



DECLARAȚIE

**privind depunerea candidaturii pentru funcția de membru
al Consiliului pentru studii universitare de doctorat (CSUD)
din instituția organizatoare de studii universitare de doctorat
Universitatea Babeş-Bolyai din Cluj-Napoca**

Subsemnata prof. univ. dr. Delia Cristina Bălaș, prin prezenta anunț depunerea candidaturii pentru funcția de membru al Consiliului pentru studii universitare de doctorat (CSUD) din instituția organizatoare de studii universitare de doctorat (IOSUD) Universitatea Babeş-Bolyai din Cluj-Napoca. Anexez următoarele documente, în conformitate cu *Metodologia de organizare a alegerilor și desemnare a membrilor Consiliului pentru studiile universitare de doctorat (CSUD) de la IOSUD Universitatea Babeş-Bolyai din Cluj-Napoca*:

- Copia cărții de identitate,
- Curriculum vitae și
- Declarația pe propria răspundere privind îndeplinirea standardelor minimale necesare și obligatorii pentru acordarea atestatului de abilitare, în conformitate cu legislația în vigoare.

Data:

24.06.2024

DECLARAȚIE

Subsemnata prof. univ. dr. Delia Cristina Bălaș, prin prezenta declar pe propria răspundere îndeplinirea standardelor minime necesare și obligatorii pentru acordarea atestatului de abilitare (domeniul științe ale comunicării, comisia 25 CNATDCU), în conformitate cu legislația în vigoare.

Data:

24.06.2024

Semnătura



PERSONAL INFORMATION

Delia Cristina BĂLAȘ (born BALABAN)

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WORK EXPERIENCE

- 2016–Present **Director of the Ph.D. School Communication, Public Relations and Advertising,**
Faculty of Political, Administrative and Communication Sciences,
Babeș-Bolyai University, Cluj-Napoca.
- Apr 2013–Present **Professor**
Department of Communication, PR and Advertising,
Faculty of Political, Administrative and Communication Sciences,
Babeș-Bolyai University, Cluj-Napoca.
- Jan 2007–Mar 2013 **Associated Professor**
Department of Communication, PR and Advertising,
Faculty of Political, Administrative and Communication Sciences,
Babeș-Bolyai University, Cluj-Napoca.
- 2009–2012 **Director of the Media Center**
Babeș-Bolyai University, Cluj-Napoca
- Feb 2002–Jan 2007 **Lecturer**
Department of Communication and Public Relations,
Faculty of Political, Administrative and Communication Sciences,
Babeș-Bolyai University, Cluj-Napoca.
- Feb 2002–Jan 2003 **Teaching Assistant**
Department of Journalism,
Faculty of Political, Administrative and Communication Sciences,
Babeș-Bolyai University, Cluj-Napoca.

EDUCATION AND TRAINING

- May 2014–Present **Habilitation**
Babeș-Bolyai University, Cluj-Napoca
- Apr 2000–May 2003 **Ph.D. - magna cum laude**
Viadrina European University, Frankfurt (Oder) (Germany)
Title of the paper: Infotainment. Informationsvermittlung und öffentliche Meinungsbildung in rumänischen Fernsehen (Infotainment. Information and Public Opinion Building by the Television in Romania)

- Apr 2000–Jan 2002 **Interdisciplinary Master of European Studies**
Viadrina European University, Frankfurt (Oder), (Germany)
- Nov 1999–Mar 2010 **Research Fellow**
Viadrina European University, Frankfurt (Oder), (Germany)
- 1994–1998 **BA in Philosophy**
Faculty of History and Philosophy, Babeș-Bolyai University, Cluj-Napoca

PERSONAL SKILLS

Mother tongue(s) Romanian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	C1	C1	C1	C1	C1
French	B2	B2	B2	B2	B2
Spanish	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills -excellent communication skills with students, both Romanian and foreign, gained through teaching and field research such as conducting interviews and focus groups:
-moderator for workshops and conference panels; key speaker at professional and scientific events.

Organisational / managerial skills -Director of the Graduate School of Communication, PR and Advertising;
-Director of the Media Center of UBB 2008-2012;
-Coordinator of the Erasmus program at the FSPAC;
-Coordination of research activities and organisation of scientific events/conferences; organisation of student and faculty exchanges with the partner foreign universities;
Manager of Publfest, the Student Advertising Festival since 2004.

Job-related skills -Interactive teaching, use of online Platforms such as Moodle, also PowerPoint and Prezi; editing programs and applications for mobile communication;
-Research and documentation;
-Coordination and organisation of scientific events;
-Social media management skills.

Digital skills

	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem solving
	Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

ANNEXES

Publications list

2024

Vincze, O.H., & Balaban, D.C. (2024). The Evolution of Crisis Frames in the Institutional Communication of the European Commission (2003–2022), *Media and Communication*, 12: 1-19. <https://doi.org/10.17645/mac.7778>

Amrhein Christof & Balaban, Delia Cristina (2024). The effectiveness of 360° videos for environmental communication. Exploring the impact of different types of storytelling, *Computers in Human Behavior Reports*, 100368, <https://doi.org/10.1016/j.chbr.2024.100368>.

Delia Cristina Balaban (2024). Comunicarea guvernamentala pe retelele sociale. In Paul Dobrescu si Florin Zeru (editori). Comunicarea guvernamentala în România. O abordare strategica (pp. 51-71), Bucuresti: Tritonic.

2023

Bene, M., Magin, M., Haßler, J., Russmann, U., Lilleker, D., Kruschinski, S., Jackson, D., Fenoli, V., Farkas, X., Baranowski, P., & Balaban, D. (2023). Populism in Context: A Cross-Country Investigation of the Facebook Usage of Populist Appeals During the 2019 European Parliament Elections. *The International Journal of Press/Politics*, 0(0). <https://doi.org/10.1177/19401612231196158>

Szambolics, J., Malos, S., and Balaban, D.C. (2023). Adolescents' Augmented Reality Filter Usage on Social Media, Developmental Process, and Well-Being, *Media and Communication*, Volume 11, Issue 4, ahead of print. <https://doi.org/10.17645/mac.v11i4.7016>

Zeru, F., Balaban, D.C. and Bargaoanu, A. (2023). Beyond Self-Presentation. An Analysis of the Romanian Governmental Communications on Facebook. *Transylvanian Review of Administrative Sciences*, Issue No. 70 E/October.

<https://dx.doi.org/10.24193/tras.70E.8>

2022

Articles:

Evans, N.J., **Balaban, D.C.**, Naderer, B., and Mucundorfeanu, M. (2022). How the Impact of Social Media Influencer Disclosures Changes over Time. Discounting Cues and Exposure Level Can Affect Consumer Attitudes and Purchase Intention. *Journal of Advertising Research*. DOI: 10.2501/JAR-2022-023

Balaban, D.C., Szambolics J., and Chirică, M. (2022). Parasocial relations and social media influencers' persuasive power. Exploring the moderating role of product involvement, *Acta Psychologica*, Volume 230, October 2022, 103731, <https://doi.org/10.1016/j.actpsy.2022.103731>

Bene, M., Magin, M., Jackson, D., Lilleker, D.G., **Balaban, D.B.**, Baranowski, P., Hassler, J., Kruschinski, S. and Russman, U. (2022). The Polyphonic Sounds of Europe: Users' engagement with parties' European-focused

Facebook posts during the 2019 EP Election. *Politics and Governance* 10(1), 108-120. <https://doi.org/10.17645/pag.v10i1.4700>

Vincze, H.O. and **Balaban, D.C.** (2022). Between Conflict and Solidarity: Pandemic Media Coverage of Romanian Intra-EU Labour Migrants, *Media and Communication*, Volume 10, Issue 2, Pages 265-275. <https://doi.org/10.17645/mac.v10i2.5014>

Balaban, D. C. and Szabolcs, J. (2022). A Proposed Model of Self-Perceived Authenticity of Social Media Influencers, *Media and Communication*, 10(1), 235-246. <https://doi.org/10.17645/mac.v10i1.4765>

Balaban, D. C., Mucundorfeanu M., and Muresan, L.I. (2022), Adolescents' Understanding of the Model of Sponsored Content of Social Media Influencer Instagram Stories, *Media and Communication*, 10(1), 305-316. <https://doi.org/10.17645/mac.v10i1.4652>

Book chapters:

Darren G. Lilleker, Márton Bene, **Delia Cristina Balaban**, Vicente Fenoll, and Simon Kruschinski (2022). Populism, Its Prevalence, and Its Negative Influence on Democratic Institutions in Dolores Palau-Sampio, Guillermo López García, and Laura Iannelli, *Contemporary Politics, Communication, and the Impact on Democracy*, pp. 153-170, DOI: 10.4018/978-1-7998-8057-8.ch009

2021

Articles:

Balaban, D.C., Mucundorfeanu M., and Naderer, B., (2021) The Role of Trustworthiness in Social Media Influencer Advertising: Investigating Users' Appreciation of Advertising Transparency and Its Effects. In *Communications: The European Journal of Communication Research*, online first December 17, 2021 <https://doi.org/10.1515/commun-2020-0053>

Balaban, D.C. and Huțuleac, V., (2021). Public Measures to Deal with the Negative Effects of intra EU Migration. Case Study: the Suceava County, Romania, *TRANSYLVANIAN REVIEW OF ADMINISTRATIVE SCIENCE*, 62E/2021, 5-21. 10.24193/tras.62E.1

Balaban, D. C. and Mustățea, M., Privacy Concerns in Mobile Communication. A User's Perspective. *Philobiblon*, XXVI, 1, 101-114. 10.26424/philobib.2021.26.1.06

Nedelcu, D. and **Balaban, D.C.** (2021). The Role of Source Credibility and Message Credibility in Fake News Engagement. Perspectives from an Experimental Study. *Journal of Media Research*, 14, 3(41), 42-62. 10.24193/jmr.41.3

Book chapters:

Lilleker D.G. and **Balaban D.C.** (2021) Populism on Facebook. In: Haßler J., Magin M., Russmann U., Fenoll V. (eds) *Campaigning on Facebook in the 2019 European Parliament Election. Informing, Interacting with, and Mobilising Voters*. p. 267-282. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-73851-8_17

Balaban D.C., Stoica M.S., Mucundorfeanu M. (2021) Romania: Internal Affairs Set the Agenda of the 2019 EP Election Campaign. In: Haßler J., Magin M., Russmann U., Fenoll V. (eds) *Campaigning on Facebook in the 2019 European Parliament Election. Informing, Interacting with, and Mobilising Voters*. p.187-200, Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-73851-8_12

Balaban, D. C., Mogoş, A., and Hamlin R.: Higher Education and Europeanization. Case Study: International Incoming Students at Babeş-Bolyai University, in Georgiana Udrea and Loredana Vladu (eds), *Patterns of Europeanization in Central and Eastern Europe*, Bucharest: Comunicare.ro, p. 53-62.

Balaban, D. C., Social media influencerii și rolul lor în publicitate, in Delia Cristina Balaban & Julia Szambolics, *Social media influencerii și rolul lor publicitar*, Editura Tritonic, București, 2021.

2020

Articles:

Vincze, Orszolya Hanna, Meza Radu, and **Balaban, Delia Cristina**, Frame Variation in the News Coverage of the Refugee Crisis: The Romanian Perspective, *Eastern European Politics and Societies: and Culture*, Online 28 February 2020. <https://doi.org/10.1177/0888325419890665>

Balaban, Delia Cristina, Iancu, Ioana, Mustăţea, Maria, Pavelea, Anișoara and Culic, Lorina (2020), What Determines Young People to Follow Influencers? The Role of Perceived Information Quality and Trustworthiness on Users' Following Intentions, *Romanian Journal of Communication and Public Relations*, 22, 3 (51), p.5-19. <https://doi.org/10.21018/rjcp.2020.3.30>

Balaban, Delia Cristina (2020), News Sharing During the COVID-19 Pandemic, *Revista de Filosofie Aplicată*, vol.2, special issue (Summer 2020) p.177-188. <http://filosofieaplicata.ro/index.php/filap/article/view/71>

Balaban, Delia Cristina and Racz Roberta (2020), Social Media Influencer Advertising versus Advertising on Social Media Account of a Brand. Evidence from an Experimental Design, *Journal of Media Research*, vol 13, 3(38), p. 45-54. DOI: 10.24193/jmr.38.3 <https://www.mrjournal.ro/docs/R2/38jmr0.pdf>

Palade, Ioana, and **Balaban, Delia Cristina** (2020), An Analysis of COVID-19– Related Fake News from Romania. A Pilot Qualitative Study, *Journal of Media Research*, Vol. 13 Issue 2(37), p. 27- 43. DOI: 10.24193/jmr.37.2

Balaban, Delia Cristina, and Spoaller, Dorin Francisc (2020), How social comparison on Instagram affects well-being. Perspectives from a study conducted during lockdown, *Studia UBB Ephemeredes*, LXV 2, p.5-19. DOI:10.24193/subbeph.2020.2.01

Book chapters:

Roiban, Laura Adriana, **Balaban, Delia Cristina** and Julia Szambolics, The Romanian presidency of the Council of the European Union and the country's image. Results from a content analysis of the international media, in Cristina Hinte, Bianca Radu, and Raluca Suci (eds). *Collaborative Governance, Trust Building and Community*

Development, Conference Proceedings Transylvanian International Conference in Public Administration, Cluj-Napoca: Accent Publishing House, 2020, p.407-414

Delia Cristina Balaban, Understanding Populism. Views from Romanian Politicians and Journalists, in Agnieszka Stepinska (ed.), *Populist Political Communication across Europe: Contexts and Contents*, Peter Lang, Berlin, 2020, p.57-70.

Palade, Ioana and **Balaban, Delia Cristina**, Fake News. Health Related Fake News and HPV Related False Information, in Balaban, Delia Cristina, Hosu, Ioan and Voina, Andreea Nicoleta (eds.) *Communication. It's about platforms*, Cluj-Napoca: Accent Publishing House, 2020, p. 48-60.

2019

Articles:

Huțuleac, Viviana Maria, and **Balaban, Delia Cristina**, (2019), Digital Media Literacy of Children with Parents Working Abroad. Case Study of the Romanian Northeastern Area, *Medienpädagogik: Zeitschrift für Theorie und Praxis der Medienbildung*, p. 36-54. <https://doi.org/10.21240/medpaed/35/2019.10.18.X>

Balaban, Delia Cristina, and Maria Mustățea (2019), Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany, *Romanian Journal of Communication And Public Relations*, 21 (1), 31-46. <https://doi.org/10.21018/ricpr.2019.1.269>

Book chapters:

Mustățea, Maria, and **Balaban, Delia Cristina**, *News sharing on social media platforms. Theoretical Approaches*, in Ioana Iancu, Delia Cristina Balaban, and Ioan Hosu (eds.), *Communication. Strategic perspectives*, Cluj-Napoca: Publishing House, 2019, pp. 66-80.

Mucundorfeanu, Meda, and **Balaban, Delia Cristina**, #Romania100. How Public Institutions Communicated the Celebration of the National Day in 2018 on Facebook in Haruța C, Hințea, C.M, and Moldovan, O. (eds), *Sustainable Development and Resilience of Local Communities and Public Sector Organizations, Conference Proceedings Transylvanian International Conference in Public Administration*, Cluj-Napoca: Accent Publishing House, 2019, p.423-438.

2018

Articles

Balaban, Delia Cristina, Constantinescu Sorana, Mustățea Maria (2018), Credibility and Freedom of Choice in Social Media in Relation with Traditional Media, *Journal of Media Research*, 11, 3 (32), p.24-34.

Book chapters:

Balaban, Delia Cristina, and Barb, Codruta, Steps in the development of creative industries in Cluj-Napoca. Case study Transylvania International Film Festival in Hinteia Cristina, Moldovan Bordan, Radu Bianca, and Suci Raluca (eds.), *Transylvanian International Conference in Public Administration*, Cluj-Napoca: Accent Publishing House, 2018, p.45-56

2017

Book chapters:

Corbu, Nicoleta, **Delia Balaban**, and Elena Negrea-Busuioac Romania. Populist Ideology Without Teeth, in Toril Aalberg, Frank Esser, Carsten Reinemann, Jesper Strömbäck, and Claes H. de Vreese *Populist Political Communication in Europe*, Routledge, 2017, p.326-338.

2016

Articles

Balaban Delia Cristina, Abrudan Mirela Codruța, Iancu Ioana, and Irimieș Cosmin (2016), Online Communication and PR in Romanian Public Administration. The Case Study of Public Institutions from Transylvania, in *Transylvanian Review of Administrative Science*, nr. 47E/February, p. 20-34.

Before 2016

Articles

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.

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, 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

Laura, Crisan/Gertrude, Timis/**Balaban, Delia Cristina**, *Medialisierung des Sports. Fallstudie Cluj-Napoca (Medializarea în sport. Studiu de caz Cluj-Napoca)*. in *Journal of Media Research*, nr. 7(2)/2010, p. 3-11

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

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

Iancu Ioana, **Balaban Delia Cristina**, *Romanian Media Coverage of Bioethics. The Issue of 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, Lepădatu Ioana, *Media Use by Children in the Rural Area. Case Study of the Village Berindu in the Cluj County*, *Studia Ephemeres*, nr. 2/2009, p. 75-84.

Balaban, Delia Cristina, Abrudan Mirela, Magyari Noemi, *Cazul Mailat în presa britanică*, în *Revista Română de Jurnalism și Comunicare*, nr.1-2/2009, p. 20-26.

Balaban, Delia Cristina, *Teorii despre efectele publicității. Aspecte introductive cu privire la neuromarketing*, în *Studia Ephemeres*, nr.1/2009, p.111-115

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

Balaban, Delia Cristina, *Einzelne Medientheoretiker. Werk und wichtigste Ideen (Teoreticienii media. Operă și cele mai importante idei)*, în *Studia Ephemeres*, nr.1/2008, p.3-8.

Balaban Delia Cristina, *Locul și rolul media în viața pensionarilor români. Considerații despre comportamentul media al pensionarilor*, în *Revista Română de Jurnalism și Comunicare*, nr.1-2/2008, p.42-46.

Balaban Delia Cristina, *Identitatea corporativă*, în *Studia ephemeres*, 2005, p.109-114.

Balaban Delia Cristina, *Noțiuni de bază în publicitate: Mixul comunicațional*, în *Studia ephemeres*, 2004, p.65-70.

Balaban Delia Cristina, *Spațiul public, opina publică*, în *Studia Ephemeres*, 2003, p. 15-22.

Balaban Delia Cristina, *Public Relations vs. Öffentlichkeitsarbeit, o dezvoltare istorică paralelă a conceptelor*, în *Studia Ephemeres*, 2003, p. 111-119.

Balaban Delia Cristina/Jedenak Rita, *Conceptul de imagine. De la psihologia socială la relațiile publice*, în *Revista Română de Jurnalism și Comunicare*, Nr.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*, în *Studia Ephemeres*, Cluj-Napoca, 2002, p.37-43.

Books

Balaban, Delia Cristina, *Publicitatea. De la planificarea strategica la implementarea media*, Polirom, Iași, 2009, 2021 ISBN 978-973-46-1394-6.

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

Balaban, Delia Cristina, *Medienkommunikation*, Mittweida Hochschulverlag, Mittweida, 2009, ISBN: 978-3-9812499-1-0 (traducerea volumului de mai sus).

Balaban, Delia Cristina, *Perspective ale televiziunii în România*, Editura Presa Universitară Clujeană, 2003, ISBN 973-610-129-0.

Balaban, Delia Cristina/ Deac, Mihai, *Strategie și creativitate publicitară*, Editura Accent, Cluj-Napoca, 2007.

Book chapters:

Nicoleta Corbu, **Delia Balaban-Bălaș**, and Elena Negrea-Busuioc Romania. *Populist Ideology Without Teeth*, in Toril Aalberg, Frank Esser, Carsten Reinemann, Jesper Strömbäck, and Claes H. de Vreese *Populist Political Communication in Europe*, Routledge, 2017, p.326-338, ISBN-13: 978-1138654792.

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*, in: Balaban, Delia Cristina/Iancu, Ioana/Meza, Radu PR, publicitate si new media, editura Tritonic, Bucuresti, 2009, p.127-142, ISBN 9789737333742.

Balaban, Delia Cristina, *Das Ende des Fernsehzeitalters? Interaktion der Teilsysteme in der rumänischen Mediengesellschaft (Sfârșitul erei televiziunii?Interacțiunea sistemelor în societatea media din România)*, în: Hartmut Schröder/ Ursula Bock (Hrsg.): *Semiotische Weltmodelle*, Lit, Münster, 2009, p. 48-57, ISBN 978-3-8258-1133-4.

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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*, în *Tendențe în relații publice și publicitate. Planificare strategică și instrumente*, Editura 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 (De la economia planificată la premiile Lions de la Cannes. Profesionalizarea Publicității în România)*, in Balaban Delia Cristina/Rus Flaviu Calin, *Medien, PR und Werbung in Rumänien*, Mittweida Hochschulverlag, 2008, p.203-210, ISBN 978-3-9809598-0

Balaban, Delia Cristina, *Product placement, favoritul producțiilor TV românești* în Balaban, D.C., Rus, F.C.(coord), *PR Trend. Teorie și practică în relații publice și publicitate II*, editura Tritonic, București, 2007, ISBN 978-973-733-125-0, p. 167-173.

Balaban, Delia Cristina, *Comunicare mediatică*, în 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*, Editura 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*, în 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*, Editura Accent, 2006, ISBN (10) 973-8915-06-6, p. 345-404.

Balaban, Delia Cristina, *Die Entwicklung der Fernsehlandschaft nach der Wende in Rumänien (Dezvoltarea Televiziunii în România după Revoluție)*, in Busch, Panasiuk, Schröder (Hrsg.): *Medientransformationsprozesse, Gesellschaftlicher Wandel und Demokratisierung in Südosteuropa*, Peter Lang Verlag, Frankfurt (Main), 2003, p.315-332, ISBN 3-631-50571-X.