



Curriculum vitae

Prof. Delia Cristina Bălaș (born Balaban) Ph.D.

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Education

1994-1998	Student of the Faculty for History and Philosophy, Babeș-Bolyai University (BBU), Cluj-Napoca,
June 1998	BA in Philosophy
November 1999 –	research fellow at the European University
March 2000	<i>Viadrina</i> , Frankfurt (Oder), Germany
April 2000-January 2002	Interdisciplinary Master of European Studies at European University <i>Viadrina</i> , Frankfurt (Oder), Germany
April 2000-April 2003	Ph.D. student at the European University <i>Viadrina</i> Frankfurt (Oder), title of the paper: <i>Infotainment. Informationsvermittlung und öffentliche Meinungsbildung in rumänischen Fernsehen, (Infotainment. Information and Public Opinion Building by the Television in Romania)</i>
May the 28 th 2003	Ph.D. <i>magna cum laude</i> at the European University <i>Viadrina</i> , Frankfurt (Oder), Germany, recognized as doctor of sociology by the Romanian Ministry of Education, Research and Youth
2014	Habilitation in the field of Communication Sciences at the Babes-Bolyai University
Since 2014	Ph.D. coordinator in the field of Communication Science at the Babes-Bolyai University, Faculty for Political, Administrative and Communication Sciences

Professional experience

Feb. 2002-Jan.2003	Teaching Assistant at the Babeş-Bolyai University (UBB) Cluj-Napoca, Faculty for Political and Administrative Sciences, Department of Journalism
Feb. 2003- 2007	Lecturer at the Department of Communication and of the same faculty of the BBU
Oct.2003- Sept.2011	director of the German language line of the Department of Journalism, BBU
Oct.2004-Sept.2011	director of the German language line of the Department of Communication and PR, BBU
2007-March 2013	Associated Professor at the Department of Communication, PR and Advertising, Faculty of Political, Administrative and Communication Sciences, Babes-Bolyai University Cluj-Napoca
Since April 2013	Professor at the Department of Communication, PR and Advertising, Faculty of Political, Administrative and Communication Sciences, Babes-Bolyai University Cluj-Napoca
2008-2012	Director of the Media Center of the BBU
Since 2016	Director of the Doctoral School Communication, PR and Advertising, Babes-Bolyai University

Member of editorial boards of scientific journals

Executive director, chief editor, *Journal of Media Research*, BBU and Accent Publishing House (EBSCO, ProQuest, CEEOL indexed)

Member of the editorial board of *Romanian Journal of Communication and Public*, Comunicare.ro Publishing House (EBSCO, ProQuest, DOAJ indexed)

Member of the editorial board of *Romanian Journal of Journalism and Communication*, Faculty of Journalism and Communication Science, University Bucharest (EBSCO, ProQuest, indexed)

Foreign languages

German	-	excellent
English	-	excellent
France	-	good
Spanish	-	good

Introducing new BA and MA programs

Introducing the MA program in **Advertising**, also as distance education at the Department of Communication, PR and Advertising of the Faculty of Political, Administrative and Communication Sciences (FPACS) of the Babes-Bolyai University, Cluj-Napoca, since 2007

Introducing the BA program in **Advertising**, also as distance education at the Department of Communication, PR and Advertising of the Faculty of Political, Administrative and Communication Sciences of the Babes-Bolyai University, Cluj-Napoca, since 2009

Introducing the MA program in **Advertising and PR** in German and English, also as distance education at the Department of Communication, PR and Advertising of the Faculty of

Political, Administrative and Communication Sciences of the Babes-Bolyai University, Cluj-Napoca, since 2009

Introducing new courses and seminars

Media Communication CPR, Advertising, 2nd year, BBU, FPACS, compulsory course, since 2007

Advertising Communication CPR, Advertising, 1st year, BBU, FPACS, compulsory course, since 2003

Promoting Techniques in the Media CPR, Advertising, 3rd year, BBU, FPACS, compulsory course, since 2003

Elements of Visual Communication in the Media, CPR, Advertising, 2nd year, BBU, FPACS, optional course, since 2007

BTL Instruments, MA Advertising, BBU, FPACS, compulsory course, since 2007

Advertising Strategies and Campaigns, MA Advertising, BBU, FPACS, compulsory course, since 2007

International Activity

Visiting Professor at the University for Applied Sciences Mittweida, Germany 2007, 2008, 2009, 2010, 2012, 2013 courses *Media Communication*, *Introduction to Communication Sciences*

Visiting Professor at the University for Applied Sciences Hannover, Germany 2008, 2009, 2010, 2012, 2013 courses *Marketing Communication*, *Comparative Media Systems*, *Introduction to Mass Communication Research*

Visiting Professor at Paul Vallery University Montpellier, France, November 2012

Grants

Pn1. Member of the research team of the project *The evaluation of the public services in Romania*, Participant at the project, CEEX, 2006-2007.

Pn2. Keynote speaker at the exploratory workshop, grant CNCSIS Idea, WE_33/2008 with the title *Communication Interferences in Journalism, Communication and Public Relations*, Cluj-Napoca, 10-12 July 2008.

Pn2. *Media and Children* Project at the Media Center of the Babeş-Bolyai University, 2008-2009, sponsor : Banca Transilvania,

Pn3. Expert in the Phare project *Adaptarea activă a educației universitare la cerințele pieței muncii*, 2009.

Pn4. Expert in the project *The convergence of the higher education towards the needs of the market* – POSDRU /7/2.1/S/1, 2009-2011.

Pn5. Expert in the project *The development of an operational system of qualifications for the higher education in Romania*, POSDRU nr.2/1.2./S/2

Pi1. Member of the research team of the international project *Medientransformationsprozesse, Gesellschaftlicher Wandel und Demokratisierung in Südosteuropa (Media transformation process, social change and democratisation in South-Eastern Europe)* of the Center for Advanced Eastern European Studies (CACES), financed by European University-Viadrina, Frankfurt (Oder), Germany and Otto Wolf Foundation, 2000-2001.

Pi2. Member of the research team of the international project *Transformation der Bildschirmmedien in West- und Osteuropa im Vergleich (Transformation of the audio-visual media in Western and Eastern Europe. A comparative approach)* of the Center for Advanced Eastern European Studies (CACES), financed by European University-Viadrina, Frankfurt (Oder), Germany and Otto Wolf Foundation, 2002.

Pi3. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Theory and Practice in PR and Advertising I*, financed by the Hanns Seidel Foundation (HSF), Germany, 2004.

Pi4. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Theory and Practice in PR and Advertising II*, financed by the Hanns Seidel Foundation (HSF), Germany 2006.

Pi5. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Theory and Practice in PR and Advertising III*, financed by the Hanns Seidel Foundation (HSF), Germany 2007.

Pi6. Regional partner of the MedienCampus Bayern, Germany, since 2003 for the internship program for young journalists.

Pi7. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Theory and Practice in PR and Advertising V*, financed by the Hanns Seidel Foundation (HSF), Germany, 2010 (values cca. 6000 euro).

Pi8. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. Society and Communication*, financed by the Hanns Seidel Foundation (HSF), Germany, 2009 (values cca. 6000 euro).

Pi9. Coordinator (with Flaviu Călin Rus) of the project Coordinator *PR Trend. New Media. Challenges*, financed by the Hanns Seidel Foundation (HSF), Germany, 2012 (values cca. 6000 euro).

Pi10. Member of the management team of the European project COST action oc-2013-1-14839 *Populist Political Communication in Europe : Comprehending the Challenge of Mediated Political Populism*.

Scholarships and research abroad

November 1999- March 2000 research scholarship Hanns Seidel Foundation (HSF) at the European University Viadrina, Frankfurt (Oder), Germany

April 2000-March 2002 research scholarship Hanns Seidel Foundation at the European University Viadrina, Frankfurt (Oder), Germany

2002-2003 Local Fellow Civic Education Project

March-July 2004 Internship at the German Parliament

February-March 2005 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by HSF

September-October 2006 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by DAAD

August-September 2009 postdoctoral research at the *Institut für Kommunikationswissenschaft und Medienforschung*, Ludwig-Maximilian-University, Munich, Germany, financed by DAAD

July 2011-June 2012 POSDRU postdoctoral scholarship *Transnational Network of Integrated Research Management in Communication Science. Institutional Construction (Postdoctoral School) and Scholarship Program (CommScie) POSDRU/89/1.5/S/63663*, 12.000 euro

Awards

International

The Award of the *Stockenborg* Foundation, Germany for young for my Ph.D. thesis, December 2003

National

Diploma for excellence in teaching, Babes-Bolyai University (BBU), December 2006

Diploma for excellence in teaching, BBU, December 2007

Media Awards Cluj-Napoca, 2007.

Diploma for excellence in research, BBU, December 2008

Diploma for excellence in research, BBU, December 2009

Media Award Cluj-Napoca 2009.

Diploma for representation, BBU, December 2010

