

**J**ournal  
of  
**Journal**  
**Media Research**

■ **Vol. 15 Issue 3(44) / November 2022**

**Issue coordinated by Ioana IANCU, PhD**

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

© **Accent**, 2022  
Cluj-Napoca  
[www.accentpublisher.ro](http://www.accentpublisher.ro)

## EDITORIAL BOARD

### Director:

Prof. Delia Cristina BALABAN, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

### Editor-in-chief:

Assoc. prof. Ioana IANCU, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

### Associate editors:

Assoc. prof. Mirela Codruța ABRUDAN, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Assoc. prof. Radu MEZA, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Lecturer Meda MUCUNDORFEANU, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Lecturer Anisoara PAVELEA, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Lecturer George PRUNDARU, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Lecturer Julia SZAMBOLICS, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Lecturer Veronica CÂMPIAN, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Lecturer Mihnea STOICA, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Research assist. Andreea VOINA, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Research assist. Maria MUSTĂŢEA, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

### Editorial board:

Prof. Alina BĂRGĂOANU, PhD  
National School for Political and Administrative  
Studies, Bucharest, Romania

Prof. Nicoleta CORBU, PhD  
National School for Political and Administrative  
Studies, Bucharest, Romania

Prof. Mihai COMAN, PhD  
University Bucharest, Romania

Prof. Carlos Felimer DEL VALLE RIOJA, PhD  
University Frontera Temuco, Chile

Assoc. prof. Elena NEGREA-BUSUIOC, PhD  
National School for Political and Administrative  
Studies, Bucharest, Romania

Assoc. prof. Ilie FÂRTE, PhD  
Al.I. Cuza University, Iaşi, Romania

Prof. Sandu FRUNZĂ, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Prof. Ludwig HILMER, PhD  
University of Applied Sciences Mittweida, Germany

Prof. Ioan HOSU, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Prof. Wilfried KÖPKE, PhD  
University of Applied Sciences, Hannover, Germany

Prof. Marian PETCU, PhD  
University Bucharest, Romania

Prof. Hans Peter NIEDERMEIER, PhD  
University of Applied Sciences Mittweida, Germany

Prof. Ilie RAD, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Prof. Flaviu Călin RUS, PhD  
Babeş-Bolyai University, Cluj-Napoca, Romania

Assoc. Prof. Dan STOICA, PhD  
Al.I. Cuza University, Iaşi, Romania

Prof. Peter SZYSZKA, PhD  
University of Applied Sciences, Hannover, Germany

### Editorial office:

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

phone: +40264-431505  
[www.mrjournal.ro](http://www.mrjournal.ro)

## Contents

- Christof AMRHEIN
- 5 Immersive Journalism and Cinematic VR. The Perspective of the Experts
- Răzvan MĂTĂȘEL
- 20 Advertising Models and the Romanian Academic-Practitioner Divide
- Andreea AMAȚI  
Mirela ABRUDAN
- 33 Greenwashing *versus* Green Marketing in der Modeindustrie.  
Auswirkungen auf den Kaufentscheidungsprozess  
[Greenwashing *versus* Green Marketing in the Fashion Industry.  
The Impact on the Purchasing Decision-Making Process]
- Teodora-Elena GRAPĂ
- 54 Laughing Off Hollywood's Representation Practices: the Joker's Cultural  
Politics
- Anamaria TOMIUC  
Alice ILIESCU  
Daniel POPESCU
- 74 Urban Comics as a Research Method and Tool in Social Innovation.  
Case Study: ArtiViStory Collective
- Marian PETCU
- 93 The Four Romanian Journalist Guilds of the Twentieth Century