

List of publications

Prof. Delia Cristina Bălaș (born **BALABAN**) Ph.D.

List of the papers that are considered to be relevant by the candidate for the professional achievements after becoming a Ph.D. and that are included in an electronic form to this application:

Balaban, Delia Cristina, *Publicitatea. De la planificarea strategica la implementarea media (Advertsing. From Strategic Planning to Media Implementation)*, Polirom, Iași, 2009, ISBN 978-973-46-1394-6.

Balaban, Delia Cristina, *Comunicare mediatică (Media Communication)*, Tritonic, București, 2009, ISBN: 978-973-733-313-1.

Iancu Ioana-Raluca, **Balaban Delia-Cristina**, *Religious Influences in Inaugural Speeches of US Presidents*, Journal for the Study of Religions and Ideologies, vol 12 issue 34 spring 2013, p. 101-125.

Iancu Ioana, **Balaban Delia Cristina**, *Romanian Media Coverage of Bioethics. The Issue od Stem Cells in Journal of Study of Religions and Ideologies nr.8,22 (Spring 2009)*, p. 24-37.

Balaban, Delia Cristina, Iancu, Ioana, *The Role of PR in the public sector. Case Study on Professionalization of PR at the local level in Romania*, in TRANSYLVANIAN REVIEW OF ADMINISTRATIVE SCIENCE, nr. 27E/October/2009, p. 22-38.

Iancu Ioana, **Balaban Delia Cristina**, *Religion and Political Communication during Elections in Romania*, in *Journal of Study of Religions and Ideologies*, nr. 8,24 (Winter 2009), p.151-167.

Balaban Delia-Cristina, Abrudan Mirela Codruta, Iancu Ioana-Raluca, Lepădatu, Ioana, *Role Perception of Romanian Journalists. A Comparative Study of Perception in Local versus National Media*, *Revista Română de Comunicare și Relații Publice*, 2010, p.9-25

Baltarețu, Cristina/**Balaban, Delia Cristina**, *Motivation in Using Social Network Sites by Romanian Students. A Qualitative Approach*. in *Journal of Media Research*, nr. 6(1)/2010, p. 67-74

Balaban, Delia Cristina, *The Framing or the Interpretation Frames Theory* , în *Journal of Media Research*, nr.2/2008, p.8-12

Balaban Delia-Cristina, Meyen Michael, *Role Perception of Eastern European Journalists. A Qualitative Analysis*, *Revista Română de Comunicare și Relații Publice*, 2011, P.87-98.

Ph.D.Thesis:

Balaban, Delia Cristina, *Informationsvermittlung und öffentliche Meinungsbildung im rumänischen Fernsehen (Presentation of Information and Cristalizing Public Opinion with the help of Television in Romania)*, 2nd edition, Hochschulverlag Mittweida, 2006, ISBN 398095986-4.

Balaban, Delia Cristina, *Zum Phaenomen des Infotainment. Informationsvermittlung und öffentliche Meinungsbildung im rumänischen Fernsehen (Presentation of Information and Cristalizing Public Opinion with the help of Television in Romania)*, Cluj University Press, Cluj-Napoca, 2003, ISBN 973-610-198-3.

Books as unique author

Balaban, Delia Cristina, *Comunicare mediatică (Media Communication)*, Tritonic, Bucharest, 2009, ISBN: 978-973-733-313-1.

Balaban, Delia Cristina, *Medienkommunikation (Media Communication)*, Mittweida Hochschulverlag, Mittweida, 2009, ISBN: 978-3-9812499-1-0 (translation of the volume presented above).

Balaban, Delia Cristina, *Publicitatea. De la planificarea strategica la implementarea media (Advertising. From Strategic Planning to Media Implementation)*, Polirom, Iasi, 2009, ISBN 978-973-46-1394-6.

Balaban, Delia Cristina, *Comunicare publicitară (Advertising Communication)*, Accent, Cluj-Napoca, 2005, ISBN 973-8445-80-9.

Balaban, Delia Cristina, *Perspective ale televiziunii în România (Perspectives on Television in Romania)*, Cluj University Press, Cluj-Napoca, 2003, ISBN 973-610-129-0.

Other books:

Balaban, Delia Cristina/ Deac, Mihai, *Strategie și creativitate publicitară (Strategy and Creativity in Advertising in Romania)*, Accent, Cluj-Napoca, 2007.

Chapters in books:

Mihaela-Cornelia Frunza, Ioana Iancu, Sandu Frunza, Iulia Grad, **Delia Balaban**, Ovidiu Grad, „Media Analysis of Romanian Debates on Presumed Consent – Ethical and Legal Aspects” in W. Weimar, M. A. Bos, J. J. Busschbach (eds.) *Organ Transplantation: Ethical, Legal and Psychosocial Aspects*, Vol. II Expanding the European Platform, Pabst Science Publishers, Lengerich, 2011, P. 218-228, ISBN 978-3-89967-639-6.

Hilmer, Ludwig/**Balaban, Delia Cristina**, *Marketingul viral (Viral Marketing)*, in: Balaban, Delia Cristina/Iancu, Ioana/Meza, Radu, *PR, publicitate si new media (PR, Advertising and New Media)*, Tritonic, Bucuresti, 2009, P.127-142, ISBN 9789737333742.

Balaban, Delia Cristina, *Das Ende des Fernsehzeitalters? Interaktion der Teilsysteme in der rumänischen Mediengesellschaft (The End of Television? Interaction between Parts of the System in Romanian Media Society)*, in: Hartmut Schröder/ Ursula Bock (ed.): *Semiotische Weltmodelle*, Lit, Münster, 2009, P. 48-57, ISBN 978-3-8258-1133-4.

Balaban, Delia Cristina/ Abrudan, Mirela, *Provocări contemporane în lumea brandurilor (Challenges in Branding Worlds)*, in *PR Trend III*, Accent, Cluj-Napoca, 2008, P.61-73, ISBN 978-973-8915-66-4.

Abrudan, Mirela, **Balaban, Delia Cristina**, *Brands and New Media. Swarm Marketing and Online Social Networks*, in Balaban Delia Cristina, Hosu, Ioan, *Medien, PR Trend. Society and Communication*, Mittweida Hochschulverlag, 2009, P.284-293, ISBN 978-3-9812499-3-4.

Balaban, Delia Cristina, *Publicitate versus Relații Publice (Advertising versus PR)*, in *Tendențe în relații publice și publicitate. Planificare strategică și instrumente (Tendencies in PR and Advertising. Strategic Planning and Instruments)*, Tritonic, București, 2008, P.9-25, ISBN 978-973-733-278-3.

Balaban, Delia Cristina, Petre, Dan, *Vom Planwirtschaft zum Cannes Lions. Zur Professionalisierung der Werbung in Rumänien (From Planned Economy to Cannes Lions, The Professionalisation of Advertising in Romania)*, in Balaban Delia Cristina/Rus Flaviu Calin, *Medien, PR und Werbung in Rumänien (Media, PR and Advertising in Romania)*, Mittweida Hochschulverlag, 2008, P.203-210, ISBN 978-3-9809598-0

Balaban, Delia Cristina, *Product placementul, favoritul producțiilor TV românești (Product Placement. The Favorite of the Romanian TV Productions)* in Balaban, D.C., Rus, F.C.(coord), *PR Trend. Teorie și practică în relații publice și publicitate II (PR Trend. Theory and Practice in PR and Advertising)*, Tritonic, București, 2007, ISBN 978-973-733-125-0, P. 167-173.

Balaban, Delia Cristina, *Comunicare mediatică (Media Communication)*, in Marga Andrei, Mureșan, Marius, Ștefan Minică, Rus, Flaviu Călin, Mihaela Luțaș, Lazăr, Dan, Balaban, Delia Cristina, Chereji Christian-Radu, Mureșanu, Iustin, *Științe ale comunicării, note de curs (Communication Sciences. Course Notes)*, Accent, 2006, ISBN (10) 973-8915-06-6, P. 247-273.

Balaban, Delia Cristina, *Elemente de comunicare publicitară BTL și implementarea mediatică a campaniilor publicitare (BTL Elements of Advertising Communication and Media Implementation of Advertising Campaigns)*, in Marga Andrei, Mureșan, Marius, Ștefan Minică, Rus, Flaviu Călin, Mihaela Luțaș, Lazăr, Dan, Balaban, Delia Cristina, Chereji Christian-Radu, Mureșanu, Iustin, , *Științe ale comunicării, note de curs (Communication Sciences. Course Notes)*, Accent, 2006, ISBN (10) 973-8915-06-6, P. 345-404.

Balaban, Delia Cristina, *Publicitatea și posibilele ei efecte asupra copiilor (Advertising and its Possible Effects on Children)* in Balaban, D.C., Rus, F.C.(coord), *PR Trend. Teorie și practică în relații publice și publicitate (PR Trend. Theory and Practice in PR and Advertising)*, Accent, 2005, ISBN ISBN 978-973-733-125-0, P.85-92.

Balaban, Delia Cristina, *Teorii și efecte ale comunicării de masă (Theories of Mass Communication Effects)*, in Rus, Flaviu, Călin, Chereji, Christian-Radu, Mureșanu, Iustin, Hosu, Ioan, Radu Cristian, Beța, Margareta, *Științe ale comunicării, note de curs (Communication Sciences. Course Notes)*, Accent, 2005, ISBN 973-8445-93-0, P. 99-267.

Balaban, Delia Cristina, *Tehnici de promovare în mass-media (Media Promoting Techniques)*, in Rus, Flaviu, Călin, Chereji, Christian-Radu, Mureșanu, Iustin, Hosu, Ioan, Radu Cristian, Beța, Margareta, *Științe ale comunicării, note de curs (Communication Sciences. Course Notes)*, Accent, 2005, ISBN 973-8445-93-0, P.317-378.

Balaban, Delia Cristina, *Die Entwicklung der Fernsehlandschaft nach der Wende in Rumänien (The Development of the Television Landscape in Romania after the Revolution)*, in Busch, Panasiuk, Schröder

(Hrsg.): *Medientransformationsprozesse, Gesellschaftlicher Wandel und Demokratisierung in Südosteuropa (Media Transformation Processes, Society Change and Democratisation in South-Eastern Europe)*, Peter Lang Verlag, Frankfurt (Main), 2003, P.315-332, ISBN 3-631-50571-X.

Articled in ISI publications

Iancu Ioana-Raluca, **Balaban Delia-Cristina**, *Religious Influences in Inaugural Speeches of US Presidents*, *Journal for the Study of Religions and Ideologies*, vol 12 issue 34 spring 2013, P. 101-125.

Iancu Ioana, **Balaban Delia Cristina**, *Romanian Media Coverage of Bioethics. The Issue of Stem Cells in Romania*, *Journal of Study of Religions and Ideologies* nr.8,22 (Spring 2009), P. 24-37.

Balaban, Delia Cristina, Iancu, Ioana, *The Role of PR in the public sector. Case Study on Professionalization of PR at the local level in Romania*, in *TRANSYLVANIAN REVIEW OF ADMINISTRATIVE SCIENCE*, nr. 27E/October/2009, P. 22-38, **f=0,302**.

Iancu Ioana, **Balaban Delia Cristina**, *Religion and Political Communication during Elections in Romania*, in *Journal of Study of Religions and Ideologies*, nr. 8,24 (Winter 2009), P.151-167.

Articles in publications indexed in international data basis:

Balaban Delia-Cristina, Meyen Michael, *Role Perception of Eastern European Journalists. A Qualitative Analysis*, *Revista Română de Comunicare și Relații Publice*, 2011, P.87-98.

Balaban Delia-Cristina, Abrudan Mirela Codruta, Iancu Ioana-Raluca, *Role Perception of Romanian Journalists. A Comparative Study of Perception in Local versus National Media*, *Revista Română de Comunicare și Relații Publice*, 2010, P.9-25

Balaban Delia-Cristina, Ten Doornkaat Ina, *Efficiency in International PR. Case Study "The Best Job in the World"*, *Revista Română de Comunicare și Relații Publice*, 2009, P.27-34.

Balaban Delia-Cristina, Deac Mihai-Florin, Iancu Ioana-Raluca, *Media in Teenagers' Daily Life. Particularities of Young Persons' Media Use in German Language High Schools in Transylvania*, *Philobiblon*, 2009, P.406-422

Balaban Delia-Cristina, Mucundorfeanu Meda, *Using Media in the Foreign Language. Case Study Media Use of the Students of the Babes-Bolyai University Romania*, *Essachess*, 2010, P.177-190

Baltarețu, Cristina/**Balaban, Delia Cristina**, *Motivation in Using Social Network Sites by Romanian Students. A Qualitative Approach*. in *Journal of Media Research*, 6(1)/2010, P. 67-74

Laura, Crisan/Gertrude, Timis/**Balaban, Delia Cristina**, *Medialisierung des Sports. Fallstudie Cluj-Napoca (Medialisation in Sports. Case Study Cluj-Napoca)*. in *Journal of Media Research*, 7(2)/2010, P. 3-11

Balaban, Delia Cristina, Lepădatu Ioana, *Media Use by Children in the Rural Area. Case Study of the Village Berindu in the Cluj County*, *Studia Ephemerides*, 2/2009, P. 75-84.

Balaban, Delia Cristina, Abrudan Mirela, Magyari Noemi, *Cazul Mailat în presa britanică (The Mailat Case in the British Media)*, în *Revista Româna de Jurnalism și Comunicare*, 1-2/ 2009, P. 20-26.

Balaban, Delia Cristina, *Teorii despre efectele publicității. Aspecte introductive cu privire la neuromarketing (Theories of Advertising Effects. Introducing Neuromarketing)*, in *Studia Ephemerides*, 1/2009, P.111-115

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Balaban, Delia Cristina, *Einzelne Medientheoretiker. Werk und wichtigste Ideen (Media Theoreticians. Works and Main Ideas)*, in *Studia Ephemerides*, 1/2008, P.3-8.

Balaban Delia Cristina, *Locul și rolul media în viața pensionarilor români. Considerații despre comportamentul media al pensionarilor (The Place and the Role of the Media in the Life of the Romanian Pensionaries. On their Media Consumption)*, in *Revista Română de Jurnalism și Comunicare*, 1-2/2008, P.42-46.

Balaban Delia Cristina, *Identitatea corporativă (Corporate Identity)*, in *Studia ephemerides*, 2005, P.109-114.

Balaban Delia Cristina, *Noțiuni de bază în publicitate: Mixul comunicațional (Basic Notions of Advertising. Communication Mix)*, in *Studia ephemerides*, 2004, P.65-70.

Balaban Delia Cristina, *Spațiul public, opina publică (Public Space, Public Opinion)*, in *Studia Ephemerides*, 2003, P. 15-22.

Balaban Delia Cristina, *Public Relations vs. Öffentlichkeitsarbeit, o dezvoltare istorică paralelă a conceptelor (Public Relations versus German Public Relations. A Historical Perspective over their Development)*, in *Studia Ephemerides*, 2003, P. 111-119.

Balaban Delia Cristina/Jedenak Rita, *Conceptul de imagine. De la psihologia socială la relațiile publice (The Image Concept. From Social Psychology to Public Relations)*, in *Revista Română de Jurnalism și Comunicare*, 4/2003, P.35-40.

Balaban Delia Cristina, *Teoria convergenței ofertei de televiziune în sistemul dual, o posibilă explicație pentru dezvoltarea contemporană a programelor de televiziune (The Convergence Theory of the Dual Television System)*, in *Studia Ephemerides*, Cluj-Napoca, 2002, p.37-43.

Coordinated volumes:

Balaban, Delia Cristina, Hosu, Ioan (ed.), *PR Trend. Societate si comunicare (PR Trend.Society and Communication)*, Tritonic, Bucuresti, 2009.

Balaban, Delia Cristina, Iancu Ioana, Meza Radu (coord.), *PR, Publicitate și New Media (PR, Advertising and New Media)*, Tritonic, București, 2009.

Balaban, Delia Cristina, Abrudan, Mirela Codruța, Câmpian Veronica (ed.), *Aspekte der Medien- und Werbekommunikation (Aspects of Media and Advertising Communication)*, Accent, Cluj-Napoca, 2008.

Balaban, Delia Cristina, Abrudan, Mirela Codruța (ed.), *Tendințe în relații publice și publicitate. Planificare strategică și instrumente (Tendency of PR and Advertising. Strategic Planning and Instruments)*, Tritonic, București, 2008.

Balaban, Delia Cristina, Rus Flaviu Calin (ed.), *Medien, PR und Werbung in Rumänien (Media, PR and Advertising in Romania)*, Mittweida Hochschulverlag, 2008.

Abrudan, Elena, **Balaban, Delia Cristina** (ed.), *Jurnalism și publicitate. De la idee la produsul media (Jurnalism and Advertising. From Idea to Media Product)*, Accent Cluj-Napoca, 2007.

Balaban, Delia Cristina, Rus Flaviu Calin (ed.), *PR Trend. Teorie și practică în relații publice și publicitate (PR Trend. Theory and Practice in PR and Advertising)*, Tritonic, București, 2007.

Balaban, Delia Cristina, Rus Flaviu Calin (ed.), *PR Trend. Teorie și practică în relații publice și publicitate I (PR Trend. Theory and Practice in PR and Advertising I)*, Accent, Cluj-Napoca 2005.

Articles in other publications:

Delia Cristina Balaban/Mirela Abrudan, *Cercetarea în științele comunicării. Relevanța și instrumentariu teoretic (Research in Communication Science. Relevance and Theoretical Instruments)*, *Revista Transilvană de Științe ale Comunicării*, 2/2011, pag. P.3-9.

Riievews:

Balaban, Delia-Cristina, *A theoretical and empirical approach on Corporate Social Responsibility and Public Relations in Romania*, in *Journal of Media Research*, vol. 6 issue 1(15)/2013, P. 69-70.

Balaban, Delia-Cristina, *Communication and the EU. A complex approach in times of crisis*, în *Journal of Media Research*, vol. 6 issue 1(15)/2013, P. 63-65.

Balaban Delia-Cristina, *Myths, archetypes and stereotypes in contemporary Romanian advertising communication*, Arts_and_Humanities, **JOURNAL FOR THE STUDY OF RELIGIONS AND IDEOLOGIES**, 9/26 Summer 2010, 2010, P.244 – 248

Balaban, Delia-Cristina, *Managment Marketing. Cultura, Oraganisational and Decisional Influences*, în *Journal of Media Research*, 2/2008, P.123-124.

Balaban, Delia-Cristina, *Medienwirkungen. Ein Studienbuch zur Einführung (Media Effects. An Introductive Study Book)*, în *Journal of Media Research*, 2/2008, P.125.