

Summary of Habilitation Thesis:

**The Current State of Journalism in the Context of New Media and the Challenges  
Generated by the Social Media Communication**

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There have been this year **20 years** since I joined the university education system. I am a graduate of the **Faculty of Letters, History and Journalism**, in a generation that gave Romania a number of exceptional professionals, people of the press, writers and first class specialists in *Communication and Public Relations*. After graduation I took a teaching job at the university, in spite of a huge temptation to join my peers who chose to go to Bucharest to work with the mass-media.

From the very beginning of my academic biography I have set my goals into developing my own skills on both professional and personal levels, in order to achieve excellence in teaching skills, to acquire the ability to correlate the educational dimension with the reality on the labour market and of course to achieve best results in the scientific research within my field of specialisation.

As for the advancement in hierarchy, after the first position of **Preparatory Instructor (1997)** and **Assistant Professor (2001)**, I became **Lecturer in 2004**, and have been holding this position for 13 years now. On July 7 this year I took an exam and obtained the position of an **Associate Professor**, which I will occupy beginning with the first semester of the study year 2017-2018 within the Department for Journalism, Public Relations, Sociology and Psychology at the „Lucian Blaga” University from Sibiu.

In all these years I dedicated much attention to both components of my work and my academic career, that is **my teaching activity** on the one hand and the **scientific research** on the other hand, through participation in conferences and constant publication of dozens of studies and articles, and also of two single author books that appeared at renowned publishing houses in Romania (Institutul European and Tritonic).

Between 2010 and 2012 I participated as an **expert** in a POSDRU project (Regional Operational Programme for Development and Human Resources) with the title *Journalism – An Occupation to the Benefit of Society*, in support of the Universitatea Hyperion from Bucuresti, and in 2014 I was an evaluation **coordinator** for the *Journalism* specialization by ARACIS (Committee for the Evaluation of Academia), where I aimed at achieving more flexibility for our curricula, at multiplying the number of subjects and hours of practical work and their updating, along with the evolution of the mass communication means and the requirements of the labour market.

One undisputable advantage in the evolution of my career, besides the **international exchange programmes I was part of**, was my benefitting from **Erasmus scholarships**; these instances of experience in teaching and professional bonding with my colleague teachers from other countries will continue to represent for me a source of unequalled satisfaction. Thanks to Erasmus I was in **Denmark (2013)**, **Sardinia (2015)** and **Cambodia (2017)**.

One other source of great and rewarding professional satisfaction resulted from my cooperation with prestigious organizations such as the **Centre for Independent Journalism (CJI)** and **UNICEF**, which opened new horizons both in the teaching as well as in the research activity, these latter preoccupations being reflected by the last study I published this summer in the *Revista Transilvania* magazine.

In Dec.2006/Jan.2007 I sustained my Ph.D. with a thesis in Philology, titled, „The Polemic Dimension of Tudor Arghezi’s Journalistic Writing”, which the commission awarded with *Magna cum laude* on delivery. After some modifications, additions and updating deemed necessary, in 2009 my PhD thesis became a book with the title *Tudor Arghezi. Polemic Discourse*, printed at the Institutul European publishing house. One year later, in 2010, the book received the **Premiul pentru Publicistică (Publisher Prize) ”Octavian Goga”, awarded by the Writers’ Union from Romania**, branch Sibiu.

For a few years, my articles, studies and projects have been focused on a diachronic perspective over the Romanian press, with particular interest in the journalistic publications between the world wars. I am not so much interested in the chronological sequencing and the event-centered history of the Romanian press, but rather in the discourse analysis of the newspaper language from a rhetorical–pragmatic angle, in order to understand and reveal, with consideration to the context, what its evolution has meant in the linguistic and especially the stylistic realm for the ecriture of the press. More than that, I was also interested in reconstituting the atmosphere of an historical age and in performing an in-depth research of mentalities. To this purpose I dived into diverse sources, from literature (particularly testimonial – memoirs, diaries, correspondence) to press publications of the time or other documents.

My further coming studies and articles continue to investigate the discursive filiations of some great Romanian journalists of the 19-th and 20-th centuries, identifying the common traces as well as the crevasse of argument that is separating them. Themes such as the literarisation of polemics, the ethical-esthetical dyad applied to the pamphlet or the morphology of humour, with emphasis on the disassembly and reassembly of the ironical discourse are to be found in my research within this niche.

In the last 7-8 years of my career at the university, my conversion to the study of **the interference area between mass-media and the new media** has opened new horizons of research, more dynamic and more provocative. I have therefore particularly given attention to the following subsequent study areas that I will enunciate generically first, and detail further by inserting fragments from my most relevant articles and studies up to this moment:

**I. Classical journalism (including what is being taught in the schools of journalism) at crossroads with the new media**

**II. Social media, contemporary journalism and adjacent phenomena (e.g. the discourse of hate in the online medium)**

**III. Digital natives and the consumption of media information**

In this respect, one of my most recent achievements in the field of scientific research is the publication of the study *The Emotional Impact of Traditional and New Media in Social Events*, co-authored with my fellow professor PhD Raluca Muresan, in the international bilingual

Journal *Comunicar*<sup>1</sup>, currently having an impact factor of 2,212, in 2017 and 2,165, in the last five years, therefore very well situated in the field of *communication sciences*.

Similarly have we just received word from the US *Journal of Media Ethics* (ISI indexed with an impact rate of 0.742, in the last five years<sup>2</sup>) about their final decision to accept for publication one other study I wrote together with my colleague Raluca Muresan with the title “*Hate and the Roma of Romania: Failing to Moderate the Conversation*”.

Along with the publication of dozens of studies, articles and chapters in collective author books, as well as lectures in conferences, my latest book *New media, social media și jurnalismul actual* [New Media, Social Media and Current Journalism] (Tritonic, 2015) is a broad enterprise that concentrates my research efforts of the last 7-8 years in particular. As a researcher, what I am mostly preoccupied with is the way in which journalism has been transforming for the past two decades under the impact of technological evolution, not only systemic and culturally but also from a point of view of the future media consumers. My endeavor is directed at getting a glimpse on the newest tendencies in journalism in the advanced countries and at observing the (de)synchronisations in the national playing field.

My priority for the future in the field of scientific research, already from the very beginning of this university year 2017-2018 is the accomplishment of two projects, also aimed at obtaining two research grants. The subject of the first will be **the children from vulnerable/deprived backgrounds and their access to the digital world**. For this project I am envisaging a partnership with CJI and UNICEF, by virtue of our past cooperation, but also with other partner universities. The second project I am looking forward to, also with hope for a research grant attached, is on the topic of **media education for high schoolers and countering the effects generated by the consumption of fake news**.

I consider that my acquiring the habilitation in the field of *communication sciences* will add value to the institution I am part of and implicitly to my career in the academic field. At the same time it will be clearly beneficial for the growth and consolidation of the degree of autonomy for a field of research relatively new even in the Western world, where it began to be mapped out seriously only in the post-war era. This is not to mention its fledgling age in our post-communist space. Therefore, we are dealing with a young domain, with representations on an inter and transdisciplinary level, with enticing challenges and resources to offer.