



## **MEDIA CULTURE DAYS** **25-31 May 2017**

Journalism and Digital Media Department  
BBU Media Centre  
College of Political, Administrative and Communication Sciences  
Babeş-Bolyai University, Cluj-Napoca, Romania

<http://fspac.ubbcluj.ro/jurnalism/en/zilele-culturii-media/>

We would like to invite you to attend and participate at the Media Culture Days, on 25-31 of May 2017. The event will be held at 71 Traian Mosoiu street, 400132 Cluj-Napoca, Romania.

The Journalism Department is organizing the second edition of Media Culture Days. Initiated in 2016, this series of events takes place over a week-long period and aims to bring together students, professionals, teachers and researchers in the fields of digital media, journalism and communication and create a forum for exchanging ideas and facilitating professional networking and collaboration.

We are waiting you for the following events:

### **Digital Media International Conference (25 of May, 2017)**

The Digital Media International Conference will host a series of invited lectures and workshops addressing new, emerging trends and best practices in digital media education, research and production.

Confirmed plenary speakers for the 2017 edition:

- Professor Peter Gross, University of Tennessee
- Tudor Vlad, University of Georgia
- Professor Kay Lossey, Grand Valley University, Michigan State
- Professor Georgeta Drulă, University of Bucharest
- Profesor Rita Glozer, University of Pecs

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### **Content++ Students' Digital Media Competition (26-27 of May 2017)**

On a rapidly changing global digital market, traditional genres are evolving and new content formats are emerging every year. The Content++ Digital Media Competition challenges students in

media, arts, journalism, communication or even computer science and engineering to come up with ground-breaking, innovative and deeply engaging digital media contents. Project submissions are encouraged in (but not limited to) the following areas:

- Online Multimedia Long-form
- Information Visualization and Data Journalism
- Interactive Storytelling
- Social Media Integrated Storytelling

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***Media and Society: Models, Representations and Current Phenomena Students' Conference***  
**29 of May 2017**

The Student Conference organized by the Journalism Department at the College of Political, Administrative and Communication Sciences will be celebrating its 11th edition in 2017. As in the previous years, this unique multilingual event will bring together Bachelor and Master's students in English, Romanian, Hungarian and German language panels to present their research projects, receive feedback and discuss opportunities for further research. Contact: [meza@fspac.ro](mailto:meza@fspac.ro), [gyorffy@fspac.ro](mailto:gyorffy@fspac.ro)

***V for Visual - Students' Non-fiction Short Film Festival (30-31 of May 2017)***

The yearly festival selection includes non-fiction shorts produced by media, journalism and arts students from several universities in Romania. Already at its fourth edition, V for Visual includes a one-day public screening of selected non-fictional visual productions in one of Cluj-Napoca's cinema theatres. Videos submitted in the past editions can be watched on the official YouTube channel. Contact: [trofin@fspac.ro](mailto:trofin@fspac.ro), [beuran@fspac.ro](mailto:beuran@fspac.ro)

**Workshops (25-31 of May)** The preliminary list of technical workshop topics includes Digital Data Collection and Analysis using Computational Methods, Multimedia and Social Media Integrated Storytelling, Interactive Narratives and User Experience Design. **Contact:** [prundaru@fspac.ro](mailto:prundaru@fspac.ro)

**Press Photo Exhibition (25-31 of May 2017)**

The photo exhibition featuring the year's best student work in photojournalism will open to the public in the presence of professional photojournalists and professors of photography.

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**Organizing Committee:** Elena Abrudan (chair), Constantin Trofin, Andreea Mogos, Rares Beuran, Radu Meza, Gyorffy Gabor, Cristina Nistor, Andrei Costina, George Prundaru

For further information please check: <http://fspac.ubbcluj.ro/jurnalism/en/zilele-culturii-media/>