

Journal of Media Research

Vol. 13 Issue 3(38) November 2020

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; Anișoara PAVELEA, PhD; Mihnea STOICA, PhD; Julia SZAMBOLICS, PhD; Andreea VOINA, PhD

Review board:

Prof. Alina BÂRGĂOANU PhD, National School for Political and Administrative Studies, Bucharest
Prof. Ștefan BRATOSIN PhD, Paul Valery University Montpellier
Prof. Mihai COMAN PhD, University Bucharest
Assoc. 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 FÂRTE, 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. 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

Print: ISSN 1844-8887 • **Online:** ISSN 2559-1983

Editorial office:

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

phone: +40264-431505
www.mrjournal.ro

© **Accent**, 2020
Cluj-Napoca
www.accentpublisher.ro

Contents

- Bianca-Florentina CHEREGI
Alina BÂRGĂOANU
- 5 Branding Romania in the Age of Disruption.
Technology as a Soft Power Instrument
- Gábor REKETTYE Jr.
Árpád PAPP-VÁRY
- 31 The Impact of Megatrends on Marketing Communications Education.
Results of an International Survey Among Educators
- Delia Cristina BALABAN
Roberta Gabriela RACZ
- 45 Social Media Influencer Advertising versus
Advertising on Social Media Account of a Brand.
Evidence from an Experimental Design
- Raluca VIDRAȘCU
- 55 The Use of Dialogic Principles of Romanian Crowdfunding
Platform Communication on Facebook
- Elena VASILIU
- 70 Website Design for Effective Digital Audience Engagement:
A Conceptual Framework
- Radu DELICOTE
- 95 From Agenda Setting to Melding: How Individuals Part
of Certain On-line Groups Change Their Electoral Behavior
amid the COVID-19 Pandemic
- Chi Thi Phuong DUONG
- 112 Social Media. A Literature Review