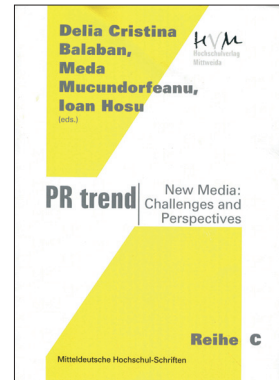


Book Reviews

New Media. Challenges and Perspectives

Editors: Delia Cristina Balaban, Meda Mucundorfeanu,
Ioana Hosu

Publisher: Hochschulverlag Mittweida, 2013



“New Media. Challenges and Perspectives” is the volume, that includes some of the papers presented at the PR conference in October 2012, an annual international event organized by the Department of Communication, Public Relations and Advertising of the Babes-Bolyai University.

Nowadays, hardly anyone has heard or has knowledge about new media. This volume contains 19 papers with various perspectives about the challenges and changes that can occur in communication, public relations, advertising and technology related to new media.

The first paper, “Future Internet: Challenges and Opportunities in Advertising”, written by Ioana Iancu and Bogdan Iancu sets focus on semantic advertising and affective computing, as perspectives of advertising “in a very developed technological world.”

Stefan Bratosin and Mihaela Alexandra Tudor based their article on a study and researched in this paper whether the sacred practices on the Internet are an expression of an innovative experience of a norm.

Corina Boie (Rotar), Ioana Lepădatu and Andreea-Daniela Rus turn their attention towards researching “Public Relations in the Context of «New Media» Technology”. Beside using a quantitative social survey, the authors also conducted interviews with renowned authors in the field of PR and Communication, James Grunig and Newsom Doug, and 15 interviews with PR specialists and with Marketing Vice President of The Ursus Breweries, Miller-Grant McKenzie.

Veronica Ilies analyzes the interdependence between Corporate Social Responsibility and Public Relations processes. The study had 698 respondents from Cluj-Napoca and it analyzes “The perception of the Image, Reputation and Notoriety of companies Involved in CSR Programs”.

Razvan Enache develops a theoretical framework for Public Relations activity. Therefore, the author uses Erving Goffman's work Frame Analysis.

Flavia Topan turns to the Health Care and describes in her paper how Public Relations can help hospitals in different situations, not only in targeting their audience, but also in communicating within crisis situations or branding.

Mirela-Codruta Abrudan deals in her paper with opportunities and threats for corporate communication related to social media. The author presents the pros and cons of some of the most used online applications such as websites, e-mail, blogs, social networks and video portals.

Elena Abrudan discusses in her paper about the "Visual Rhetoric and Contemporary Culture". The author presents in her paper some aspects about how visual rhetoric is created in advertising and other domains such as street art, interior design and modern/postmodern art.

Meda Mucundorfeanu examines the copies of German ads that use religious words or quotes in the new advertising language, using the world's most read book, the Bible and other religious beliefs as inspiration.

The next paper's subject also deals with copywriting, but from another point of view. Madalina Moraru analyzes 50 slogans of international brands by their morphological, semantic or syntactic structure and by using a mixed methodology based on a quantitative and qualitative content analysis.

Raluca Babut, Ciprian Marcel-Pop and Dan-Cristian Dabija conducted a research with 550 people over the age of 18 in order to identify their reaction to advertisements broadcasted on TV.

Alina Bargaoanu and Elena Negrea-Busuioc turn their attention to the European solidarity in association with the EU's democratic and communication deficits. These problems have a significant influence on people's attitude and consent regarding the actions of the EU.

Sandu Frunza looks into political advertising and political communication, following mythical elements in their content.

Veronica Campian turns to another subsystem of communication, journalism. In her paper, the author attempts to find out whether opinion-oriented journalistic texts, such as the commentary and the editorial on one hand, and cartoons on the other hand, complement each other in the process of opinion expression.

Kadar Magor defines and presents the concept of profiling. This term is part of the interpersonal communication and it can be helpful in the reading of nonverbal signs.

Andreea Elena Carstea examines the 2009 Presidential Elections by using a content analysis in order to determine different aspects of the written press during the election time.

Ramona Hosu points out several elements that turn the city of Los Angeles into a hyperreal postmodern city with help of the cinema and media.

George Prundaru focusses on the Black Mesa crowdsourced game development project and determines whether it is intrinsic or extrinsic motivation that makes people participate in crowdsourcing projects.

The last paper belongs also to the authors Stefan Bratosin and Mihaela Alexandra Tudor. They approach the Internet and Multimedia from a hermeneutic point of view and create the basis for a theory of multimediated figure in communication science.

The editors Ioan Hosu, Delia Cristina Balaban and Meda Mucundorfeanu structure the volume into three parts: the first segment deals with PR and new media, the second part focusses on advertising and the last part presents papers with focus on various types of communication, such as interpersonal or political communication.

Due to the fact that the volume contains 19 selected papers, dealing with challenges that every communication scientist has to deal with nowadays, we recommend this book not only for practitioners and researchers, but also for bachelor, masteral and doctoral students, who should be informed constantly about these changes. Not only does the reader get an insight on several research designs, but he also has access to a series of extraordinary subjects.

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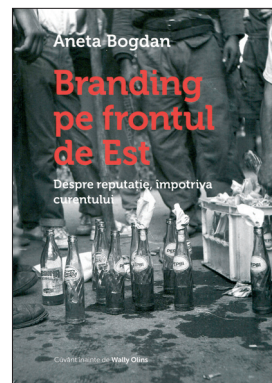
Branding pe frontul de Est

Author: Aneta Bogdan

Publisher: Bucureşti, 2011

When talking about branding in Romania we cannot, should not and must not forget to refer to one of the most important authors and practitioners, Aneta Bogdan. If it were from this point of view only, the book called “Branding on the Eastern Front” would have been by far a benchmark for any research in the field of brand creation and management.

But the book is much more than the reputation of its author. It turns to be a handbook both for practitioners and for managers who want the job to be done right where branding is concerned. It is not only a technical research on brand management, but, above of all, it is the story of personal branding experience. It is a book about brand creation and development, about personal branding, personal development and self-promotion, it is a book about branding as a science among other



sciences. I think that “Branding on the Eastern Front” is one of the most important attempts to impose brand management as a science and to define its role, place and importance in our day-to-day life.

Although it is formally structured in two distinct parts, with an introduction and a closing, the book can be regarded as a five-part research, each part having its clear role within the structure and accuracy of the research.

The first part is the one that establishes the place of the author as a major voice on the brand market and that entitles her to set genuine definitions and norms. Talking about Brandient, pioneering and leadership, the author of the book describes her personal experience as a brand specialist, thus presenting the practical basis of the theoretical approach, giving it more value than it would have had if we had been talking about a simple theory.

“I initially wanted to write a technical book based on our professional standards; but as I was writing I realized that something was missing; something we all consider to be priceless: human experiences we all had when carrying out this pioneer experience in Romania” (Bogdan, A., p. 18).

The following part of the book, *Terra Firma*, the first formal chapter, presents theoretical aspects combined with and sustained by specific, practical, real and realistic examples. It defines and describes the brand from different perspectives, starting with trademark and going through aspects related to uniqueness, differentiation, relationship, value, investment or reputation.

One of the most important aspects related to brand management that the author takes into consideration refers to innovation versus creativity and imagination. “Most people would probably say that branding as a concept that is assimilated to differentiation includes innovation. I would rather state that it incorporates creativity and imagination and not necessarily innovation. Innovation in branding appears when we face an essential transformation of the way a project is being approached”. (Bogdan, A., p. 63)

Besides aspects related to innovation in brand management, the book approaches other important notions such as naming, design, marketing research, internal brand or brand engagement, each concept or theoretical approach being supported by specific practical examples.

An important place within this part of the book is allocated to the concept of personal branding that the author considers to refer not to perfection, but to authenticity. Personal branding is viewed and approached in relation to stars, politicians, businessmen, each of them with their specificity.

The next part of the book, *Terra Incognita*, deals with values and positioning in branding, brand indicators as well as with presenting the role of the brand consultant in Eastern Europe and the larger context of branding and entrepreneurship in New Europe.

After having gone through the formerly presented parts, the book ends with a new life – story related to the author’s branding activity, followed by an already published, but extremely interesting and useful article on the difference between brand and trademark, an article meant to clear any confusion between the two terms.

The book written by Aneta Bogdan not only provides important theoretical basis for any future research, but offers an insight to the real activity of a brand developer, meanwhile presenting a more general and complex context to the activity of brand management. The book is not only a handbook, but also a testimony of what branding really means.

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Body Language in the Workplace

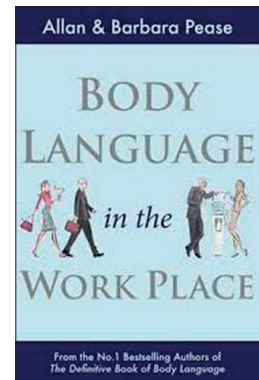
Authors: Allan & Barbara Pease

Publisher: Orion, 2011

The book *Body Language in the Workplace* written by the Pease couple stretches over 123 pages, and consists of eight chapters and a very clear conclusion. The motto of their work, namely that the book is dedicated to all those who have good vision, but cannot see, tickles the reader’s curiosity and invites to further reading. The question about whether there is still anything left unsaid in the field of non-verbal communication can, however, also easily arise. The answer is not long in coming.

The book offers a variety of drawings, rasters, reminder boxes and cartoons. The latter introduce the different chapters, and are also included within each chapter, thus offering a visual summary of the written content, and serving as a source of amusement at the same time. Very clear examples in which readers can find themselves, as well as examples regarding well-known media characters (James Bond, Clark Kent and Superman) or public personalities (Prince Charles, Lady Diana) accompany the theoretical part, providing a special feel to the reading experience.

The language employed by the authors is simple and easy to understand for anyone who is interested. The book can easily be read and is practice-oriented, providing gender-specific tips and advice in a very original way. In this context, the authors draw attention to certain stereotypes. The reader is invited to imagine



different situations and contexts, while the book offers strategies and suggestions for correct action and for solving different problems. All in all it is a very enjoyable reading and readers will find it difficult to put the book down before perusing the final pages.

The chapters have very suggestive titles, offering a synopsis of their content. The continuous text resembles the shape and design of a handbook. The topic introduced by the title is discussed in the following order: mistakes that often occur in non-verbal communication in the business environment, things to be avoided, strategies that can be used to achieve success. The register used by the authors in their description is sometimes serious, sometimes relaxed and entertaining. Statements similar to aphorisms or based on statistics awaken the interest of the readers, inviting them to reflect upon the matter, e.g.: it is not important what you say, but how you say it and where you are in the room while saying it. Or: taller people are always successful; women wearing make-up seem reliable and are perceived as intelligent, self-secure and open if they are also wearing glasses. According to the authors, statistics indicate that people's fear of public speaking is much stronger than the fear of death; or that people laugh the hardest and longest at jokes told by their bosses.

The eight chapters of the book revolve around the following points: job interviews, the correct seating and standing positions, the rules for shaking hands correctly, for making good presentations and successful calls, the choice of appropriate clothes, the pitfalls of globalization from the perspective of body language and the different possibilities of interpreting eye contact as a form of communication.

The conclusion of the book is extensive, but the reader can summarize the last part to the following idea: successful people in the business environment are people who understand that body language is as important as the verbal message.

Each reading of the text sheds light on new meanings and opens doors to a better understanding of body language in the business environment. The book is not only addressed to business women or businessmen, but also to all readers who are convinced that failing to use the right non-verbal communication elements leaves them less understood by others.

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Book: PR versus jurnalism. Influențe bilaterale

Author: Julia Szambolics

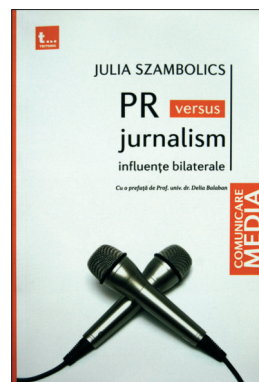
Publisher: Tritonic, București, 2014

Looking at this title one of the questions that occurred into our mind might be: do we need another book on the relationship between journalism and PR? Was this subject not already been overanalyzed? What is new concerning the interaction PR versus journalism? The question regarding the originality of the approach is therefore legitimate, as long as there have been in the past, studies describing this interesting and challenging relationship. Julia Szambolics succeeded to bring many new elements and also a different perspective on the topic.

This book is the result of the research carried out by Julia Szambolics, assistant professor at the German line of the Department of Journalism, of the Faculty for Political, Administrative and Communication Sciences of the Babes-Bolyai University, Cluj-Napoca, during her doctoral studies.

Even if the volume is based on a Ph.D. thesis, the author has an accessible style, therefore we recommend this research for those familiar with the literature in the field, as well as for those approaching for the first time the issues related to the relationship between PR and journalism.

The book started with a relevant and extensive summary of the main theoretical approaches to journalism, public relations, but especially to the relationship between PR and journalism. The original part of this volume consist in the original empirical approach. All this endeavor subscribes to the transformations media development and in particular the social media landscape produces in the field of professional communicators in Romania. Therefore the question of the place and role of journalism in the contemporary media society is discussed in the book in this new context. The methodological workdesign includes semi-structured interviews with specialists in the field of communication that have work experience on both sides, starting as journalists and then turning towards public relations. This is one original element, by interviewing professionals with relevant experience in both fields PR practices can be interpreted from relevant perspectives. The motivation is simple: such a professional communicator experienced what it means to practice both professions and therefore may present certain peculiarities of the relationship mentioned above. Another element of originality is that the author interviewed specialists from the regional and local press in Cluj-Napoca, one of the largest cities in Romania, but not the capital city. Bucharest has large budgets for PR and journalism compared to Cluj-Napoca, so this new contextual element was also included as a variable in the research.



The qualitative part of the research is accompanied by a quantitative study which is based on a content analysis. It is the so called input-output analysis of the releases of some important actors in the Romanian economy. Thus, the author draws some relevant conclusions about the factors that determine the transformation of press releases in the news and especially the way they become news.

The bibliography is consistent and includes works in foreign languages, the author also benefited from an internship on research in Germany during her doctoral studies. This paper is for Julia Szambolics a debut work as unique author of a volume, she is a junior researcher in the communication science and I am confident that this is only the start of a scientific career in communication science.

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Adland: A Global History of Advertising

Author: Mark Tungate

Publisher: Humanitas, 2012

“Publicity is extremely interesting because nobody can predict its evolution” (Mark Tungate).

These are the words of Mark Tungate, who attempts not by far to predict the future of publicity, but to help the reader get to a better understanding of this process by mastering its past evolution.

Born in 1967, the author, the British journalist based in Paris, succeeded in observing the most spectacular years of advertising and studied its best moments in order to write a thorough, comprehensive history of this phenomenon.

„*Adland* is a ground-breaking examination of modern advertising, from its early origins, to the evolution of the current advertising landscape. Bestselling author and journalist Mark Tungate examines key developments in advertising, from copy adverts, radio and television, to the opportunities afforded by the explosion of digital media-podcasting, text messaging and interactive campaigns. *Adland* focuses on key players in the industry and features exclusive interviews with leading names in advertising today, including Jean-Marie Dru, Sir Alan Parker, John Hegarty and Sir Martin Sorrell, as well as industry luminaries from the 20th Century such as Phil Dusenberry and George Lois. Exploring the roots of the advertising industry in New



York and London, and going on to cover the emerging markets of Eastern Europe, Asia and Latin America, *Adland* offers a comprehensive examination of a global industry and suggests ways in which it is likely to develop in the future” (http://books.google.ro/books/about/Adland.html?id=yzNacuCWL8UC&redir_esc=y).

“*Adland: A Global History of Advertising*” is not and was not meant to be a handbook on advertising or public relations. It is a comprehensive scientific approach, a historical insight of publicity, easy to read and meaningful both for a specialist and for a novice in advertising.

The book written by Mark Tungate presents the history and evolution of advertising using life stories and examples of great advertisers’ experiences. It tells the readers why they have to love publicity, it explains how unpredictable, but full of passion it is,

The research guides the reader through different key-moments in the history of advertising, but only after having explained some of the most used specific concepts, such as copywriter, art director, creation, account managers, media planners or pitch. It presents not only different major events or stages in the historical evolution of advertising, but also different advertising styles, going through the Chicago style or the British advertising, the French and European models in the advertising industry.

It describes the beginnings of advertising as an industry; the extravagance of the 90’s in order to get to the “dotcom” explosive period and even beyond it, to its decay.

In its final part, the book presents some brief opinions about the future evolution of advertising, without making extremely strong assessments due to the unpredictability of the field.

In my opinion, “*Adland: A Global History of Advertising*” is everything but a common handbook on publicity. It offers a solid ground for any scientific research related to advertising, as it contributes to a better understanding of the field. By presenting a chronological history of advertising it helps the readers in their attempt to form an overall image of the evolution and progress of publicity as part of our day to day life. On the other hand, by presenting different directions and types of advertising, the book brings an essential contribution to understanding all transformation the public taste underwent through the years. Seen from this point of view, the book can be considered as determinant for a future evolution of advertising, as it delivers important information on the inner changes and trends that can, and most likely do determine the future.

In conclusion, “*Adland: A Global History of Advertising*” is one of the essential readings for anyone who studies advertising and for anyone who either wants to practice it or to have a contribution to its development.

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