


PERSONAL INFORMATION

Ionuț-Paul Boca Traian Moșoiu St. 71, Cluj-Napoca (Romania) boca@fspac.ro / ionut.boca@ubbcluj.ro

Gender Male | Date of Birth 21 Aug 89 | Nationality Romanian



PROFESSIONAL EXPERIENCE

- 12/2012-Present **Lecturer (since 2019); 2012-2019: assistant UBB Media Center**
Department of Journalism and Digital Media, FSPAC, Babeș-Bolyai University, Cluj-Napoca (Romania)
Teaching activities in *Journalism* (since 2012) and *Digital Media* (since 2016):
Courses: Genres and Formats in Digital Media, Creative Writing Techniques, Media And Popular Culture, Evolution Of Media Technologies (until 2020), Production of a Publication, Film Studies, Digital Storytelling and Interactive Narratives
Seminars and workshops: Genres and Formats in Digital Media, New Media Theory, Media Analysis, Film Studies, Cultural Journalism (until 2019), Creative Writing Techniques (until 2022)
Coordination of StudentPress.ro, a multimedia online newsroom formed by students of the Department of Journalism and Digital Media of the Faculty of Political, Administrative and Communication Sciences, Babeș-Bolyai University.
- 05/2023-08/2924 **Scientific expert**
COPE - Covering Cohesion Policy in Europe, Training MOOC for European Journalism Students
COPE-MOOC-2021CE160AT144
- 01/2015-Present **DTP Specialist**
Calea Victoriei Foundation, Bucharest (Romania)
Production of posters, banners, web banners, advertising mock-ups for Calea Victoriei Foundation
- 04/2016-Present **Translator**
Transylvania International Film Festival (TIFF), Pelicam, One World Romania, FARad, Dokstation, Animest
Movie translations
- 06/2015-09/2017 **Communication specialist**
Hungarian Cultural Days in Cluj
Developing and maintain media partnerships with national and local publications.
Drafting press releases and sending them to a national database.
Writing articles about priority events at the festival.
Website administration activities.
Social media management.

- 03/2015-10/2016 **Media Relations Coordinator**
Photo Romania Festival, Cluj-Napoca (Romania)
 Developing and maintaining media partnerships with national, international and local publications.
 Drafting press releases (ro/en) and sending them to a national and international database.
 Coordination of relations between Romanian journalists and festival guests.
 Social media management.
- 03/2015-07/2015 **Public relations coordinator / DTP specialist**
Yellow Apples Volunteer Centre, Cluj-Napoca (Romania)
 The original branding of Yellow Apples.
 Develop and maintain media partnerships with local and national institutions.
 Production of Yellow Apples' graphic materials.
 Social media management.
 Organisation of press conferences.
 Writing and issuing press releases.
 * Project funded by EEA Grants, under the NGO Fund in Romania. Employer: the Impossible Theatre Association.
- 01/2015-05/2015 **PR manager and DTP specialist**
Man.In.Fest International Experimental Theatre Festival 2015, Cluj-Napoca (Romania)
 Production of festival graphics - posters, meshes, t-shirts, badges, roll-ups, etc.
 Establishing and maintaining media partnerships with local and national publications.
 Writing and issuing press releases.
 Social media management.
 * Project funded by the Cluj-Napoca City Hall and Local Council and UNITER.
- 02/2011-03/2015 **Editor-in-Chief**
Art Act Magazine, Cluj-Napoca
 Writing reviews on cultural topics (theatre, books, film, visual arts, etc.), participating in numerous local and national cultural events, coordinating the editorial team, editing and proofreading articles, posting articles on the website, photo editing work, website maintenance and administration, making banners in Adobe Photoshop, Adobe Illustrator and Adobe Flash, making a series of video theatre reviews and interviews with theatre people (cameraman, presenter, scriptwriter, video editor), as well as a series of teasers and trailers for cultural events, establishing and maintaining media partnerships with numerous local, national and international cultural events and institutions, video production work, participation in the organisation of art exhibitions and creative camps, as well as national and international festivals.
 As editor-in-chief of Art Act Magazine, I was part of the team of a series of editorial projects funded by AFCN.
- 06/2014-09/2014 **PR manager and DTP specialist**
QuartFest, Cluj-Napoca (Romania)
 Festival branding.
 Production of graphic materials.
 Building and maintaining media partnerships.

Writing and issuing press releases.
Social media management.
Photo/video production.

- 01/2014-06/2014 **Artistic Director**
Man.In.Fest International Experimental Theatre Festival 2014, Cluj-Napoca (Romania)
Selection of participating artists, coordination of the whole festival team.
- 04/2013-04/2014 **Contributing editor**
Scena.ro magazine, Bucharest (Romania)
Scena.ro correspondent in Cluj-Napoca. Theatre / performing arts reviews.
- 06/2011-06/2011 **Editor**
Transylvania International Film Festival, Cluj-Napoca (Romania)
Writing film reviews for TIFF's official publication, *AperiTIFF*.
- 09/2010-04/2011 **Volunteer coordinator**
Lecturi Urbane à la Cluj, Cluj-Napoca (Romania)
Coordination of volunteers participating in the events, production of presentation materials for the project (flyers, posters) as a volunteer.
- 06/2009-09/2009 **Reporter / cameraman / voice over / video editing**
TV Bistrita, Bistrita
Production of numerous TV stories on various topics: politics, economy, culture, local administration, social reporting, etc.
- 2013-Present **Specialist DTP**
Freelance graphic design and DTP projects for various festivals, exhibitions and private companies in Romania.
- EDUCATION AND TRAINING**
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- 10/2014-12/2018 **PhD in Communication Sciences**
Babeş-Bolyai University, Cluj-Napoca (Romania)
Thesis title: *The production and consumption of TV series in the digital age*
- 10/2011-07/2013 **Media Production MA**
Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca (Romania)
Thesis title: *Text and context in film reviews: The New York Times (2003, 2013)*
- 10/2008-07/2011 **Bachelor of Journalism**
Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca (Romania)

Thesis title: *Online Book Reviews: Library 2.0, Biblioblogging, Amazon.com*

09/2004-06/2008

High school diploma

Liviu Rebreanu National College, Philology, Bistrita (Romania)

PUBLISHED SCIENTIFIC
PAPERS

BOOKS:

Producția și consumul filmelor seriale în era digitală, Editura Presa Universitară Clujeană, Cluj-Napoca, 2019

CHAPTERS:

Boca, Ionuț-Paul, Alexandra Szilagyi, Carien Touwen, Getting the Facts Right in Cohesion Policy Coverage, în vol. COPE Covering Cohesion Policy in Europe Training Materials for European Journalism Students, Technischen Universität Dortmund, DOI: 10.17877/DE290R-24166, 2024

Cultura populară din România: de la găina care a născut pui vii la trapanele, în vol. Panorama postcomunismului în România, editor Liliana Corobca, Editura Polirom, 2022

Afaceri pe web și conținut digital: modele și mecanisme specifice, în vol. Media în era digitală. Oportunități și inovații, editor Elena Abrudan, Editura Presa Universitară Clujeană, 2021

Postmodernismul și cultura populară, în vol. R.M. Meza (ed.), Digitalizarea media și cultura populară, Presa Universitară Clujeană, 2019, pp. 28-34

Comunități de fani, în vol. R.M. Meza (ed.), Digitalizarea media și cultura populară, Presa Universitară Clujeană, 2019, pp. 46-51

Serviciile Video-on-Demand și vizionarea în maraton, în vol. R.M. Meza (ed.), Digitalizarea media și cultura populară, Presa Universitară Clujeană, 2019, pp. 100-106

Sisteme de recomandare pentru consumul media, în vol. R.M. Meza (ed.), Digitalizarea media și cultura populară, Presa Universitară Clujeană, 2019, pp. 116-121

SCIENTIFIC PAPERS:

Good Things Come to Those Who Binge: An Exploration of Binge-Watching Related Behavior, Journal of Media Research, Vol. 12 Issue 2(34) / 2019, pp. 5-31

Narrative complexity in 30-minute digitally distributed TV series, „Studia Universitas Babeș-Bolyai Ephemerides”, nr. 2/2018

Binge-Watchers. Behavior Patterns and Emotions, „Studia Universitas Babeș-Bolyai Ephemerides”, nr. 2/2017

Online Book Reviews: Library 2.0, Biblioblogging, Amazon.com, „Studia Universitas Babeș-Bolyai Ephemerides”, nr. 1/2014

Text & Context in Movie Reviews (New York Times: 2002, 2013), „Studia Universitas Babeș-Bolyai Ephemerides”, nr. 1/2014

SCIENTIFIC REVIEWS:

Review: Lucian Blaga: Image and Word, Eikon Publishing, Cluj-Napoca, 2013, „Studia Universitas Babeş-Bolyai Ephemerides”, nr. 1/2013

Review: Sandu Frunză and Mihaela Frunză (eds.), Religion, Culture and Ideology in America, Tritonic Publishing, Bucureşti, 2012, „Studia Universitas Babeş-Bolyai Ephemerides”, nr. 2/2012

ACADEMIC EVENTS

03/2019 **Trainer**

Invisible Cities 2019 International Project, Artesis Plantijn Hogeschool Antwerpen (Belgium)

2016, 2017, 2018 **Presentations at Media Culture Days**

International conference organized by the Department of Journalism and Digital Media, FSPAC, UBB

10/2018 **Presentation**

23rd Franco-Romanian Colloquium on Information and Communication Sciences: Information, Communication and Digital Humanities: Issues and Challenges for Epistemological Enrichment

Title of presentation: Using digital data analysis to identify patterns in the consumption of TV series

11/2017 **Participation**

Festiltan International Design Workshop, Tiltan University, Haifa (Israel)

17/06/2015–19/06/2015 **Certificate of Communication**

Shaping the Future of News Media, The International Conference on Integrated Journalism Education Research and Innovation, Barcelona (Spain)

Presentation: Binge culture and TV series production for online streaming services

"Integrated Journalism in Europe" International Project

27/08/2012–07/09/2012 **Participation**

"Production of information - journalistic practices in Europe" (Erasmus Intensive Program), Camaret-sur-Mer (France)

Media ethics, use of archival materials in the media, French/British/Spanish/Romanian media history, media and politics, economic journalism, filming and video editing.

PROJECTS AND AWARDS

5/2020 - 4/2021 **Scholarship - POCU ID 123793**

Researcher, Future Entrepreneur - The New Generation (Researcher, Future Entrepreneur - The New Generation)

6/2015 - 12/2015 **Scholarship - POSDRU/187/1.5/S/155383**

10/2015 Merit Award

Individual research project – part of the project "Quality, excellence, transnational mobility in doctoral research", Contract Code: POSDRU/187/1.5/S/155383

PERSONAL SKILLS

Mother tongue(s) Romanian

| Other known languages | UNDERSTANDING | | SPEECH | | WRITING |
|-----------------------|---------------|---------|-----------------------------------|-------------|---------|
| | Listening | Reading | Participation in the conversation | Oral speech | |
| English | C2 | C2 | C2 | C2 | C2 |

Levels: A1 and A2: Elementary user - B1 and B2: Independent user - C1 and C2: Experienced user
Common European Framework of Reference for Languages

Communication skills Good communication skills acquired during collaborations as communication specialist or media relations specialist in various festivals or projects funded by local, national and international authorities.

Organisational/managerial skills Experience in coordinating a team, willingness for extensive feedback, experience working under pressure, resilience under stressful conditions and experience in crisis communication.

Skills acquired on the job PR, project writing, DTP, copywriting, media research, etc.

| Digital competence | SELF-ASSESSMENT | | | | |
|--------------------|------------------------|------------------|------------------|------------------|------------------|
| | Information processing | Communication | Content creation | Security | Problem solving |
| | Experienced user | Experienced user | Experienced user | Experienced user | Experienced user |

Digital competences - Self-assessment grid