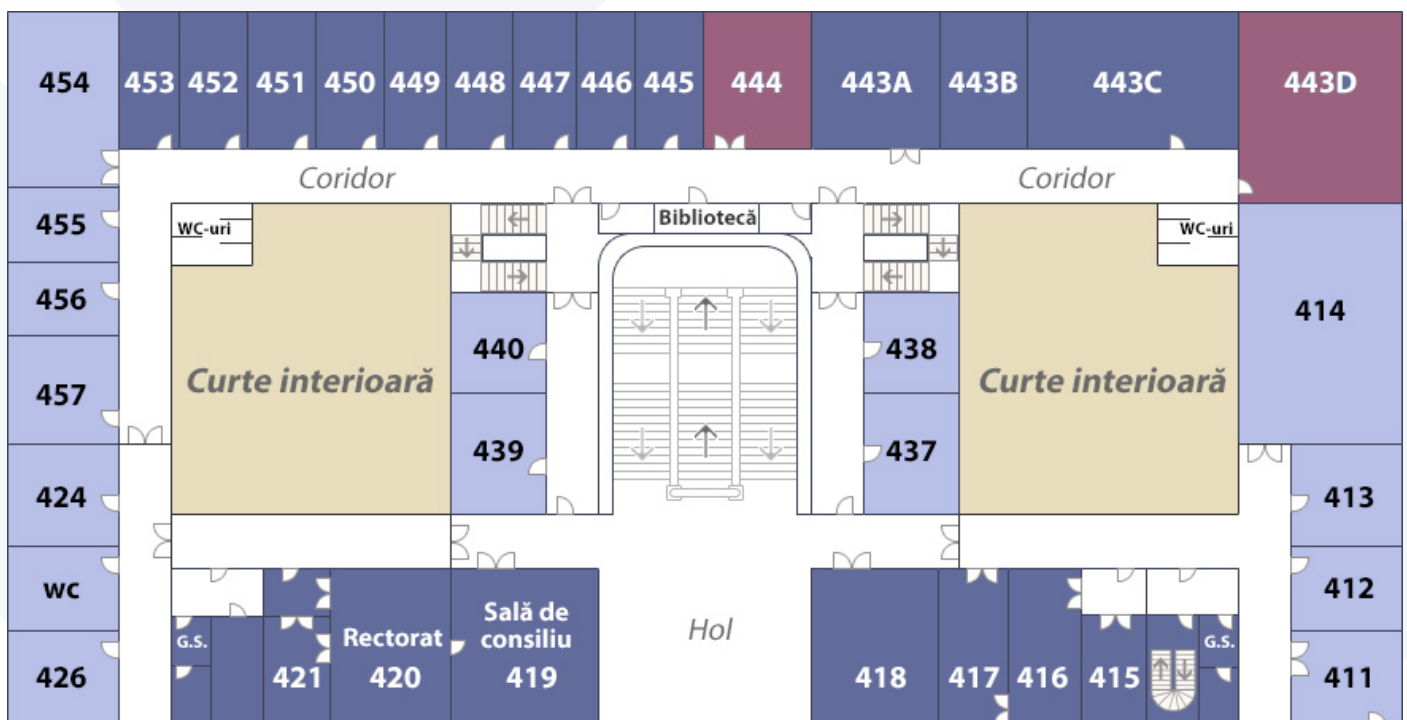
Meeting of Center for Communication, Media, Public Opinion Research.

Daily agenda: Receiving new members

Map of the University of Craiova Central building, 1st Floor



Central Building, 2nd Floor



Legend: Conference
venue color