

## Events

1. The Faculty of Journalism and Communication Science, University of Bucharest organized on May, 23, 2008, the traditional scientific communication annual session, *Mass Media, Communication and Community*. The invited researchers came from University centres such as Bucharest, Cluj, Iași, Timișoara, Pitești, Craiova, Târgoviște, Bacău, Galați and also from European University Centres. The key-note speaker was Professor Jean Francois Tetu from the University of Lion. The presentations were structured in the following sections: journalism, public relations, advertising, social communication, political communication, new media and history of the press. The event was a real forum for interaction. The most recent studies in the media area from Romania were presented as well as theories and modern methods used by some professors abroad. A meeting like this is a real opportunity to develop new projects which will certainly be applied in the future. For more details please visit: [www.fjsc.ro](http://www.fjsc.ro).

2. The Media Center of Babeș-Bolyai University and the Department of Communication and Public Relations, Faculty of Political, Administrative and Communication Sciences organized on May, 27, 2008 the debate *Children and the Media*. The event was an opportunity to start off an interdisciplinary dialogue about the interaction of children with the media. The keynote speakers were Professor Ph.D. Daniel David and lecturer Ph.D. Adina Glava from the Faculty of Psychology and Education Sciences, Babeș-Bolyai University, and Professor Anca Radu, district school inspector in Cluj-Napoca. The discussion was moderated by Assoc. Prof Ph.D. Delia Cristina Balaban from de Department of Communication and Public Relations. The most important aspects of the dialogue were the role of parents and school in the media education of children. Another point of the discussion was the introduction of media education courses in schools and the opportunity of some public policies in the educational system. The conclusions were that media is not a danger for children as long as they are educated to use it rationally. It opens new horizons to the children in what information access is concerned and it reorganizes the social relations. For more details please visit: <http://cmedia.ubbcluj.ro>.

3. The Association of Education in Journalism and Communication organized its general meeting on May, 30, 2008 in Bucharest. This was an occasion to discuss about some institutional aspects such as logo, ethic code and the activity sections.

The suggested sections for the organization of the Association are:

- Communication law and professional deontology – contact person: Brândușa Armanca - Aurel Vlaicu University, Arad (romankulturalis.intezet@chello.hu) and Raluca Radu - FJSC, University of Bucharest (rraluca@hotmail.com);
- Journalism (press, audio-visual, new media) – contact person: Elena Abrudan – Babeș-Bolyai University, Cluj-Napoca (abrudanelena@yahoo.com) and Georgeta Drula – FJSC (gdrula@yahoo.com);
- Public Relations and Advertising – contact person: Cristina Coman, FJSC, University of Bucharest (cristinacoman2004@yahoo.com), Delia Cristina Balaban – Babeș-Bolyai University, Cluj-Napoca (publicitate\_ubb@yahoo.com) and Mădălina Moraru – FJSC, University of Bucharest (morarumadalina@hotmail.com);
- Theories, societal problems and research methods – contact person: Nicolae Perpelea – ISAR (perpelea@gmail.com) and Mihai Coman – FJSC, University of Bucharest (mcoman@fjsc.ro);
- Education for communication and media – contact person: Luminița Roșca – FJSC University of Bucharest (lumirosca@yahoo.com) and Laurențiu Soitu – Alexandru Ioan Cuza University, Iași (soitu@uaic.ro).

For more details please visit: [www.jurnalismsicomunicare.eu](http://www.jurnalismsicomunicare.eu)

4. The Department of Journalism in collaboration with the Department of Communication and Public Relations, Faculty of Political, Administrative and Communication Sciences, Babeș-Bolyai University, organized between July, 10 – 12, 2008 the workshop *Communication Interferences in Journalism, Public Relations and Advertising*. The sessions took place at Babeș-Bolyai University's Media Center, and during these three days of discussions some interesting and contemporary themes of interest were debated. Associate Professor Ph.D. Elena Abrudan had the opening word. The coordinator of the workshop insisted on the excellent collaboration between the Department of Journalism and the Department of Communication and Public Relations over the last three years which made organizing the exploratory workshop and winning the CNCSIS grant to finance it possible. The workshop started with a presentation from Nicolae Melinescu, a famous television professional, who spoke about the main elements of the dynamics of contemporary television: the new technology and the hegemony of the consumer. The presentation given by Assoc. Prof. Ph.D. Cristina Coman revolved around the interaction between the public relations specialists and the journalists, specifically in the case of the press conference. Lecturer Ph.D. Ioan Hosu talked about alternative means of promotion. The topic of the political blog incited the audience, being widely debated. In the second day of discussions, lecturer Ph.D. Radu Bîlbîie, Lucian Blaga University from

Sibiu, Assoc. Prof Ph.D. Dumitru Borțun, SNSPA Bucharest, Professor Ph.D. Nilufer Pembecioglu, Professor Ph.D. Serra Goerpe and Aytem Adem, The State University from Istanbul, were the ones who started the debates. The last day of the debates started with the presentation of Professor Ph.D. Andrei Marga, the Rector of Babeș-Bolyai University. Professor Marga commended the efforts of the Departments of Journalism and Communication and Public Relations to start a school of communication. Professor Ph.D. Olivier Feix from Paris 1 University, Sorbonne talked about other French theoreticians relevant to the media field like Jean Baudrillard. Assoc. Prof Ph.D. Flaviu Calin Rus discussed the press release from the perspectives of the theoretician as well as that of a practitioner. Laura Petrehuș gave a presentation on press releases relying on concrete examples from the field of banking, but also from other fields as well. The last day of the event concluded with the presentation given by Ms. Mihaela Danga, director of the Centre for Independent Journalism. For more details please visit <http://cmedia.ro>.

#### 5. Science Fiction and Symbolic Communication

The 11<sup>th</sup> ISSEI Conference (International Society for the Study of European Ideas), that took place in Helsinki between the 28<sup>th</sup> July and the 2<sup>nd</sup> August 2008, had a stake in examining and redefining the purpose of interdisciplinary dialogue between the humanistic domain and the domain of science and technology. The two cultures have always been interdependent because the human being gives meaning to its own life by doing (Science) and recounting (Language).

Babeș-Bolyai University was represented by two members of the Department of Journalism at the *Science Fiction and Symbolic Communication* workshop, presided by Assoc. Prof. PhD. Elena Abrudan, head of the BBU's Department of Journalism. The presentations in this workshop brought out the compensating role of the imaginary in relation to the surrounding reality which often creates deceptions, especially in crisis situations. The alternative worlds offered by Sci-Fi literature and cinematography follow the structure, evolution principles and permanent themes of the imaginary. Symbolic communication seen as a phenomenon of modern poetics is a well defined process which not only consists of using mythological motives, symbols, and archetypes, but also implies the construction of a vision of the world, Sci-Fi being an important field for many of its representations. For more details please visit <http://jurnacom.wordpress.com>.