



## Curriculum vitae

### **Prof. Delia Cristina Bălaș (born Balaban) Ph.D.**

Department of Communication, Public Relations and Advertising  
 Faculty of Political, Administrative and Communication Sciences  
 Traian Mosoiu Street no. 71  
 Cluj-Napoca  
[www.fspac.ubbcluj.ro](http://www.fspac.ubbcluj.ro)

Email: [balaban@fspac.ro](mailto:balaban@fspac.ro)

Mobile: 0755055511

### **Education**

1994-1998	Student of the Faculty for History and Philosophy, Babeș-Bolyai University (BBU), Cluj-Napoca,
June 1998	BA in Philosophy
November 1999 – March 2000	research fellow at the European University <i>Viadrina</i> , Frankfurt (Oder), Germany
April 2000-January 2002	Interdisciplinary Master of European Studies at European University <i>Viadrina</i> , Frankfurt (Oder), Germany
April 2000-April 2003	Ph.D. student at the European University <i>Viadrina</i> Frankfurt (Oder), title of the paper: <i>Infotainment. Informationsvermittlung und öffentliche Meinungsbildung in rumänischen Fernsehen, (Infotainment. Information and Public Opinion Building by the Television in Romania)</i>
May the 28 <sup>th</sup> 2003	Ph.D. <i>magna cum laude</i> at the European University <i>Viadrina</i> , Frankfurt (Oder), Germany, recognized as doctor of sociology by the Romanian Ministry of Education, Research and Youth

### **Professional experience**

Feb. 2002-Jan.2003	Teaching Assistant at the Babeș-Bolyai University (UBB) Cluj-Napoca, Faculty for Political and Administrative Sciences, Department of Journalism
Feb. 2003- 2007	Lecturer at the Department of Communication and of the same faculty of the BBU

Oct.2003- Sept.2011	director of the German language line of the Department of Journalism, BBU
Oct.2004-Sept.2011	director of the German language line of the Department of Communication and PR, BBU
2007-March 2013	Associated Professor at the Department of Communication, PR and Advertising, Faculty of Political, Administrative and Communication Sciences, Babes-Bolyai University Cluj-Napoca
Since April 2013	Professor at the Department of Communication, PR and Advertising, Faculty of Political, Administrative and Communication Sciences, Babes-Bolyai University Cluj-Napoca
2008-2012	Director of the Media Center of the BBU

### **Member of editorial boards of scientific journals**

Executive director, chief editor, *Journal of Media Research*, BBU and Accent Publishing House (EBSCO, ProQuest, CEEOL indexed)

Member of the editorial board of *Romanian Journal of Communication and Public*, Comunicare.ro Publishing House (EBSCO, ProQuest, DOAJ indexed)

Member of the editorial board of *Romanian Journal of Journalism and Communication*, Faculty of Journalism and Communication Science, University Bucharest (EBSCO, ProQuest, indexed)

### **Foreign languages**

German	-	excellent
English	-	excellent
France	-	good
Spanish	-	good

### **Introducing new BA and MA programs**

Introducing the MA program in **Advertising**, also as distance education at the Department of Communication, PR and Advertising of the Faculty of Political, Administrative and Communication Sciences (FPACS) of the Babes-Bolyai University, Cluj-Napoca, since 2007

Introducing the BA program in **Advertising**, also as distance education at the Department of Communication, PR and Advertising of the Faculty of Political, Administrative and Communication Sciences of the Babes-Bolyai University, Cluj-Napoca, since 2009

Introducing the MA program in **Advertising and PR** in German and English, also as distance education at the Department of Communication, PR and Advertising of the Faculty of Political, Administrative and Communication Sciences of the Babes-Bolyai University, Cluj-Napoca, since 2009

### **Introducing new courses and seminars**

*Media Communication CPR*, Advertising, 2nd year, BBU, FPACS, compulsory course, since 2007

*Advertising Communication CPR*, Advertising, 1st year, BBU, FPACS, compulsory course, since 2003

*Promoting Techniques in the Media* CPR, Advertising, 3rd year, BBU, FPACS, compulsory course, since 2003

*Elements of Visual Communication in the Media*, CPR, Advertising, 2nd year, BBU, FPACS, optional course, since 2007

*BTL Instruments*, MA Advertising, BBU, FPACS, compulsory course, since 2007

*Advertising Strategies and Campaigns*, MA Advertising, BBU, FPACS, compulsory course, since 2007

### **International Activity**

Visiting Professor at the University for Applied Sciences Mittweida, Germany 2007, 2008, 2009, 2010, 2012, 2013 courses *Media Communication*, *Introduction to Communication Sciences*

Visiting Professor at the University for Applied Sciences Hannover, Germany 2008, 2009, 2010, 2012, 2013 courses *Marketing Communication*, *Comparative Media Systems*, *Introduction to Mass Communication Research*

Visiting Professor at Paul Vallery University Montpellier, France, November 2012

### **Grants**

Pn1. Member of the research team of the project *The evaluation of the public services in Romania*, Participant at the project, CEEX, 2006-2007.

Pn2. Keynote speaker at the exploratory workshop, grant CNCSIS Idea, WE\_33/2008 with the title *Communication Interferences in Journalism, Communication and Public Relations*, Cluj-Napoca, 10-12 July 2008.

Pn2. *Media and Children* Project at the Media Center of the Babeş-Bolyai University, 2008-2009, sponsor : Banca Transilvania,

Pn3. Expert in the Phare project *Adaptarea activă a educației universitare la cerințele pieței muncii*, 2009.

Pn4. Expert in the project *The convergence of the higher education towards the needs of the market* – POSDRU /7/2.1/S/1, 2009-2011.

Pn5. Expert in the project *The development of an operational system of qualifications for the higher education in Romania*, POSDRU nr.2/1.2./S/2

Pi1. Member of the research team of the international project *Medientransformationsprozesse, Gesellschaftlicher Wandel und Demokratisierung in Südosteuropa (Media transformation process, social change and democratisation in South-Eastern Europe)* of the Center for

Advanced Eastern European Studies (CACES), financed by European University-Viadrina, Frankfurt (Oder), Germany and Otto Wolf Foundation, 2000-2001.

Pi2. Member of the research team of the international project *Transformation der Bildschirmmedien in West- und Osteuropa im Vergleich (Transformation of the audio-visual media in Western and Eastern Europe. A comparative approach)* of the Center for Advanced Eastern European Studies (CACES), financed by European University-Viadrina, Frankfurt (Oder), Germany and Otto Wolf Foundation, 2002.

Pi3. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Theory and Practice in PR and Advertising I*, financed by the Hanns Seidel Foundation (HSF), Germany, 2004.

Pi4. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Theory and Practice in PR and Advertising II*, financed by the Hanns Seidel Foundation (HSF), Germany 2006.

Pi5. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Theory and Practice in PR and Advertising III*, financed by the Hanns Seidel Foundation (HSF), Germany 2007.

Pi6. Regional partner of the MedienCampus Bayern, Germany, since 2003 for the internship program for young journalists.

Pi7. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Theory and Practice in PR and Advertising V*, financed by the Hanns Seidel Foundation (HSF), Germany, 2010 (values cca. 6000 euro).

Pi8. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Society and Communication*, financed by the Hanns Seidel Foundation (HSF), Germany, 2009 (values cca. 6000 euro).

Pi9. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. New Media. Challenges*, financed by the Hanns Seidel Foundation (HSF), Germany, 2012 (values cca. 6000 euro).

Pi10. Member of the management team of the European project COST action oc-2013-1-14839 *Populist Political Communication in Europe : Comprehending the Challenge of Mediated Political Populism*.

### **Scholarships and research abroad**

November 1999- March 2000 research scholarship Hanns Seidel Foundation (HSF) at the European University Viadrina, Frankfurt (Oder), Germany

April 2000-March 2002 research scholarship Hanns Seidel Foundation at the European University Viadrina, Frankfurt (Oder), Germany

2002-2003 Local Fellow Civic Education Project

March-July 2004 Internship at the German Parliament

February-March 2005 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by HSF

September-October 2006 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by DAAD

August-September 2009 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by DAAD

July 2011-June 2012 POSDRU postdoctoral scholarship *Transnational Network of Integrated Research Management in Communication Science. Institutional Construction (Postdoctoral School) and Scholarship Program (CommScie) POSDRU/89/1.5/S/63663*, 12.000 euro

## **International conferences and seminars**

### **Abroad**

Conference *Medien Tage*, 26-28 October 2005, Munich, Germany title of the presentation *Die Ausbildung im Bereich Kommunikationswissenschaft in Rumänien (Education in Communication in Romania)*, (keynote speaker)

Conference *Morgen ist Heute. Medienerfinden sich neu. Medien Forum*, Mittweida, Germany, 11-13 October 2006, title of the presentation : *Das rumänische Medienlandschaft (The Romanian Media System)* (keynote speaker)

Conferece of the German group of Advertising Research of the DGPK October the 31 –1 November 2008, Zurich, title of the presentation *Problem- und Entwicklungsfelder der Werbeforschung*

Conferece of the German group of Advertising Research of the DGPK September 2009 Kitzbühl, Austria, title of the presentation *Neue Medien und Werbung in Rumänien*

Conference: *Communication du symbolique et symbolique de la communication dans les sociétés modernes et postmodernes*, organized by Paul Vallery University Montpellier, France, Beziers 8-9 November 2012, title of the presentation: *Religious Influences in Inaugural Speeches of US Presidents* (keynote speaker)

Conference: ***Bildkorrekturen. Migration und Entwicklung*** organized by inWent Foundation and the German Federal Ministry for Cooperation and Economic Development, 26-28.November. 2009, Starnberger See, Germany title of the presentation: ***Migration in Europe*** (keynote speaker)

**In Romania :**

Conference ***Religion and Politics in the Globalization Era***, BBU, Cluj-Napoca, 22-24 June 2012, title of the presentation: ***Religious Influences in Inaugural Speeches of US Presidents***

Conference **ERACON**, BBU, Cluj-Napoca, 18-21 April 2012, title of the presentation: ***Developing international exchanges in the field of communication science***

Conference ***Communication, Media and Civic Culture*** Bucharest University, FJSC, 18-20 May 2012, title of the presentation: ***Web 2.0 Changes and Challenges towards a Better Communication***

Conference **Media programming and media consumption in the rural world**, FJSC, Bucharest University, 19-20 February.2009, title of the presentation ***Media Use by Children in the Rural Area***

Conference **Industries in Changing** FJSC, Bucharest University, 19-21 November 2009, title of the presentation ***The Importance of Online Social Networks for Communication and Media Students. A Comparative Study Romania-Germany***

Participation to the following ***PR Trend*** conferences organized by BBU:

Title of the presentation ***Product Placement in Romanian TV Productions***, 7-8. April. 2006,

Title of the presentation ***Brands and New Media. Swarm Marketing and Online Social Networks***, 16-18.November 2007,

Title of the presentation ***Vom Planwirtschaft zu Cannes Lions. Die Professionalisierung der Werbewirtschaft in Rumänien (From Planned Economy to Cannes Lions. Professionalization of Advertising in Romania)***, 27-29. March.2009.

Conference ***Interdisciplinary New Media Studies***, BBU Cluj-Napoca, 21-22.May. 2009, title of the presentation ***The Use of Online Social Network Sites in Romania***

Conference ***R and D Perspectives. Promoting Innovation through Education, Culture and Communication***, National School of Political and Administrative Studies , Bucharest, 6-7. November.2009, title of the presentation ***Online Advertising in Advertising Industry in Romania***

Title of the presentation ***Digital Connectivity-Change and Challenge for Advertising*** în the conference of TAAN Europe (International Advertising Association), Bucharest, 2011 (keynote speaker)

Title of the presentation ***Best practices in Communication Sciences*** presented in the international conference ***Higher Education that Matters***, organized by the British Council, Sinaia, 18-19 December 2007

Conference *Professional Communication and Translation Studies* , University Politehnica Timisoara, April 2013, title of the presentation ***The Development of the Communication Science in Romania. Challenges and Perspectives*** (keynote speaker)

Conference *Media Convergence* , BBU Cluj-Napoca, October 2013, title of the presentation ***Communication Science in Romania.***

## **Awards**

### **International**

The Award of the *Stockenborg* Foundation, Germany for young for my Ph.D. thesis, December 2003

### **National**

Diploma for excellence in teaching, Babes-Bolyai University (BBU), December 2006

Diploma for excellence in teaching, BBU, December 2007

Media Awards Cluj-Napoca, 2007.

Diploma for excellence in research, BBU, December 2008

Diploma for excellence in research, BBU, December 2009

Media Award Cluj-Napoca 2009.

Diploma for representation, BBU, December 2010