CESC 2026 COMMUNICATION AND EDUCATION IN KNOWLEDGE SOCIETY

ORGANIZATORI: FSGC FPSE

PARTENERI:

International Conference on

"Communication and Education in Knowledge Society"

6th Edition: MEDIA AND INFORMATION LITERACY

FOR A RESILIENT DIGITAL SOCIETY

http://cesc.uvt.ro, Facebook: CESC UVT

PROGRAM

Timișoara, Romania, October 22-24, 2026

Venue Information

Address

6CESC26 will take place at the West University of Timișoara, in the Aula A11-1st floor, Aula A01- ground floor, PR (Protocol Room) -1st floor, and Rooms 521-5th floor.
Address: Blvd. V. Parvan 4, Timisoara 300223 (www.cesc. uvt.ro).

Languages

The official languages of the conference are English and French.

Presentations

Presentations can be made by using data projector. All authors are kindly requested to have their presentation on USB and upload it on the conference laptop during the break before their session.
Online participants will access the link for the section they belong to and share their screen to present their work.

Local Internet access

Throughout the conference, participants can log into the University free WiFi by connecting to UVT-Guest-HotSpot. No password is required.

Insurance

The Organizers do not provide insurance and do not take responsibility for any loss, accident or illness that might occur during the Conference or during travel to or from the meeting site. It is, therefore, the responsibility of the participants to check their coverage with their insurance provider.

Travel to Timisoara

You can reach Timisoara either by train, arriving at Timisoara North Railway Station, or by airplane to "Traian Vuia" Airport. A bus service is available from the airport to the center of town (Route Express No. 4), as well as from the train station to the center of town (Route Express No. 3). You can also take a taxi (UBER, BOLT) either from the railway station, or from the airport to the center of Timisoara. [Taxi numbers for Timisoara: (**0040-256-**) 945 Tudo Taxi, (**0040-256-**) 940 Radio Taxi]
Public transportation in Timisoara
Several bus („autobus"), tram („tramvai") and trolleybus („troilebuz") routes connect Timisoara's main areas and tourist attractions. The public transportation system runs between 4:45am and 11:15pm. The tickets can be paid for inside the buses, by credit card or by phone via SMS. Tickets are interchangeable for all three forms of transport except for express buses.

PROGRAM

Day ONE: Thursday, October 22nd

8.30 – 9.30. Starting: Conference Registration
Location: West University of Timisoara (V. Parvan, 4), Main Hall, first floor, in front of A11 The registration & information desk will be open throughout the conference
9.30 - 10.00 Plenary session: Opening ceremony
Location: first floor, Aula A11 **Link: meet.google.com/dhy-sais-prb**
Chair: Simona BADER, Vice-Dean, Faculty of Governance and Communication Studies, WUT
Welcome address:
Mădălin BUNOIU, Vice-Rector, Vice-Rector for Research - Development - Innovation Strategy, Sustainability, Technological Transfer and Diaspora Relations, West University of Timisoara
Alexandru JĂDĂNEANȚ, Dean of Faculty of Governance and Communication Studies
Delia VÎRGĂ, Dean of Faculty of Psychology and Educational Studies, West University of Timisoara
Ioana VID, Director of Department of Communication Studies, Faculty of Governance and Communication Studies, West University of Timisoara
Claudia BORCA, Director of Department of Educational Studies, Faculty of Psychology and Educational Studies, West University of Timisoara
Victoria BULICANU, Dean of Faculty of Journalism and Communication Studies, Moldova State University, Moldova
Ramadan ÇIPURI, Associate Professor PhD, Department of Journalism and Communication, University of Tirana, Albania
Maria MICLE, 6CESC2026 Coordinator, West University of Timisoara
10.00 - 11.00 Plenary session: Invited keynote speeches
Location: first floor, A11 **Link:** meet.google.com/dhy-sais-prb
Chair: Corina TURȘIE, Lecturer PhD, West University of Timișoara
Keynote Presentations:
Antonio MOMOC, Associate Professor Habil., University of Bucharest, Romania, *From Prohibition to Critical Use: Romanian Teachers on Media Literacy and Artificial Intelligence in Schools*
Bruno FERREIRA COSTA, Vice-rector Internationalization and Institutional Communication, Associate Professor, University of Beira Interior, Portugal, *The Impact and Relevance of Social Media in the Reconfiguration of Democracy*

11.00 – 11.30. Group Photo; Coffee break

Location: first floor (in front of A11; PR**-**Protocol Room**)**

11.30 – 12.00 Exhibition opening: ***ConnecTM: Seeing the World Through Data***

Location: first floor, in front of A11

Chair: Silvia Fierăscu, Lecturer PhD, West University of Timișoara

12.00 – 13.30. Parallel sessions

Location: Rooms A11 (S1) / 521(S2) / PR (S3)

Link S1: http://meet.google.com/dhy-sais-prb

Link S2: http://meet.google.com/ueo-ubxg-ozv

Link S3: http://meet.google.com/iig-tkxu-nsi

13.30 – 15.00. Lunch break

15.00 – 16.30. Parallel sessions

Location: Rooms A11 (S4) / 521 (S5) / PR (S6)

Link S4: http://meet.google.com/dhy-sais-prb

Link S5: http://meet.google.com/ueo-ubxg-ozv

Link S6: http://meet.google.com/iig-tkxu-nsi

16.30 – 16.45. Coffee break

Location: first floor (PR)

16.45–18.30. Round table 1: *Media and Information Literacy in Corporate Communication: From Compliance to Competitive Advantage*

Location: first floor (PR)

Chair: Oana BARBU, Lecturer PhD, Darius Onețiu, Assistant PhD, West University of Timisoara

Invited talks:

Teodora TEODORESCU - Communication Specialist, Access Group

Cristian SERTEA - Designer & Manager, PageUp

Raul HUȚU - Head of International Digital Communication B2B, Forvia Hella

Dragoș ȚĂIN - Head of Marketing, Revolution Labs

Maria Andronic- Regional EHS Manager Eastern Europe& India, ZF Lifetec

16.45-18.15. Workshop: *ACTive Communication*

Location: A11

Chair: Flavius RETEA, Drama teacher, PhD, Ștefana CIORTEA-NEAMȚIU, Lecturer PhD, West University of Timisoara

17.00 – 19.00. **Timişoara Guided Tour (Timișoara historical centre)**

Meeting point: Ground floor, WUT main entrance

Tour guide: Ilie RADOI, PhD, National Institute for Research and Development in Tourism

Day TWO, Friday, October 23rd

9.00 - 10.30. Parallel Sessions

Location: Rooms A01 (S7) / 521 (S8)

Link S7: http://meet.google.com/dhy-sais-prb

Link S8: http://meet.google.com/ueo-ubxg-ozv

10.30 – 11.30. Plenary session: Keynote speeches

Location: A01

Link: http://meet.google.com/dhy-sais-prb

Chair: Simona SAVA, Professor PhD, West University of Timisoara

Chen SCHECHTER, Professor PhD, MOFET National Institute for Research and Development in Education and Bar-Ilan University, Israel,

Developing Organizational Learning and System Thinking in a Complex Education Reality

Angela REPANOVICI, Professor PhD, Transilvania University of Brașov, Romania

Beyond AI Adoption: Rethinking Information Literacy, Trust, and Critical Thinking in Higher Education

11.30 – 12.00. Coffee break

Location: first floor (PR)

12.00 - 13.30. Parallel sessions

Location: Rooms A01 (S9) / 521 (S10)

Link S11: http://meet.google.com/dhy-sais-prb

Link S12: http://meet.google.com/ueo-ubxg-ozv

13.30 – 15.00. Lunch break

15.00 – 16.30. Parallel sessions

Location: Rooms A01 (S11) / 521 (S12)

Link S11: http://meet.google.com/dhy-sais-prb

Link S12: http://meet.google.com/ueo-ubxg-ozv

15.00 – 16.30. Round table 2. *Navigating the Digital Age: How Academic and Scientific Publishers are Adapting* (session language: Romanian)
Location: PR Link: Link: meet.google.com/exi-epux-xux
Chair: Iasmina PETROVICI, Associate Professor PhD, Maria MICLE, Associate Professor PhD, Faculty of Governance and Communication Studies, West University of Timisoara
Invited talks:
Teodora Artimon, PhD, Trivent Publishing, Budapest
Adrian Acatrinei, PhD, Editura Universității ”A.I. Cuza” din Iași
Simona Bursașiu, PhD, Biblioteca Centrală a Unversității Politehnica din Timișoara
Bogdan Hrib, Lecturer PhD, Editura Tritonic, București
Vasile Moraru, PhD, Editura Universității ”Babeș-Bolyai” din Cluj-Napoca
Alexandru Nicolae, Associate Professor PhD habil, Editura Universității din București
Aurelia Perșinaru, Biblioteca Națională a României, Centrul Național de Identificare Editorială Standardizată
Alex Văsieș, PhD, Editura Universității ”Lucian Blaga” din Sibiu
Marilena Tudor, Editura Universității de Vest din Timișoara

16.30 – 16.45. Coffee break
Location: first floor (PR)

16.45-17.30. Closing Ceremony
Location: Room A01
19.00-23.00. Gala Diner
Location: Zaza Resto Pub, Vasile Pârvan, no 9 Boulevard

Day THREE, Saturday, October 24th

9.00 - 16.00. **Regional Trip (Jimbolia Press Museum)**
Meeting point: Ground floor, WUT main entrance
Tour guide: Ilie RADOI, PhD, National Institute for Research and Development in Tourism

Parallel sessions

Thursday, October 22nd 12.00-13.30	**Parallel sessions** **Location**: Rooms A11 (S1) / 521(S2) / PR (S3) Link S1: http://meet.google.com/dhy-sais-prb Link S2: http://meet.google.com/ueo-ubxg-ozv Link S3: http://meet.google.com/iig-tkxu-nsi

Section 1: L'éducation aux médias et à l'information face aux phénomènes de désinformation
Room A11
Link S1: http://meet.google.com/dhy-sais-prb

Chairs: Ștefania BEJAN; Delia-Andreea OPREA

1. **Alina-Elena Romascu**, Université de Corse Pasquale Paoli; Laboratoire LISA, France, **Lavinia-Maria Suciu**, Associate Professor, Politehnica University Timișoara, Romania, *IA conversationnelle et littératie informationnelle critique: questionner la crédibilité dans les interactions humain–IA* (virtual)
2. **Ștefania Bejan**, Associate Professor PhD, "Alexandru Ioan Cuza" University Iași Information literacy – the digital society's opportunity for resilience grounded in truth (onsite)
3. **Brîndușa-Mariana Amălăncei**, Associate Professor PhD, Vasile Alecsandri University of Bacău, Romania, **Cristina Cîrțiță-Buzoianu**, Associate Professor PhD, Vasile Alecsandri University of Bacău, Romania, *De la personnalisation à l'autorité : l'ethos algorithmique et littératie critique dans la communication des marques de luxe* (virtual)
4. **Delia-Andreea Oprea,** Associate Professor PhD, Dunărea de Jos University of Galati, Romania, *From Compliance to Trust- Institutional Communication Strategies for Resilient Digital Governance in the European Union* (onsite)
5. **Georgiana Badea**, Professor PhD, West University of Timisoara, **Ioana Cheroiu-Cozma**, PhD Student, West University of Timisoara, Romania, *L'illusion de fluidité face à l'éthique des données: protocole d'évaluation critique de l'IA générative dans la traduction spécialisée* (virtual)
6. **Maria Micle**, Associate Professor PhD, West University of Timișoara, **Elena Tîrziman**, Professor Habil, Faculty of Letters, University of Bucharest, **Angela Repanovici**, Faculty of Product Design and Environment, Transilvania University of Brașov, **Cristian Ciortan**, University of Bucharest, Romania, *Adaptive Path to Periods of Change and Vulnerability of Romanian Serial Publications in the Field of Library and Information Science [LIS]* (onsite)
7. **Florina-Ionela Burz,** PhD Student, University of Oradea, Romania, *The impact of digitalisation on*

reading and academic research practices amongst students (virtual)

Section 2: Navigating Legal, Ethical, and Copyright Challenges in Academic Practices
Room: 521
Link S2: http://meet.google.com/ueo-ubxg-ozv

Chairs: Octavia MADGE; Corina SÎRB

1. **Octavia Madge,** Professor PhD, University of Bucharest, *From Information Literacy to Health Literacy: Exploring the Role of Public Libraries in Building a Resilient Digital Society in Romania* (virtual)
2. **Viorel Proteasa**, PhD, **Liviu Andreescu**, Professor PhD Habil., University of Bucharest, *Thirty years of counting scientific articles: how database indexing shaped Romanian higher education* (onsite)
3. **Victoria Bulicanu,** Associate Professor PhD, Moldova State University, *The Relationship Between Education and The Employer in The Media Field: From Training to Professional Integration* (virtual)
4. **Aicha Djaballah,** Assistant Professor PhD, University of Algiers 2 Abou El kacem Saadallah, *Media and Information Literacy in Algerian Communication Faculties: Bridging the Gap Through Self-Directed Learning* (onsite)
5. **Oana Barbu**, Lecturer PhD, **Corina Sîrb**, Lecturer PhD, **Andreea Maria Bozun**, MA Student, West University of Timișoara, *Headline Types and Headline–Metadata Congruence in Clickbait Classification: Evidence from Romanian Online News* (onsite)
6. **Aarohi Mhatre,** PhD Student, West University of Timișoara, *Combatting Disinformation with philosophical perspectives and thinking tools from Philosophy for Children and Logic-based Therapy (virtual)*

Section 3: Media and Information Literacy in Corporate Communication
Room: PR
Link S3: http://meet.google.com/iig-tkxu-nsi

Chairs: Codruța SIMIONESCU; Alina LOHOSHA

1. **Alina Lohosha,** PhD Candidate, Doctoral School of Education, Faculty of Humanities and Social Sciences, University of Pécs, *The Role of Communication Practices in Supporting Workplace Learning in Hybrid Organisations* University of Pécs (virtual)
2. **Anamaria Filimon Benea,** Associate Professor PhD**,** West University of Timisoara**,** *The event as content: Jacquemus and the making of the Fashion Show as digital content* (onsite)
3. **Ioana Vid,** Lecturer PhD, West University of Timisoara**,** *Advertising and PR strategies in public cultural institutions. A case study of the National Museum of Art Timișoara* (onsite)
4. **Grigore Simona-Luiza,** PhD Student, Teacher, *The digital environment as a collaborative space: leveraging eTwinning Projects to Develop entrepreneurial competence* (virtual)
5. **Codruța Simionescu**, Lecturer PhD, West University of Timisoara, **Daniel-Darius Onețiu**, Assistant PhD, *Rethinking Corporate Communication: Media and Information Literacy as a Source of Competitive Advantage* (onsite)

6. **Bartulov Raphael-Iacob**, MA Student, **Iasmina Petrovici**, Associate Professor PhD, West University of Timisoara, *Bridging the legends of the past in today's culture using transmedia and transfictional storytelling practices in video game characters* (onsite)

Thursday, October 22nd 15.00-16.30	**Parallel sessions** **Location:** Rooms A11 (S4) / 521 (S5) / PR (S6) Link S4: http://meet.google.com/dhy-sais-prb Link S5: http://meet.google.com/ueo-ubxg-ozv Link S6: http://meet.google.com/iig-tkxu-nsi

Section 4: AI Literacy: How do we use AI to build a sustainable information ecosystem?
Rooms A11
Link S4: http://meet.google.com/dhy-sais-prb

Chairs: Laura MALIȚA, Erlis CELA

1. **Suada Peci**, PhD Candidate, University Metropolitan Tirana, **Ramadan Cipuri**, Associate Professor PhD, University of Tirana, **Arben Asllani**, Professor PhD, *The Autonomy Paradox: Artificial Intelligence is Assisting and Manipulating Consumer Behavior* (virtual)
2. **Ramadan Çipuri,** Associate Professor PhD, University of Tirana, *Artificial Intelligence and Journalism Students: Use, Perceptions, and Early Professional Socialization* (virtual)
3. **Adina Baya**, Lecturer PhD, **Corina Turșie**, Lecturer PhD, West University of Timisoara, *AI Literacy, Social Media Use, and Environmental Attitudes Among Romanian Generation Z* (onsite)
4. **Simona Bader-Jurj,** Associate Professor PhD, West University of Timisoara**,** *Can AI Tell Authentic Heritage Stories? Transparency, Cultural Memory and Ethical AI-Mediated Digital Storytelling* (onsite)
5. **Alina Cosma,** Assistant Lecturer, Faculty of Letters, University of Bucharest, *Synthetic Selves and AI-Mediated Brand Identity: Media Literacy, Authenticity and Trust in Persuasive Communication* (virtual)
6. **Laura Malița**, Lecturer PhD, **Gabriela Grosseck,** Associate Professor PhD, West University of Timisoara, *How Green Is Your AI? Rethinking AI Literacy for a Sustainable Information Ecosystem* (onsite)
7. **Erlis Cela,** Associate Professor PhD, Western Balkans University, *Rethinking Media and Information Literacy in the Age of Artificial Intelligence: An Integrative MILE Framework for Education* (virtual)

Section 5: Digital Transformation

Room: 521

Link S5: http://meet.google.com/ueo-ubxg-ozv

Chairs: Dejan PRALICA; Simona HERCZEG

1. **Dejan Pralica,** Professor, University of Novi Sad, *PINK FOOTBALL BOOTS - FROM STEREOTYPE COMMUNICATION TO EXPOSURE IN THE MEDIA* (onsite)
2. **Camelia Radulescu,** Associate Professor PhD, University of Bucharest, *BUILDING TRANSVERSAL COMPETENCES THROUGH A DIGITAL ECOSYSTEM FOR SERVICE LEARNING* (virtual)
3. **Codruta-Diana Simionescu**, Lecturer PhD, West University of Timișoara, **Simona Herczeg**, Assistant PhD, *Media Literacy as a Means of Navigating Urban Complexity: Understanding the Layering of the City through Visual Media* (onsite)
4. **Cătălin Țuțuianu**, PhD Candidate, Department of Communication, Faculty of Communication and Public Relations, National University of Political Studies and Public Administration Bucharest, Romania, **Denisa-Alexandra ANGHEL**, Master Degree Student, Transilvania University of Brașov, Faculty of Sociology and Communication, *The Role of Christian education offering by the Christian family in preventing technological addictions among adolescents* (virtual)
5. **Rădoi Ilie,** Research Assistant PhD, National Institute for Research and Development in Tourism Bucharest, *Digital Grassroots: Analysing Citizen Engagement and Digital Activism Across the Danube Region* (virtual)
6. **Anat Korem,** Senior Lecturer PhD, Levinsky-Wingate Academic College / The Hebrew University of Jerusalem, *Children's Social Competence in the Digital Age: Expert Insights* (virtual)

Section 6: Digital Communication& Journalism

Room: PR

Link S6: http://meet.google.com/iig-tkxu-nsi

Chairs: Anamaria BENEA; Miroslav TAȘCU-STAVRE

1. **Miroslav Tașcu-Stavre,** Lecturer PhD, University of Bucharest, *The Digital Age and the Challenges to Democracy: Social Media, Digital Populism, and Political Polarization* (virtual)
2. **Victor Dan Chirileanu,** PhD Student, West University of Timișoara, *Hybrid warfare through Othering* (virtual)
3. **Ungar Vlad Mihai, Assistant PhD,** West University of Timișoara, *Design and Development of a Foreign Policy Television Program Format to Counter Misinformation* (virtual)
4. **Raimonda Nelku, PhD**, Tirana University, *Digital Journalism in the Hybrid Media Environment of Albania: Trends and Opportunities* (virtual)
5. **Daniel Ţîcu**, PhD Student, Music, Theatre and Arts Academy Chișinău, *The Aesthetic Metamorphosis of Film Editing from Analog Cutting to Digital Editing* (virtual)

Friday, October 23rd 9.00-10.30	**Parallel sessions** **Location**: Rooms A01 (S7) / 521 (S8) Link S7: http://meet.google.com/dhy-sais-prb Link S8: http://meet.google.com/ueo-ubxg-ozv

Section 7: Didactics for New Literacies

Room: A01

Link S7: http://meet.google.com/dhy-sais-prb

Chairs: Mihaela Mitescu-Manea; Arina Stoenescu

1. **Cosmina Simona Lungoci**, Associate Professor, PhD, West University of Timisoara, **Florina-Alexandra Grecu**, Master Student, West University of Timisoara, *Romanian Primary School Teachers' Perceptions on the Integration of Digital Literacy in Elementary School* (onsite)
2. **Oleksandr Basanets,** PhD Student, H.S. Skovoroda Kharkiv National Pedagogical University, *Media and Information Literacy as a Component of Intercultural Tolerance Formation in Future Translators' Training* (onsite)
3. **Anat Korem,** Senior Lecturer, Ph.D., Levinsky-Wingate Academic College / The Hebrew University of Jerusalem, *Late Adolescents' Perspectives on Social Competence and Educational Mediation in the Digital Era* (virtual)
4. **Nicolae Hurduzeu,** Lecturer PhD, West University of Timisoara, *Cross-Curricular Literacy: Decoding Images in History Class* (onsite)
5. **Mihaela Mitescu-Manea**, Associate Professor PhD Habil., West University of Timisoara **Dorina Lobonț**, Professor PhD, **Mariana Crașovan**, Associate Professor PhD Habil., West University of Timisoara, *Transversality in Didactic Innovation: Connecting New Literacies and Sustainability Education (onsite)*
6. **Arina Stoenescu,** Senior Lecturer, Södertörn University, Natural Sciences, Technology and Environmental Studies, Media Technology, **Karin Hansson**, Professor, Södertörn University, *Materiality of Text: The Importance of Typography for Media Literacy* (onsite)

Section 8: Digital Repositories for the memory of research and culture

Room: 521

Link S8: http://meet.google.com/ueo-ubxg-ozv

Chairs: Bianca DRĂMNESCU; Nicoleta MUȘAT

1. **Ștefana Ciortea-Neamțiu,** Lecturer PhD, West University of Timisoara, *Becoming a Tool for the Study of History: The Banat Memory Archive – a Decades-long Project from Field Interviews to a Digital Space* (onsite)
2. **Andrei Munteanu**, MA student, Politehnica University Timișoara, **Agneta - Elisabeta Lovasz**, Ph D, Library of Politehnica University Timisoara, **Simona Marilena Bursașiu**, PhD, Library of Politehnica University Timisoara, *Institutional Digital Repository - School Library* (onsite)
3. **Iasmina Petrovici**, Associate Professor PhD, **Corina Sîrb**, Lecturer PhD, West University of

Timisoara, *Bridging the generational gap in digital repositories: a UX and visual content analysis of GLAM platforms* (onsite)

4. **Silvia Fierăscu**, Lecturer PhD, West University of Timisoara, Social Fabrics Research Lab, Romania, *One model, twenty Library Living Labs: how public libraries in four European countries design and plan the living lab concept for digital competencies for adults* (onsite)
5. **Nicoleta Mușat,** Lecturer, West University, Faculty of Letters, *Opening the Archive. Case study: The Oral History Archive of the Central University Library "Eugen Todoran"* (virtual)
6. **Nicolae Gaiță,** PhD Student, West University of Timisoara, *Political Communication and Leadership Styles in a New World Order* (onsite)
7. **Bianca Drămnescu,** Lecturer PhD, West University of Timisoara, *AI-Generated Brand Content on Social Media: Investigating Young Adults Emotional Responses and Engagement Intentions* (onsite)

Friday, October 23rd 12.00-13.30	**Parallel sessions** **Location**: Rooms A01 (S9) / 521 (S10) Link S9: http://meet.google.com/dhy-sais-prb Link S10: http://meet.google.com/ueo-ubxg-ozv

Section 9: Artificial Intelligence Education
Room: A01
Link S9: http://meet.google.com/dhy-sais-prb
Chairs: Gabriela Grosseck, Karin Hansson

1. **Loreta Axhami,** Associate Professor, PhD, University of Tirana, *Decentralisation and Social Control: The Artificial Intelligence Paradox in Newsroom Management* (virtual)
2. **Ana Lelescu**, PhD Student, West University of Timisoara, **Simona Sava**, Professor PhD, *Leadership, Trust, and GenAI Adoption in Higher Education: Evidence from Romania and Singapore* (virtual)
3. **Ana-Maria Dascălu-Romițan,** Lecturer PhD, Politehnica University Timisoara, *Translation and Multilingual Educational Transfer: AI-Assisted Multilingual Resources as a Bridge between Digital and Green Competences* (onsite)
4. **Grigore Giuroniu Nicoleta Ungra**, PhD Student, West University of Timișoara, **Georgiana Lungu-Badea**, Professor PhD, West University of Timișoara, *Integrating Generative AI Post-Editing into Academic Curricula: From Passive Editing to Algorithmic Supervision* (virtual)
5. **Ramona Bran**, Senior lecturer PhD, West University of Timisoara, **Gabriela Grosseck**, Associate Professor PhD, *When AI Becomes a Co-Author: Rethinking Digital Storytelling as AI Literacy in Higher Education* (onsite)
6. **Karin Hansson**, Professor, Södertörn University, **Arina Stoenescu**, Senior Lecturer, Södertörn University, Natural Sciences, Technology and Environmental Studies, Media Technology, *From black box to critical practice: Teaching AI literacy in literature reviewing* (onsite)

Section 10: Media and Information Literacy for Combating Disinformation
Room: 521

Link S10: http://meet.google.com/ueo-ubxg-ozv

Chairs: Ciprian CUCU; Bogdan-Mihai DASCĂLU

1. **Alban Zeneli**, Associate Professor PhD, **Muhamet Jahiri**, Associate Professor PhD, **Blerta Dibrani**, PhD candidate, *ASSESSING NEWS MEDIA LITERACY SKILLS AMONG HIGH SCHOOL STUDENTS IN KOSOVO* (virtual)
2. **Nelly Țurcan**, Professor PhD Habil., Moldova State University, **Gheorghe Cuciureanu**, Associate Professor PhD Habil., National Agency for Quality Assurance in Education and Research, *Perception and Performance in Recognizing Predatory Publishing: A Disciplinary Analysis* (virtual)
3. **Iris Luarasi,** Associate Professor PhD, Department of Journalism and Communication, Tirana University, *Protest Disinformation in Albania, Coordinated Review Bombing and the Limits of Digital Resilience* (virtual)
4. **Ferenc András,** PhD Habil., University of Pannonia, *Intention as a Criterion for Identifying Fake News and Credibility* (virtual)
5. **Ciprian Cucu,** Lecturer PhD, West University of Timisoara, *Beyond Frequency: Measuring the Prominence of Online Misinformation Narratives over Time* (onsite)
6. **Bogdan Mihai Dascălu,** Associate Professor, Romanian Academy, Titu Maiorescu Institute for Socio-Human Research, Timisoara Branch, *The Stereotype Arrives Before the Message: Imagology as an Instrument of Media and Information Literacy* (onsite)
7. **Mihai Daniel Valusescu,** PhD Student, West University of Timisoara, *From gatekeeping to metric-gatekeeping: hoe virws, shares and engagement reshape journalistic decisions in romanian television newsrooms* (onsite)

Friday, October 23rd 15.00-16.30	**Parallel sessions** Location: Rooms A01 (S11), 521 (S12) Link S11: http://meet.google.com/dhy-sais-prb Link S12: http://meet.google.com/ueo-ubxg-ozv

Section 11: Visionary Leadership and Governance for the Future

Room: A01

Link S11: http://meet.google.com/dhy-sais-prb

Chairs: Silvia Fierăscu; Tatiana Cojocaru

1. **Gabriela Danciu,** Assistant Professor, Ph.D., University of Bucharest, Faculty of Journalism and Communication Sciences, *From Public Communication to Information Resilience: How Romanian Public Institutions Navigate Disinformation in the Digital Age* (virtual)
2. **Andreea-Mihaela Carțiș**, Assistant PhD Student, University of Bucharest, **Dragoș Paul Aligică**,

Professor PhD, *Societal Resilience, "The Third Sector" and Technological Change: The Case of Preventive Health Care* (virtual)

3. **Oana Iucu,** Professor, University of Bucharest, *CURRENT APPROACHES OF THE PROTOCOL IN PUBLIC ADMINISTRATION, FROM THE PERSPECTIVE OF THE NEW DIPLOMACIES* (virtual)
4. **Tatiana Cojocaru**, Assistant, Moldova State University, **Laura Tugarev**, Associate Professor, Moldova State University, *Digital Cooperation: The Impact of Strategic Communication for an Informed Generation* (onsite)
5. **Skender Brucaj,** PhD, Western Balkans University, *Visionary Leadership and AI Governance in Higher Education: Building Resilient Universities in the Digital Age* (virtual)
6. **Alexandru Jădăneanț**, Lecturer PhD, West University of Timișoara, *Leading for Informed Consent: Visionary Leadership and Democratic Resilience in the Age of Political Manipulation* (onsite)
7. **Silvia Fierăscu**, Lecturer PhD, West University of Timisoara, Social Fabrics Research Lab, **Ștefan Cibian**, Făgăraș Research Institute, **Mihai Lupu**, Department of Emergency Situations, Ministry of Internal Affairs, Romania, *Coordinating the Whole: Developing a Strategic Infrastructure for Romanian and European Resilience*, (onsite)

Section 12: Political Communication and Leadership Styles in a New World Order

Room: 521

Link S12: http://meet.google.com/ueo-ubxg-ozv

Chairs: Radu CARP; Oana BARBU

1. **Radu Carp,** Profesor, University of Bucharest, *Identity politics, illiberal democracy and the temptation of techno-populism* (onsite)
2. **Fatjona Qurku,** PhD Student, University of Tirana, *From totalitarian political culture to democratic leadership: The evolution of political leadership in Albania after the fall of communist regime* (virtual)
3. **Vlad Bătrânu-Pințea**, Lecturer PhD, Faculty of Sociology and Communication, Transilvania University of Brașov, **Flavia-Elena Istrate**, MA Student, Transilvania University of Brașov, **Ioana Mihai**, PhD Candidate, Craiova University, *Bypassing the Gatekeepers: Leadership and Digital Populism in the Social Media Era* (onsite)
4. **Miroslav Tașcu-Stavre,** Lecturer PhD, University of Bucharest, *Discourse, Identity and Far-Right Populism: A Comparative Analysis of Romania and France* (virtual)
5. **Isa Erbas,** Associate Professor PhD, Epoka University, *Political Information in the Digital Age: Generational Differences in Social Media Use and the Albanian Case* (virtual)
6. **Mihai Vacariu,** Assistant PhD, University of Bucharest, *Emotional Mobilisation and Political Disinformation in Romania's 2024 and 2025 Presidential Campaigns: Fear, Anger and Manipulative Narratives* (onsite)

Panorama of parallel sessions

Section 1: L'éducation aux médias et à l'information face aux phénomènes de désinformation
Room: A11
Link A11: meet.google.com/dhy-sais-prb
Chairs: Ștefania BEJAN; Delia-Andreea OPREA

Section 2: Navigating Legal, Ethical, and Copyright Challenges in Academic Practices
Room: 521
Link 521: http://meet.google.com/ueo-ubxg-ozv
Chairs: Octavia MADGE; Corina Sîrb

Section 3: Media and Information Literacy in Corporate Communication
Room: PR- protocol room
Link PR: http://meet.google.com/iig-tkxu-nsi
Chairs: Codruța SIMIONESCU; Alina LOHOSA

Section 4: AI Literacy: How do we use AI to build a sustainable information ecosystem
Room: A11
Link A11: meet.google.com/dhy-sais-prb
Chairs: Cela ERLIS, Laura MALITA

Section 5: Digital Transformation
Room: 521
Link 521: http://meet.google.com/ueo-ubxg-ozv
Chairs: Dejan PRALICA/ Simona HERCZEG

Section 6: Digital Communication& Journalism
Room: PR- protocol room
Link PR: http://meet.google.com/iig-tkxu-nsi
Chairs: Anamaria BENEA/ Miroslav TAȘCU-STAVRE

Section 7: Didactics for New Literacies-
Room: A01
Link A01: meet.google.com/dhy-sais-prb
Chairs: Mihaela MITESCU-MANEA, Arina STOENESCU

Section 8: Digital Repositories for the memory of research and culture-
Room: 521
Link 521: http://meet.google.com/ueo-ubxg-ozv
Chairs: Bianca DRĂMNESCU; Nicoleta MUȘAT

Section 9: Artificial Intelligence Education
Room: A01
Link A01: meet.google.com/dhy-sais-prb
Chairs: Gabriela GROSSECK; Karin HANSSON

Section 10: Media and Information Literacy for Combating Disinformation
Room: 521
Link 521: http://meet.google.com/ueo-ubxg-ozv
Chairs: Ciprian CUCU; Bogdan-Mihai DASCĂLU

Section 11: Visionary Leadership and Governance for the Future
Room: A01
Link A01: meet.google.com/dhy-sais-prb
Chairs: Silvia FIERĂSCU; Tatiana COJOCARU

Section 12: Political Communication and Leadership Styles in a New World Order
Room: 521
Link 521: http://meet.google.com/ueo-ubxg-ozv
Chairs: Radu CARP; Oana BARBU