

# J of Journal

## Media Research

■ **vol. 5 issue 1(12)/2012**

### Editorial board

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

*Editor-in-chief:* Assoc. prof. Ph.D. Delia Cristina BALABAN

*Editors:* Ioana LEPĂDATU, assistant George PRUNDARU, assistant Ph.D. Mirela ABRUDAN, assistant Veronica CÂMPIAN, assistant Radu-Mihai MEZA

### 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 BÂRGĂOANU, 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

- Elena ABRUDAN*  
3 Postmodern Identity. Image, Fashion and New Technologies
- Cristian RADU*  
15 The *discourse* as a cognitive process and space for subjective interaction
- István KÓSA, Csilla ZSIGMOND, Zoltán AMBRUS*  
27 Social Comparison with Groups Portrayed in Online News
- Ileana Nicoleta SĂLCUDEAN*  
45 Art and Vandalism. CrossBreeding of Street Art (re)interpretation of street art from a sociological, aesthetical and interactivity perspective
- Lucian CIUPEI*  
60 Censorship in the Crimean War Photography A Case Study: Carol Pop de Szathmari and Roger Fenton
- Meda MUCUNDORFEANU*  
77 Theoretische Überlegungen bezüglich der Inhaltsanalyse Besonderheiten der qualitativen Inhaltsanalyse von Medieninhalten
- RECENZIE*  
91 The Wavering EU. The Question of EU Communication in the Context of the Eurozone Crisis (*Oana ȘTEFĂNIȚĂ*)