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I. MEDIA AND BEHAVIOUR



The avatars of a digitalized generation: Barriers in face-to-face communication

Maria MUSTĂŢEA

Department of Communication, Public Relations and Advertising
College of Political, Administrative and Communication Sciences
“Babeş-Bolyai” University, Cluj-Napoca

Abstract:

We reached a point where the Internet universe encompasses all the facets of our everyday life. And with its expansion and every step forward on the way to progress, it has also left behind barriers in the face-to-face communication. The social media instruments are the first which lure the youth to the “virtual side” of the communication process. Today, we don’t ask ourselves anymore if the younger generations are caught in this online mechanism, but what are the reasons behind it and whether we should worry or not for the future of interpersonal interactions and the desire of being surrounded by real partners. The present study is a qualitative approach, involving three focus-groups (on women, men and a gender mixed one) on individuals with ages between 16-25 years old. The analysis helped shaping the current perspectives of young Romanians on the modern and traditional ways of building relationships and whether the “good, old, classical contact” has been overthrown by the online era.

Keywords: relationships; online; social media; face-to-face; communication.



Foodtography 2.0

Sonia SCHIAU

Department of Communication, PR and Advertising
College of Political, Administrative and Communication Sciences,
“Babeş-Bolyai” University, Cluj-Napoca

Abstract:

The aim of this paper is to discover in what way the foodtography trend, more exactly following or creating food images and engaging with them online, has an impact on our online and offline lives. In the context of the fast development of the mobile technology, people are making use more and more of mobile apps and social platforms. These online communities provide them with the environment and the opportunity to satisfy modern communicational needs. The study was conducted in Cluj-Napoca, amongst online social media users. The results show a clear change in our eating habits, and lifestyle, but it is not sufficient to attribute them entirely to foodtography. Even so, people are starting to pay more attention to what, how and when they eat.

Keywords: Foodtography, User Generated Content, Online communities, Media apps, Motivations.

II. ADVERTISING



The effects of using national stereotypes in Romanian advertising

Dorin SPOALLER

Department of Communication, Public Relations and Advertising
College of Political, Administrative and Communication Sciences
“Babeş-Bolyai” University, Cluj-Napoca

Abstract:

Advertisers have long considered Romania as being a traditional and conservative market, with many resources and great long term potential for growth. The average Romanian is an avid television consumer, a moderate radio consumer and in most recent years an avid internet consumer. It has recently been observed that advertisers are increasing the usage of stereotypes in all-medium advertising. This study is reporting on the positive or negative effect of using national stereotypes on a conservative and traditional market. The analysis of quantitative research methods has identified the underlying issue regarding the use of national stereotypes in Romanian advertising: a 51 people survey determined that the average consumer is aware of its role and thus negates its primary goal, with an increased probability of consumer detachment as a result. The highest rate of success of this tactic is among those consumers which lack the capability of identifying stereotypes, either because they are too young or because their educational status does not allow it, but which also have the lowest purchasing power compared to the average consumer.

The use of stereotypes in Romanian advertising has no positive effect on the average consumer, can drive away even the most loyal of them and advertisers should stop using this tactic when trying to increase the sales of a product.

Keywords: Romanian advertising, stereotypes in advertising, advertising effects.



**Public Relations in Social Media.
How Automotive Brands are Using Facebook**

Bianca ILIE, Lucian RUS

Department of Communication, PR and Advertising,
College of Political, Administrative and Communication Sciences
"Babeş-Bolyai" University Cluj-Napoca

Abstract:

This article aims to determine how automotive brands are using Facebook and how this impacts on public relations strategy. Through a content analysis of three Facebook profiles of Dacia, Renault and BMW, the article reveals that social media is an integral part of how brands build and sustain their relationship with the customers and how they manage to promote their products. For this paper we analyzed only individual wall posts on Facebook of PR specialists. Our main findings show that the relationship with the fans is highly influenced by the core values of each brand.

III. POLITICAL COMMUNICATION



The role of the final debate in a campaign's strategy

Ada-Maria ȚÎRLEA

PhD Candidate
"Babeş-Bolyai" University, Cluj-Napoca

Abstract:

From a communicational point of view, electoral campaigns are considered to be very demanding. The competition and the technological progress are considered

to be the most important factors that impose such a struggle. Final debates represent the highlight of an electoral campaign. They emphasize the qualities of a politician, in disfavor of his opponent.

Probably, the most important thing about the final debate is that it creates a link between three major entities: mass – media, public opinion, and political actors. The article focuses on the importance of the final debate in a campaign’s strategy. Not only the political communication, or the political marketing had established relevant instruments for electoral campaigns, but the final debates try to set new trends for the politicians to keep up with.

Keywords: discourse, political communication, campaigns, Barack Obama, John McCain, presidential elections, USA, Romania, Traian Băsescu, Mircea Geoană, final debate.



**Women’s Political Representation.
Case study: the Romanian Parliament**

Andreea–Nicoleta VOINA

PhD candidate
“Babeş-Bolyai” University, Cluj-Napoca

Abstract:

The present paper aims to address the growing interest towards the phenomena of participation, representation and empowerment mechanisms of women within political life.

This interest is reflected in theoretical studies, campaigns, initiatives and organizations, public debates, legislative proposals and measures enforced by political parties, public institutions or private companies. Nowadays, the areas of interest in debates on empowerment mechanisms focus on electoral systems, gender quota, democracy indexes, national culture or other determinants of women’s representation. Thus, our research endeavor is meant to carry out a

diagnosis of the current situation regarding women's empowerment in Romanian politics. Starting from the level of empowerment given by the current positions filled by women in the boards of political parties, as well as high-level public offices, the author wants to show the views of female MPs on the participation, representation and political empowerment of women in Romania. The research method used in order to reveal these views is the structured interview, and the subjects of this endeavor are four female members of the Romanian Parliament, from both the Senate and the Chamber of Deputies.

Keywords: women, politics, representation, Parliament, empowerment.



**Dissimilarities and Commonalities:
Explaining Bulgarians' Vote Choice
in the 2009 European Election**

Yordan KUTIYSKI

Academic Research Coordinator – Kieskompas B.V.
MSc, VU University Amsterdam

Abstract:

This article aims to reveal the dimensions of the Bulgarian political landscape and explain what drives the vote choice of Bulgarian citizens by using opt-in survey data from a Voting Advice Application (VAA) available online during the campaign for the European Parliament elections in 2009. The analyses reveal the opinion structure of Bulgarian voters by exploring what are the common and differentiating political issues which form the dimensions of political competition between the electorates of political parties. Moreover, the study explores the overlap in party preference which reveals that many voters contemplate more than a single party. In addition, the empirical analyses show what policy preferences drove Bulgarian citizens to vote for a certain party on Election Day. However there is a very minor variation between the agreement level with policy proposals among all voters which could explain the very high electoral volatility in the country.



Media: The watchdog of ethical boundaries in political consultancy?

Ariana Loreta GUGA

Department of Communication, PR and Advertising,
College of Political, Administrative and Communication Sciences
“Babeş- Bolyai” University Cluj-Napoca

Abstract.:

In the field of political consultancy, there are many factors hidden from the public eye, and although there are Associations of political consultants across the world that have a code of ethics or a code of conduct, the media is usually the one that exposes the ill fitting manner in which this profession is sometimes conducted. Despite the constant efforts to diminish controversy in the political area, the numerous scandals that appear in the media prove that there are many flaws in the world of political consultancy. As a result, there is a question that needs to be answered: are ethics codes reliable in this field of activity or is the media on a constant hunt for unraveling mistakes that may or may not be there? On that note, there are many voices that wonder just how transparent can political consultancy be given the fact that the public only has access to the final result: the politician's image. As media's role increases everyday in the context of today's world, one is entitled to wonder if political consultancy has become just another target for avid journalists everywhere, much like politicians. Is media the watchdog of ethical boundaries established by the associations of political consultants or is it just another form of manipulation of the public? The answer might change not only the relationship between media and politics, but also the image the public has about political consultants.

Keywords: ethics, political consultancy, media.



**Comparative analysis of the electoral campaigns
of Vladimir Putin (2000, 2004, 2012).
Agenda-setting and the 2012 presidential elections
in the Russian Federation**

Reghina DIMITRIȘINA

Department of Communication, PR and Advertising,
College of Political, Administrative and Communication Sciences
“Babeș- Bolyai” University Cluj-Napoca

Abstract.:

The purpose of this study is, firstly, to analyze Putin’s electoral campaigns and to show the evolution of the political connection between Russians and their leader – Vladimir Putin. Secondly, to show and to analyze the connection between Putin’s political personality and Russian media during his last presidential campaign. Through the media, Putin sets his own political agenda during the campaign, which became one of his most powerful instruments for influencing the final voting choice of the Russian citizens. This research paper aims to bring new theoretical information about political communication in the Russian Federation. In addition, by using a comparative analysis of the three electoral campaigns, the author defines a new perspective on presidential elections in contemporary Russia.

Keywords: Vladimir Putin, Russian media, agenda-setting, presidential campaign, political communication.

IV. INSTITUTIONAL COMMUNICATION



The Politics of Land Deals. A Comparative Analysis of Global Land Policies on Large-Scale Land Acquisition

Suzanne VERHOOG
VU University Amsterdam

Abstract:

Due to current crises, large-scale land acquisition is becoming a topic of growing concern. Public data from the 'Land Matrix Global Observatory'¹ project demonstrates that since 2000, 1,622 large-scale land transactions² in low- and middle-income countries ³ were reported, covering an area of nearly 69 million hectares. The majority of these land deals, also referred to as 'land grabs', took place between 2008 and 2010, peaking in 2009.

It is widely assumed that emerging economies, in search for alternative ways to secure future food and fuel supply are the major drivers behind the global land rush. New evidence however reveals that local and national governments and elites are largely initiating and facilitating these land deals, mainly driven by Western investors in order to meet (renewable) energy and commodity demands in the nearby future.

Large-scale land acquisition often goes hand in hand with issues of displacement, weak governance structures, corruption, conflicts, and environmental damages. Several international organizations have taken the initiative in developing global land policies on large-scale land acquisition in an attempt to govern the global land grab. The effectiveness of these so-called 'soft law' instruments is however increasingly being questioned. This paper therefore offers a comparative analysis on the effectiveness of global land policies on large-scale land acquisition, as developed by the European Union, the World Bank Group and consortium, the Food and Agriculture Organization, and the African Union, embedded in a theoretical framework of effectiveness, soft law, and interrelations with transparency, accountability and legitimacy. Currently the FAOCFS

Voluntary Guidelines and the AU Framework & Guidelines are being implemented. The research is therefore focusing on the effectiveness of these two land policy frameworks.

Evidence so far reveals that in practice global land policies on large-scale land acquisition can be problematic due to: 1) their 'voluntary character', 2) land deals are often initiated and facilitated by nationals (elites) and/or national governments, 3) (increasing) vulnerability of 'customary land rights', mainly due weak governance structures and shortcomings in the implementation of land reform policies, and 4) 'emptiness of consultations', hereby referring to the ineffectiveness of the Free, Prior and Informed Consent principles.

Keywords: Global Land Policies, Large-Scale Land Acquisition, Code of Conduct, Institutions, Effectiveness, Soft Law.

Vol. 2

I. MEDIA AND BEHAVIOUR



Setting Children's Agenda. A different approach to the influence of the media on children

Evelina Camelia MOLDOVAN

Department of Communication, PR and Advertising
College of Political, Administrative and Communication Sciences,
"Babeş-Bolyai" University, Cluj-Napoca

Abstract:

The influence of media towards children has lately become an area of concern very much exploited in media studies and research as well as in sociology and psychology.

Seemingly, the main focus of such studies revolves around the unique effect of television on children's attitudes, language or behavior. This paper wishes to emphasize how mass media influence children by getting involved directly in their universe determining them to have certain habits, preferences, behaviors, and conversations, pretty much the same way it does with grown-ups. Thus, this study aims to determine the Agenda Setting function of mass media in children's daily routine, focusing on the one item that links them to it: Cartoons.



The Influence of TV Series upon the Behavior of Youngsters

Georgiana OPREANU, Ambra Nicolle RÎȘCA,
Andreea Ioana ROȘU, Andreea SIRAN

Department of Communication, PR and Advertising,
College of Political, Administrative and Communication Sciences, 1st year
"Babeș- Bolyai" University Cluj-Napoca

Abstract:

The goal of the current research paper is to discover the way in which TV series affect the behavior of youngsters aged between 19 and 23 years old. The sampling method the authors used is the convenience one and the population sample consists of 45 people, out of whom 35 are women and 10 are men, coming from both rural and urban environment. Through the research methods the authors used, the sociological survey and the semi-structured, individual interview, with their specific instruments, the questionnaire and the interview guide, they found that young people are not easily influenced by the fictional situations presented in TV series. The questions addressed refer to the way values, beliefs, perceptions and acting style in society of the respondents undergo changes by the time they spend

watching TV series. Most of the respondents watch this kind of TV shows simply to occupy their own spare time and they do not neglect their day by day tasks because of the probable dependence caused by them.

Keywords: influence, TV series, youngsters, behavior, dependence.

II. ADVERTISING



The Influence of Trailers and Reviews on Watching a Movie

Denisa Mădălina BIRĂU,
Carmen Teodora BUTNARIU

Department of Communication, PR and Advertising
College of Political, Administrative and Communication Sciences
“Babeş-Bolyai” University, Cluj-Napoca

Abstract:

Nowadays, the variety of movies is continuously growing and the process of choosing to watch a certain movie is becoming more and more difficult. That is why lots of people turn to trailers, or critics or maybe the opinions of their friends, in order to make the choices regarding what movies they watch. Through this paper, we've tried to compare the impact of trailers and critics in this process and why one of them is more relevant. After choosing the subjects and applying and analyzing the questionnaire, the results were clear. Trailers, even though more popular than critics, do not represent such an important part in choosing a movie. Of all respondents 44.29 % said that critics opinion does not matter either in small or large extent, and 81.43 % said they are inclined and even choose to watch the trailers.

Keywords: movies, trailers, consumer behaviour.



Student Discount Cards and their Influence upon Consumer Behavior

Denisa Ramona BOAR, Irina BOBICEV,
Melisa Geanina CALINCĂU

Department of Communication, PR and Advertising
College of Political, Administrative and Communication Sciences
"Babeş-Bolyai" University, Cluj-Napoca

Abstract:

Consumer behavior is an important subject, especially in marketing, because it represents the primary factor influencing the demand on the market. Presently, all the manufacturing companies spend a significant amount of time and effort on the research of consumption from a psychological, sociological and economical perspective, in order to adjust their strategies to the requirements of the public. The purpose of our study was to understand the individuals' choices in the acquirement of goods and services and the factors these are influenced by. The main subjects of the research were the discount offers and vouchers available in Cluj and the youth's position towards them. The study also explored a specific strategy adopted by the companies which release discount cards in Cluj and its efficacy. The results were obtained from primary sources of data, with the application of several complementary methods. We have established that the sales offers don't have a noticeable effect on the amount of consumption among youth, each individual opting for the products and services they are interested in. We have also determined that students that come to study in Cluj from other localities often find out about pubs, restaurants, sport and medical centers through the discounts offered by the student cards; therefore these have proved to be a good advertising strategy. Ultimately we found that the project aiming to merge the two leading companies which release discount cards for the students in Cluj hasn't had a sensible impact on the consumers, without a great impact on students' decisions, and was rather a promotion method for the agencies and a possibility of further development.

III. INSTITUTIONAL COMMUNICATION



Communicating the CSR Activities of Romanian Companies

Andreea-Maria KARACSONY

Department of Communication, PR and Advertising
College of Political, Administrative and Communication Sciences
“Babeş-Bolyai” University, Cluj-Napoca

Abstract:

The current study is part of a more ample research represented by a bachelor thesis. Thus, this study focuses on the visibility of the corporate social (CSR) activities of the most valuable companies in Romania, considering their turnover in 2013. Accordingly, 10 of the mentioned companies will be chosen from a hierarchy made by Ziarul Financiar magazine, in order to investigate whether they involve in CSR programs and, if so, whether they communicate this type of activities and how they communicate their CSR campaigns on their websites. Their content will be analyzed by using the content analysis method in order to determine the way the companies choose to share information about their CSR activities to the public. The relevance of this study consists in the fact that the importance of the CSR activities is being understood more and more by the companies, considering the fact that a company's responsible behavior brings a lot of benefits both to the company and to the society as a whole. Moreover, a CSR strategy adopted by a company, which is best to be incorporated into the general management strategy that a company develops, meets its genuine advantages only when communicated to the public. The reason why a company should report its CSR practices resides in the fact that the people in the communities where the companies run their activities ought to know what kind of socially responsible programs the companies develop, for a better understanding of the CSR concept, for being aware of the social causes that companies involve in and,

ultimately, for understanding how can they collaborate with the companies to engage in such activities.

Keywords: CSR, communication, companies, stakeholders.



**Management of Office Romances.
The Managers' Attitude Concerning Romantic Relationships
Between Their Employees**

Ioana POP

Department of Communication, PR and Advertising
College of Political, Administrative and Communication Sciences
"Babeş-Bolyai" University, Cluj-Napoca

Abstract:

The study represents an analysis of the previous studies, regarding the managers' attitude concerning romantic relationships between their employees. For a better understanding the need of regulation and the main consequences of this kind of relationships are reviewed as well. Furthermore, with the help of the interview and the experiment there has been identified the attitude of the managers in Cluj-Napoca concerning romantic relationships between their employees, their incidence and the necessity of legal regulations.



Crisis Management.

Level of preparedness for managing crisis communication in Transylvanian aeronautical institutions

Claudia-Roxana RUS

Department of Communication, PR and Advertising
College of Political, Administrative and Communication Sciences,
“Babeş-Bolyai” University, Cluj-Napoca

Abstract:

Nowadays, due to the continuous and quick world changes and evolution, the term “crisis” has become so heavily used that it started to invade more and more fields of activity and it involves implications from different and diverse disciplines, including communication sciences and, of course, crisis management. The present paper presents communication crisis management in the aeronautical environment. Crises are usually described as major threats for persons, companies, institutions or even for a whole industry or the society. A crisis is usually an unpredictable event, so each institution has to be prepared for it and aware about the major consequences that it might have on the institution development. Preparing and choosing an efficient communication crisis plan is not an easy action, but it has to be done in order to have success regarding the crisis. An evaluation in the aeronautical field is needed in order to better understand a crisis context and what crisis communication implies. Therefore, the author has done research on two representative aeronautical institutions from Transylvania, Romania: “Elie Carafoli” Airclub of Târgu-Mureş and “Traian Dârjan” Airclub of Cluj-Napoca, both under the subordination of the Romanian Airclub. The research results have revealed that none of the institutions are prepared for successfully facing a crisis, none of them having a crisis communication plan. In our opinion, crisis communication represents the most interesting, exciting and challenging part of the crisis management domain.

Keywords: crisis, communication, management, aeronautical, plan.



City Branding – A Study of Cluj-Napoca

Dorin SPOALLER

Department of Communication, Public Relations and Advertising
College of Political, Administrative and Communication Sciences
“Babeş-Bolyai” University, Cluj-Napoca

Abstract :

The city of Cluj-Napoca has long been considered as the regional capital of Transylvania, establishing itself both as a rich and diverse cultural community and as a modern educational and medical center. These are the qualities that determine the success rate of a city wide branding strategy. It has recently been acknowledged that given the new found success of this city in international competitions the need for a branding strategy for itself is high in order to maintain momentum. This study is reporting on both the internal and external qualities and faults that are associated with the city of Cluj-Napoca, providing a clear structure for a branding strategy to be built on. The use of qualitative and quantitative research methods offered an overall positive perspective regarding the future development of the city of Cluj-Napoca. The qualitative results obtained from a series of interviews with experts in the field of branding identified the main quality of the city as being the average age of its citizens. Given the fact that Cluj-Napoca is an educational center, the average age of its citizens is lower than many other cities in Romania, providing the basic necessities for a successful brand strategy implementation.

The quantitative methods obtained as a result of a 250 people survey determined that despite the severe lack of cooperation between the public and private sectors, the average citizen of Cluj-Napoca is willing to get involved in the development and deployment of a city branding strategy.

The scientific interpretation of both practical and theoretical analysis regarding the city of Cluj-Napoca indicate that the city is aware of its qualities and faults and that a branding strategy would have a high probability of success.

Keywords: city branding, regional advertising, branding strategy.