

Journal of Media Research

■ **vol. 12 Issue 2 (34) / July 2019**

Issue coordinated by Ioana IANCU, PhD

Editorial board:

Prof. Elena ABRUDAN PhD, director
Prof. Delia Cristina BALABAN (BĂLAȘ) PhD, executive director
Assoc. prof. Ioana IANCU, PhD, editor-in-chief

Members:

Mirela Codruța ABRUDAN PhD, Veronica CÎMPIAN PhD, Ioana IANCU PhD, Meda MUCUNDORFEANU PhD, Radu MEZA PhD, Maria MUSTĂȚEA, George PRUNDARU PhD, Julia SZAMBOLICS PhD, Anișoara PAVELEA PhD, Andreea VOINA PhD

Review board:

Prof. Alina BĂRGĂOANU PhD, National School for Political and Administrative Studies, Bucharest
Prof. Ștefan BRATOSIN PhD, Paul Valery University Montpellier
Prof. Mihai COMAN PhD, University Bucharest
Prof. Nicoleta CORBU PhD, National School for Political and Administrative Studies, Bucharest
Prof. Carlos Felimer DEL VALLE RIOJA PhD, University Frontera Temuco, Chile
Assoc. prof. Ilie FĂRTE, Al.I. Cuza University, Iași
Prof. Sandu FRUNZĂ PhD, Babeș-Bolyai University Cluj-Napoca
Prof. Ludwig HILMER PhD, University of Applied Sciences Mittweida
Prof. Ioan HOSU PhD, Babeș-Bolyai University Cluj-Napoca
Prof. Wilfried KÖPKE PhD, University of Applied Sciences, Hannover
Prof. Michael MEYEN PhD, Ludwig Maximilians University Munich
Assoc. prof. Elena NEGREA-BUSUIOC PhD, National School for Political and Administrative Studies, Bucharest
Prof. Marian PETCU, University Bucharest
Prof. Hans Peter NIEDERMEIER PhD, University of Applied Sciences Mittweida
Prof. Ilie RAD PhD, Babeș-Bolyai University Cluj-Napoca
Prof. Flaviu Călin RUS PhD, Babeș-Bolyai University Cluj-Napoca
Assoc. prof. Dan STOICA, Al.I. Cuza University Iași
Prof. Peter SZYSZKA, University of Applied Sciences, Hannover

Editorial office:

71, Traian Mosoiu street, Room 5/1
400132 Cluj-Napoca
Romania

phone: +40264-431505
www.mrjournal.ro

© **Accent**, 2019
Cluj-Napoca
www.accentpublisher.ro

Contents

- Paul BOCA*
- 5 Good Things Come to Those Who Binge:
An Exploration of Binge-Watching Related Behavior
- Isil OZGEN*
Huriye TOKER
- 32 A Content Analysis of Appeals in Food and Beverage TV Commercials
- Meda MUCUNDORFEANU*
- 50 The Online Communication of Political Parties and their Leaders
Reacting to Street Protests in Romania
- Denisa OPREA*
- 74 “The Yokel from Teleorman”:
Representations of Romanian Prime Minister in Satirical News Websites
- Juan DEL VALLE ROJAS*
- 93 Mechanisms Unfolded by the Media for the Spectacularization
of the Public Sphere Represented in José Ricardo Morales’ Play
Cómo el poder de las noticias nos da noticias del poder (1971)
- Arina-Ioana MOGA*
- 113 The Innovation Source of a News Television Business Model
- Delia Cristina BALABAN*
- 124 Book Review: Jean Burgess, Alice Marwick and Thomas Poell (Eds.),
The Sage Handbook of Social Media
- Larisa MUREȘAN*
- 126 Book Review: Jose van Dijck, *The Culture of Connectivity. A Critical
History of Social Media*