

**Media Culture Days 2020, 18-22 of May, 5<sup>th</sup> edition**  
**BBU Media Centre & Journalism and Digital Media Department**  
 Draft Program (all activities will be held online)

Monday, May 18 <sup>th</sup>	
9:00-11:00 Room T1	<p><b>Students' Conference: <i>Media and Society: Models, Representations and Current Phenomena</i>.</b> Romanian/Hungarian/English sessions</p> <p>Moderator:                      Radu Meza, Ph.D., Babeș-Bolyai University, Cluj-Napoca                      Ramona Hossu, Ph.D., Babeș-Bolyai University, Cluj-Napoca                      Gyorffy Gabor, Ph.D., Babeș-Bolyai University, Cluj-Napoca</p>
11:00-12:00 Lobby 101	<p><b>Students' Photojournalism National Exhibition: FOCUS 2019 Awarding Ceremony</b> – Students and Professionals</p> <p>Moderator:                      Rareș Beuran, Ph.D., lecturer at Babeș-Bolyai University, Cluj-Napoca                      Andreea Mogoș, Ph.D., associate professor at Babeș-Bolyai University, Cluj-Napoca</p>
	<b>Lunch</b>
14:00-16:00 Room T1	<p><b>Content++ Competition</b></p> <p>Moderator:                      Paul Boca, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca                      Andrei Costina, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca                      Csibi Laszlo</p>
Tuesday, May 19 <sup>th</sup>	
09:00-12:00 Room T1	<p><b>Digital Graphics Workshop</b></p> <p>Elena Abrudan, Ph.D., professor of visual communication</p>

	George Prundaru, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca Peter Arpad, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca
09:00-12:00 Room T2	<b>Visual Animation Workshop - Parallel session</b> Moderator: Alexandru Dorofte - Grafic designer PhD Reka Kassay
09:00-12:00 Room T3	<b>Non-Verbal Communication Techniques For Vloggers</b> Parallel session Moderator: Cristina Șendrea
	<b>Lunch</b>
14:00-16:00 Room T1	<b>Written Press: Profile Writing Competition 2020</b> Moderator: Oana Ometa, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca
<b>Wednesday, May 20<sup>th</sup></b>	
10:00 Room 101	<b>V for Visual: Student Video Production Festival</b> Awarding Ceremony Moderator: Constantin Trofin, Ph.D. Lecturer and TV producer, Babeș-Bolyai University, Cluj-Napoca
	<b>Coffee break</b>
16:00 – 19:00 Room 101	<b>Audio Storytelling Awards</b> Awarding Ceremony Moderator: Cristina Nistor, Ph.D. Associate Professor, Babeș-Bolyai University, Cluj-Napoca

**Thursday, May 21<sup>th</sup>**

10:00 Room T1	<p><b>JOURNALISM AND DIGITAL MEDIA International Conference</b></p> <p><b>Opening Ceremony</b></p> <ul style="list-style-type: none"> <li>• <b>Elena Abrudan</b>, Ph.D., chair of the Journalism Department at the College of Political, Administrative and Communication Sciences (FSPAC)</li> <li>• <b>Călin Emilian Hințea</b>, dean of College of Political, Administrative and Communication Sciences (FSPAC)</li> <li>• <b>Tibori Szabó Zoltán</b>, Ph.D., associate professor at the Department of Journalism and Digital Media, Babeș-Bolyai University, Cluj-Napoca</li> </ul>
Room T1	<p><b>Plenary session</b></p> <p><b>Keynote address:</b></p> <p>Mali Alon, Tiltan Colege of Design and Visual Communication, Israel          Charo Lacalle, PhD professor, UABarcelona, Spain</p>
	<b>Coffee break</b>
15:00-17:00 Room T1	<p><b>JOURNALISM AND DIGITAL MEDIA International Conference</b></p> <p>Parallel sessions (English panel 1)</p> <p><b>Chair:</b> Charo Lacalle, PhD professor, UABarcelona, Spain</p>
15:00-17:00 Room T3	<p><b>JOURNALISM AND DIGITAL MEDIA International Conference</b></p> <p>Parallel sessions (Romanian panel 1)</p> <p><b>Chair:</b> Ilie Rad, PhD professor, Babeș-Bolyai University, Cluj-Napoca</p>
17:00 – 18:00	<b>Closing remarks</b>

Friday, May 22 <sup>th</sup>	
	<p><b>Round table:</b>  <i>The return of journalism to the basic values: freedom, dignity, solidarity</i></p> <p>Tibori Szabó Zoltán, Ph.D., Babeș-Bolyai University, Cluj-Napoca</p>
	<p><b>Digital Graphics: National Competition and Exhibition (online)</b></p> <p>Moderator:            Elena Abrudan, Ph.D., professor of visual communication, Babeș-Bolyai University, Cluj-Napoca            Peter Arpad, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca</p>
	<p><b>Photo Workshop –</b></p> <p>Moderator:            Andreea Mogoș, Ph.D., associate professor at Babeș-Bolyai University, Cluj-Napoca            Rareș Beuran, Ph.D. Lecturer, Babeș-Bolyai University, Cluj-Napoca            Anita Deak</p>

**Organizing Committee:** PHD Elena Abrudan (chair)