

Habilitation thesis

MEDIA COMMUNICATION FROM A CLASSICAL TO A CONTEMPORARY APPROACH

-Summary in English -

Lecturer Veronica Dana Irina Câmpian, PhD

CLUJ-NAPOCA
2022

This thesis entitled *Media communication from a classical to a contemporary approach* aims to present my achievements in the field of teaching and scientific research after obtaining my PhD. In 2009, I have received the PhD title at the Faculty of Foreign Languages in Bucharest (University of Bucharest) with a dissertation in German language in the field of Philology on media language (press language), entitled *Linguistic parameters of media manipulation*. My supervisor was Prof. Speranța Stănescu.

This habilitation thesis is divided into three parts. The first part describes my educational background and teaching career. The next part presents my scientific and editorial contribution, the research grants I have been involved in or I am now a member of. The last part of the thesis deals with future perspectives, both research and teaching related.

My undergraduate, master's and doctoral studies followed an interdisciplinary path from the very beginning. At undergraduate level I studied German and Japanese at Babeș-Bolyai University (Faculty of Letters, UBB) and journalism (field of communication sciences) also in German at the same university (Faculty of Political, Administrative and Communication Sciences, UBB). I received my master's degree in translation of literary and non-literary texts also at the Faculty of Letters of UBB. As a necessary and logical follow-up, the PhD led to a deepening of the fields studied at undergraduate level, as I attended the courses of the Doctoral School of Foreign Languages and Literatures of the Faculty of Foreign Languages of the University of Bucharest, elaborating an interdisciplinary thesis in German. The thesis explored the linguistic parameters of media manipulation, focusing on the language used in print media. This intersection of the two fields, German linguistics and journalism, is also reflected in much of my scientific and research work.

Thus, my research and scientific achievements have focused on an inter and transdisciplinary expertise direction. The three approached research paths (Media communication-print media and journalistic genres; verbal and non-verbal communication; contemporary communication strategies) serve as a precursor and a starting point for future research, a pathway towards very well-defined directions.

In a context where it is no longer possible to approach disciplines in their strict sense without an infusion from other fields, my research naturally follows connected directions. These research directions are closely related to the courses and seminars I teach at the Faculty of Political, Administrative and Communication Sciences, Department of Communication, Public Relations

and Advertising - German language line of study. At the same time, all these sections of the paper aim to highlight the natural transition from the moment of the Ph.D. to current and future interests.

My entire educational and teaching background is closely linked to the German language and culture. I have studied in German (bachelor/master/doctoral level) and I teach exclusively in German. My affinity for the German-speaking area, but also for the German minority in Romania is not only reflected in my educational formation and teaching activity, but also in my research activity. Starting from my PhD thesis and continuing with other more recent research, which examines the German language, culture and media landscape and the study of the German minority in Romania, with a focus on its linguistic and cultural identity and its media representation, these two aspects (media/print media and the German culture of ethnic Romanians) are directly linked and constitute the central vein of my scientific concerns. A special attention is also given in my research to the field of verbal and nonverbal language/communication and to contemporary communication strategies. The most relevant studies and articles highlighting the above-mentioned three domains will be detailed in the second part of this thesis.

The link between my research and teaching activity is very strong, as my research interests are thematically reflected in the courses and seminars I teach. I currently teach courses in verbal and non-verbal communication, scientific text writing, intercultural and interethnic communication, language theory, communication theories, media systems. Thus, there is a permanent opportunity for a fruitful exchange of ideas with students due to a critical approach to these topics as well as exposing students to the latest scientific research and reflections.

Regarding future steps in the teaching and research area, I would like to briefly mention the following. At the teaching level, I will continue the development of training resources and to update the teaching content. Through the contents taught, I will also continue to support the students' endeavor to meet the labor market requirements and to strengthen the practical applicability of what is addressed in lectures and seminars.

In terms of research, future approach is twofold. On one hand, it will focus on the analysis of the media landscape by extending the classical media emphasis (print and audio-visual) with new media perspectives (social media). On the other hand, another research dimension I want to deepen in the future is related to the relationship between sustainable development and the study of generations. An important aspect is the impact of sustainable development communication, information principles, and strategies on target groups (students, consumers/service users), who belong to different generations and have varied and diverse interests and concerns.

I also want to continue my research in the field of the German minority in Romania. I will continue to study the image of the minority in the media, the promotion of its culture, values, way of thinking, and how it is reflected in the written and audio-visual media content.

Last but not least, I intend to continue to attend international conferences and other representative and of prestige scientific events. In this regard, I also consider as a future objective the application for international research projects and grants on topics related to sustainability, innovation, and gender, as well as the forming of inter- and transdisciplinary research teams.