

J of Journal

Media Research

■ **vol. 8 issue 2 (22) / 2015**

Issue coordinated by **Julia SZAMBOLICS, PhD**

Editorial board:

Prof. Elena ABRUDAN Ph.D., director
Prof. Delia Cristina BALABAN (BĂLAȘ) Ph.D., executive director
Assoc. Prof. Mirela Codruța ABRUDAN Ph.D., editor-in-chief

Members:

Veronica CÂMPIAN Ph.D., Ioana IANCU Ph.D., Meda MUCUNDORFEANU Ph.D.,
Radu MEZA Ph.D., George PRUNDARU Ph.D., Julia SZAMBOLICS Ph.D.

Review board:

Prof. Alina BÂRGĂOANU Ph.D., National School for Political and Administrative
Studies, Bucharest
Prof. Ștefan BRATOSIN Ph.D., Paul Valery University Montpellier
Prof. Mihai COMAN Ph.D., University Bucharest
Assoc. Prof. Nicoleta CORBU Ph.D., National School for Political and Administrative
Studies, Bucharest
Assoc. Prof. Ilie FÂRTE, Al.I. Cuza University Bucharest
Prof. Sandu FRUNZĂ Ph.D., Babeș-Bolyai University Cluj-Napoca
Prof. Ludwig HILMER Ph.D., University of Applied Sciences Mittweida
Assoc. Prof. Ioan HOSU Ph.D., Babeș-Bolyai University Cluj-Napoca
Prof. Wilfried KÖPKE Ph.D., University of Applied Sciences, Hannover
Prof. Michael MEYEN Ph.D., Ludwig Maximillians University Munich
Assoc. Prof. Marian PETCU, University Bucharest
Prof. Hans Peter NIEDERMEIER Ph.D., University of Applied Sciences Mittweida
Prof. Ilie RAD Ph.D., Babeș-Bolyai University Cluj-Napoca
Prof. Flaviu Călin RUS Ph.D., Babeș-Bolyai University Cluj-Napoca
Assoc. Prof. Dan STOICA, Al.I. Cuza University Iași
Prof. Peter SZYSZKA, University of Applied Sciences, Hannover

Contents

- Anamaria TOMIUC*
3 Branding in the art world: the contemporary visual artist
- Demetra GARBAȘEVSCI*
14 Online identity in the case of the share phenomenon.
A glimpse into the on lives of Romanian millennials
- Árpád PAPP-VÁRY*
27 Indicators and methodologies
for the assessment of product placement
- Julia SZAMBOLICS*
41 Die Auswirkungen der digitalen Ära auf das Verhältnis
zwischen Journalismus und PR
- Oana BĂLUȚĂ*
52 Representing and consuming women.
Paradoxes in media covering violence against women
- Alexandra-Petronela GRIGORE (ISBĂȘOIU)*
68 Consumption exposure on Facebook:
What do we share in the online environment?
- Constantin TROFIN*
84 The rules remain the same
- Bianca-Florentina CHEREGI*
96 The visual framing of Romanian migrants
in the British television documentaries: A constructivist approach
- Reviews*
- Mădălina Moraru,
115 *Poveștile publicitare. De la inspirație la strategie* [Delia Cristina BALABAN]
- Joseph Messinger,
117 *Les gestes qui trahissent les politiques* [Cosmin IRIMIEȘ]