

Events

1. The Media Center of Babeş-Bolyai University organized on October, 14, 2008 the debate *The future of journalism*. Keynote speakers were Prof. Ph.D. Andrei Marga, the rector of Babeş-Bolyai University, Prof. Ph.D. Wilfried Koepke from the University of Applied Science, Hanover and Ph.D. Renate Nimtz-Koster from the famous publication *Der Spiegel*. The debate was moderated by Assoc. Prof. Ph.D. Delia Cristina Balaban from the Department of Communication and Public Relations and Assoc. Prof. Ph.D. Elena Abrudan, head of the BBU's Department of Journalism. The event enjoyed the participation of a significant number of journalists (Antena 1, Alpha TV, NCN, Informatia de Cluj, Szabocsag etc.). Among the participants there were known reporters, television moderators and chief editors, teachers from the Department of Journalism and the Department of Communication and Public Relations of UBB, students, master and doctoral candidates.

Professor Andrei Marga has expressed his confidence in the future of journalism, which will exist as long as the public sphere will function. However, the future of journalism is not free of danger. The development of the Internet jeopardizes the book, the magazine, the newspaper. The second big danger comes from marketing. Journalism risks self-destruction by simply transmitting information that is hard to believe. Andrei Marga emphasized the importance of opinion journalism, journalism's future is closely linked to the future of democracy and the public sphere.

Renate Nimtz-Koester made a plea for genuine media. The best known estimates on the death of the print newspaper, among others even made by Bill Gates, have been shown to be false. The newspaper does not disappear but changes. *Der Spiegel* is one such example, adding *Spiegel TV*, *spiegel.online*. The essence of *Der Spiegel* brand, the investigative journalism and the accuracy have been preserved. The secret of success for newspapers is to make what is important interesting. Newspapers should stop being a *Generalanzeiger* and becoming a *General Schluessel*.

Journalist with extensive experience in public and private German television, also professor of electronic media, **Wilfried Koepke** synthesized the future of journalism in ten main thesis:

1. Users want an entertainment media.
2. Users do not want to take lessons from the media.

3. Opinion journalism is at the end of power.
4. The journalism image is a classic one, it acts as narrator.
5. Great narratives period and myths is end.
6. New myths need narrators.
7. Journalism remains regional, not global.
8. Journalism wants to be in step with time.
9. The future of journalism is characterized by the investigation.
10. The future journalism is a narrative one.

For Wilfried Koepke, the journalist must be a narrator with a critical and self-critical wit, an investigator, a good professional and a talented writer..

These ideas were discussed and debated. Questions were asked about the relationship between journalism and blogging, about Romanian and German press. The issue of the credibility of media was also discussed.

2. Scientific event at Babeş-Bolyai University

The 7th National Journalism Symposium, with international participation, on the issue of “The wooden tongue in the press – yesterday and today”

On the 24-25th of October 2008, the Department of Journalism of UBB has organized the 7th National Journalism Symposium, with international participation, on the issue of **The wooden tongue in the press – yesterday and today**.

The opening of the symposium took place Friday, the 24th of October 2008, at 9.30, in the “Woodrow Wilson” hall of the faculty of Political, Administrative and Communication Studies, the inaugural lecture was held by the well-known television producer **Nicolae Melinescu**.

The previous symposia organized by the Department of Journalism of UBB have at least three specific characteristics: a high scientific level of the presented papers; the participation of personalities; all works from the previous six symposia have been published in volumes, at prestigious Romanian publishers (Polirom, Tribuna, Limes): *Curente și tendințe în jurnalismul contemporan* (2002) [*Currents and trends in contemporary journalism*], *Schimbări în Europa, schimbări în mass-media* (2003) [*Changes in Europe, changes in the mass-media*], *Jurnalismul cultural în actualitate* (2004) [*Cultural Journalism in actuality*], *Presa scrisă românească – trecut, prezent, perspectivă* (2005) [*Romanian written press – past, present, perspectives*], *Stil și limbaj în mass-media din România* (2006) [*Style and language in the Romanian mass-media*], *Forme ale manipulării opiniei publice* (2007) [*Forms of manipulating public opinion*] thus entering the national and international scientific circuit.

The 7th National Journalism Symposium has reunited 30 specialists, from the most prestigious universities of Romania, from Bucharest, Iași, Timișoara, Craiova, Baia Mare, Arad, Galați, Pitești and, of course, from Babeş-Bolyai University. It is the most important national scientific reunion devoted to a phenomenon encountered in the press: **the wooden tongue**.

At the current edition have participated a team of specialists from Bucharest, co-authors of a number of works fundamental to our culture – *Gramatica Academiei* [*The Academy's Grammar*] and *Dicționarul ortografic, ortoepic și de punctuație* [*The Dictionary of Orthography, Orthoepy and Punctuation*] – Rodica Zafiu, Ioana Vintilă-Rădulescu, Adriana Stoichițoiu Ichim, nationally renown linguists (D. Irimia, Ionel Funeriu, Stelian Dumistrăcel, Nicolae Felecan), well-known television producers (Nicolae Melinescu), professors from universities from Spain and Italy, established literary critics (Mircea Popa, Aurel Sasu), succesful writers (Doina Ruști), advertising specialists (Delia Balaban) or specialists in the history of communism (Lavinia Betea).

At the symposium two speciality works have been launched, on the studied linguistic phenomenon: Aurel Sasu, *Dicționarul limbii de lemn* [*The Dictionary of the Wooden Tongue*], and Gina Necula, *Reflectarea limbii de lemn în proza literară românească din deceniile al VI-lea și al VII-lea* [*The Reflection of the Wooden Tongue in the Romanian literary prose of the 6th and 7th decades*].

Tobias Peucer's book, *De relationibus novellis/On journalistic accounting*, which came out in Leipzig, in 1690, the first doctoral thesis in the world dedicated to journalism, was presented.

With the occasion of the symposium 27 speciality books of the participating authors were launched.