

# J of Journal Media Research

■ **vol. 4 issue 2(10)/2011**

## **Editorial board**

*Director:* Assoc. prof. Ph.D. Elena ABRUDAN

*Executive director:* Assoc. prof. Ph.D. Delia Cristina BALABAN

*Editor-in-chief:* Assistant Mirela ABRUDAN

*Members:* Ioana LEPĂDATU, assistant Veronica CÂMPIAN,  
assistant Radu-Mihai MEZA, George PRUNDARU

## **Review board**

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| Prof. Ph.D. Mihai COMAN,             | FJSC, Bucharest University            |
| Prof. Ph.D. Michael MEYEN,           | Ludwig Maximilian Universität München |
| Prof. Ph.D. Ilie RAD,                | Babeş-Bolyai University, Cluj-Napoca  |
| Prof. Ph.D. Alina BĂRGĂOANU          | SNSPA Bucureşti                       |
| Prof. Ph.D. Ludwig HILMER,           | Fachhochschule Mittweida              |
| Prof. Ph.D. Hans Peter NIEDERMEIER,  | Fachhochschule Mittweida              |
| Prof. Ph.D. Wilfried KOEPKE,         | Fachhochschule Hannover               |
| Assoc. prof. Ph.D. Flaviu Călin RUS, | Babeş-Bolyai University, Cluj-Napoca  |
| Assoc. prof. Ph.D. Dan PETRE,        | SNSPA Bucharest                       |
| Assoc. prof. Ph.D. Marian PETCU,     | FJSC, Bucharest University            |
| Assoc. prof. Ph.D. Dan STOICA,       | Al.I. Cuza University, Iaşi           |
| Assoc. prof. Ph.D. Ilie FÂRTE,       | Al.I. Cuza University, Iaşi           |
| Lecturer Ph.D. Ioan HOSU,            | Babeş-Bolyai University, Cluj-Napoca  |
| Lecturer Ph.D. Nicoleta CORBU        | SNSPA Bucureşti                       |
| Ph.D. Renate NIMTZ-KOESTER,          | Der Spiegel                           |
| Ph.D. Francesco MARINOZZI,           | University of Milano                  |

## Contents

- Stefan BRATOSIN*
- 3 Pour une épistémologie de la communication:  
approche herméneutique de la concertation
- Mihaela Alexandra TUDOR*
- 13 Médiations métaphoriques: perspectives épistémo-méthodologiques
- Luis VERES*
- 21 El frente mediático del franquismo: cine, televisión y radio
- Gerd STROHMEIER*
- 28 Web 2.0 – Demokratie 2.0 – homo politicus 2.0?
- Paul Adrian APARASCHIVEI*
- 39 The Use of New Media in Electoral Campaigns:  
Analysis on the Use of Blogs, Facebook, Twitter and YouTube  
in the 2009 Romanian Presidential Campaign
- Camelia CMECIU*  
*Luminita MIRON*
- 61 Press Releases – a Discursive Means of Framing Culture.  
Case study: The National Museum of Art of Romania
- George DAVID*
- 72 Internal Communication – Essential Component of Crisis Communication
- Meda MUCUNDORFEANU*  
*Monica CIOBAN*
- 82 Kontrastive Analyse der journalistischen Darstellungsweisen  
der Minderheiten in Rumänien vs. Deutschland
- Vlad JECAN*
- 95 Hacking Hollywood: discussing hackers' reactions to three popular films