

Events

1. PR Trend. Theory and practice in public relations and advertising, March 27-29, 2009, Cluj-Napoca

The fourth edition of the international conference was organized by the Department of Communication and Public Relations, Faculty of Political Science, Public Administration and Communication, Babes-Bolyai University, in collaboration with the Media Center UBB, with the support of the Hanns Seidel Foundation Germany.

The conference was attended by professors and researchers from TU Chemnitz University, University for Applied Sciences Mittweida, University CEU Cardinal Herrera, Spain, Faculty of Journalism and Communication Sciences, Bucharest University, Faculty of Communication and Public Relations, SNSPA Bucharest, Al.Ioan Cuza University, Iași, Lucian Blaga University, Sibiu and the organizers. The discussion points were *PR vs. Advertising, New Media, Organizational Communication, the relationship between PR and the Media*. A very interesting moment was the debate about *Advertising, PR and New media*, moderated by professor Ioan Hosu from UBB and Dorina Gutu from SNSPA. The participants were practitioners from the field, journalists and theoreticians. The presentations concerning the development of new communication instruments played a special role in this year's conference.

2. Interdisciplinary New Media Conference, May 21-22, 2009, Cluj-Napoca

The first edition of the Interdisciplinary New Media Conference has been a great opportunity for national and international academics from fields such as journalism, media, communication, philosophy, sociology, psychology, economics, computer science and professionals from the audio-visual new media to get together and exchange ideas on the research and development of this emerging field.

The conference opened on May 21st with the Official Welcome Address delivered by **Senior Lecturer Ph.D. Elena Abrudan**, Head of the Journalism Department (Babes-Bolyai University) and General Conference Chair, followed by the the Rector's Address delivered by **Professor Ph.D. Andrei Marga**.

Four other keynote speeches followed: **Web 2.0, Social Networks, and Media Students – Professor Ph.D. Melissa Lee Price** (Staffordshire University), **Researching the Blogosphere – Senior Lecturer Ph.D. Georgeta Drulă** (București University), **Bare and Share – Culture of File Sharing in Romania – Szakáts**

István (Altart Foundation), **Academic Websites and Web Rankings – Senior Lecturer Ph.D. Alina Andreica** (Babes-Bolyai University).

This first edition of the conference was, all in all, a great opportunity for establishing common grounds between specialists from different fields, thus opening the way to a truly interdisciplinary approach to new media in Romanian scientific research with considerable market applications. The participants found the presentations interesting and the debates stimulating.

3. Media programming and media consumption in the rural world, February 19-20, 2009, Bucharest

The socio-economic transformations after the fall of communism or after the accession to the European Union changed the rural areas in all European states. These transformations affect also media programming and media consumption and should be of interests for all social actors, including journalists, programming specialists, communication specialists (PR, marketing, advertising), government representatives, legislators, communication studies researchers.

The Bucharest international conference intended to refocus the academic dialogue on this area of media programming and media consumption in the rural world, by discussing national or regional examples and by identifying trends in the European context. Academic presentations of non-European realities were also present. Thus, the “Media programming and media consumption in the rural world” conference was attended by researchers from Albania/ Bulgaria, Belgium, Canada, France, Republic of Moldova, Senegal, USA/ Germany and Romania.

This conference was part of the research project „Models of mass-media consumption in the Romanian rural world: traditional identities, European identities“, of the School of Journalism and Mass Communication Studies, University of Bucharest.

Please follow the future editions of The Romanian Review of Journalism and Communication, edited by the School of Journalism and Mass Communication Studies, University of Bucharest and the Ars Docendi Editorial House, for selected papers of the conference.