



Andreea Alina Mogoș

Nationality: Romanian | **Email address:** andreea.mogos@ubbcluj.ro |

Address: Str. T. Mosoiu, 71, 400132, Cluj-Napoca, Romania (Work)

WORK EXPERIENCE

1 OCT 2023 – CURRENT Cluj-Napoca, Romania

PROFESSOR BABEȘ-BOLYAI UNIVERSITY, DEPARTMENT OF JOURNALISM AND DIGITAL MEDIA

- Teaching [*Introduction to media studies (BA), Photojournalism (BA), Media research methods (BA), Media studies (MA), Photo production (MA)*]
- research / Ph.D coordination
- Coordination of departmental Erasmus+ exchanges
- coordination of *Photoclub 50mm* (extracurricular activity)

30 APR 2012 – CURRENT Cluj-Napoca, Romania

ASSOCIATE DEAN BABEȘ-BOLYAI UNIVERSITY, FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES

- student affairs
- international relations
- media relations

30 SEP 2013 – 30 SEP 2023 Cluj-Napoca, Romania

ASSOCIATE PROFESSOR BABEȘ-BOLYAI UNIVERSITY, DEPARTMENT OF JOURNALISM AND DIGITAL MEDIA

- Teaching [*Introduction to media studies (BA), Photojournalism (BA), Journalistic genres (BA), Media research methods (BA), Media studies (MA), Photo production (MA)*]
- Coordination of departmental Erasmus+ exchanges
- coordination of *Photoclub 50mm* (extracurricular activity)

30 SEP 2009 – 29 SEP 2013 Cluj-Napoca

LECTURER BABEȘ-BOLYAI UNIVERSITY

30 SEP 2001 – 29 SEP 2009 Cluj-Napoca

ASSISTANT PROFESSOR BABEȘ-BOLYAI UNIVERSITY

30 SEP 1998 – 29 SEP 2001 Cluj-Napoca, Romania

ASSISTANT LECTURER BABEȘ-BOLYAI UNIVERSITY

EDUCATION AND TRAINING

Cluj-Napoca, Romania

HABILITATION IN COMMUNICATION SCIENCES Babes-Bolyai University

Address Str. Kogalniceanu , nr.1, 400005, Cluj-Napoca, Romania | **Field of study** Social sciences, journalism and information |

Level in EQF EQF level 8 | **Thesis** Traditional and new media representations. From a socially constructed to a filtered reality

30 SEP 2003 – 13 DEC 2009 France

PHD IN SCIENCES DE L'INFORMATION ET DE LA COMMUNICATION Université Paris 8 – Vincennes Saint-Denis

Field of study Social sciences, journalism and information | **Level in EQF** EQF level 8 |

Thesis Réalités sociales médiatisées, Représentations des roumains dans la presse écrite française

30 SEP 2002 – 2 APR 2009 Romania

PHD IN SOCIOLOGY Babeş-Bolyai University

Field of study Social sciences, journalism and information | **Level in EQF** EQF level 8 |

Thesis Realități sociale mediate: reprezentări ale românilor în presa scrisă franceză

30 SEP 2001 – 29 JUN 2002 Romania

MA IN SOCIAL COMMUNICATION AND PR Babeş-Bolyai University

Field of study Social sciences, journalism and information | **Level in EQF** EQF level 7

30 SEP 1997 – 29 JUN 2001 Romania

BA IN SOCIOLOGY Babes-Bolyai University

Field of study Social sciences, journalism and information | **Level in EQF** EQF level 6

30 SEP 1994 – 29 JUN 1998 Romania

BA IN JOURNALISM Babes-Bolyai University

Field of study Social sciences, journalism and information | **Level in EQF** EQF level 6

● LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C1	C1	C1
FRENCH	C2	C1	C1	C1	C1
GERMAN	B1	B1	A2	B1	B1
ITALIAN	C1	B2	A2	B1	A2
HUNGARIAN	A2	A2	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Digital Skills

Microsoft Word | Outlook | Google Docs | Google Drive | Microsoft Excel | Zoom | Microsoft Powerpoint | Microsoft Office | Tableau Software | MAXQDA/RQDA | Social Media

Other skills

Written and Verbal skills | Organizational and planning skills | Good listener and communicator

● PUBLICATIONS

2024

[The language of luck: an exploration into media discourse on gambling in romanian news outlets.](#)

BERZOVAN, A. T., NEDELICU, I., & MOGOȘ, A. A. (2024). THE LANGUAGE OF LUCK: AN EXPLORATION INTO MEDIA DISCOURSE ON GAMBLING IN ROMANIAN NEWS OUTLETS. *Styles of Communication*, 16(2).

2024

[Communist Propaganda and Ideologized Visual Representations in Romania](#)

Gyorffy, G.-Zs., Mogos A.-A., Tibori-Szabo Z. (2024) Communist Propaganda and Ideologized Visual Representations in Romania, *ME.DOK - Media-History-Communication*, Vol. XIX, Nr. 4. p.7-25

2023

The spectacle of “patriotic violence” in Romania: Populist leader George Simion’s mediated performance.

Grapă, T. E., & Mogoș, A. A. (2023). The spectacle of “patriotic violence” in Romania: Populist leader George Simion’s mediated performance. *Media and communication*, 11(2), 148-162.

2023

Idols of promotion and authenticity on TikTok. Media and Communication

Meza, R. M., Mogoș, A. A., & Prundaru, G. (2023). Idols of promotion and authenticity on TikTok. *Media and Communication*, 11(4), 187-202.

2022

Russian disinformation in Eastern Europe. Vaccination media frames in ro.sputnik.md

Alina-Mogos, A., Grap, T. E., & Sandru, T. F. (2022). Russian Disinformation in Eastern Europe. Vaccination Media Frames in ro.sputnik.md. *Comunicar: Media Education Research Journal*, 30(72), 33-45.

2021

Disparaging ‘the Assisted’: Shaming and Blaming Social Welfare Recipients in Romania and Hungary.

Vincze, Hanna Orsolya, Andreea Alina Mogoș, and Radu Mihai Meza. "Disparaging ‘the Assisted’: Shaming and Blaming Social Welfare Recipients in Romania and Hungary." In *Mediated Shame of Class and Poverty Across Europe*, pp. 143-162. Palgrave Macmillan, Cham, 2021.

2021

Higher Education and Europeanization: Case Study International Incoming Students at Babes-Bolyai University

Balas Delia-Cristina, Mogos Andreea Alina, Hamlin Roger, chapter, Higher Education and Europeanization: Case Study International Incoming Students at Babes-Bolyai University, Titlu volum: Patterns of Europeanization in Central and Eastern Europe, ISBN volum: 978-973-711-620-8, COMUNICARE.RO, Editor: Georgiana Udrea and Loredana Vladu, An: 2021, P. 53-62.

2020

Building Trust In European Institutions. Romanian Online News Media Representations Of The Main Eu Institutions And Concerns

Mogos Andreea Alina, Radu Meza, Vincze Hanna Orsolya, Building Trust In European Institutions. Romanian Online News Media Representations Of The Main Eu Institutions And Concerns Transylvanian International Conference in Public Administration October 24-26 2019 Cluj-Napoca Romania, Collaborative Governance Trust Building and Community Development 2020, Accent, Cristina M. HINȚEA Bianca RADU Raluca SUCIU, p.236-245.

2020

Online News Media Construction of Societal Concerns: Media Representations of Risks and Moral Panic in Romania and Audience Response

Mogos Andreea Alina, Vincze Hanna Orsolya, Radu Meza, Online News Media Construction of Societal Concerns: Media Representations of Risks and Moral Panic in Romania and Audience Response, PR Trend International Conference, Communication its platforms, 2020, Accent, Delia Cristina BALABAN Ioan HOSU Andreea VOINA, P. 113-126

2020

The self-representations of the Romanian politicians on Facebook. Roles, frames and social media engagement

Mogoș Andreea, chapter, The self-representations of the Romanian politicians on Facebook. Roles, frames and social media engagement, in *Communicative Space – Political Space 11th Central and Eastern European Communication and Media Conference*, 2018, Polay Elemer Alapitvany, Szeged, 2020, P.131-140.

2019

Discursive Patterns on the Facebook Pages of Government Institutions. A Comparative Analysis of Romania and Hungary

Mogos Andreea Alina, Radu Meza, Vincze Hanna Orsolya, Discursive Patterns on the Facebook Pages of Government Institutions. A Comparative Analysis of Romania and Hungary, 2019, in *Sustainable Development and*

Resilience of Local Communities and Public Sector Organizations (eds.) Cristina HARUȚA Cristina M. HINȚEA Octavian MOLDOVAN - Transylvanian International Conference in Public Administration 16-18 November 2018 Cluj-Napoca Romania, P. 374-386

2018

Targets of Online Hate Speech in Context. A Comparative Digital Social Science Analysis of Comments on Public Facebook Pages from Romania and Hungary

Meza, Radu Mihai, Hanna-Orsolya Vincze, and Andreea Mogos. "Targets of Online Hate Speech in Context: A Comparative Digital Social Science Analysis of Comments on Public Facebook Pages from Romania and Hungary." *Intersections. East European Journal of Society and Politics* 4, no. 4, 2018.

2018

#photojournalism in the age of Instagram

Mogoș Andreea Alina. #photojournalism in the age of Instagram, STUDIA UNIVERSITATIS BABEȘ-BOLYAI EPHEMERIDES, 2018, P.45-62

2015

You Tube Video Genres. Amateur How-To Videos versus Professional Tutorials

Mogos Andreea Alina, Trofin Constantin, You Tube Video Genres. Amateur How-To Videos versus Professional Tutorials, Acta Universitatis Danubius. Communicatio, 2015, P.38-48

2014

Literature and Interviews on Romanian Journalism Education

Mogoș Andreea Alina (coord.) **Meza Radu, Prundaru George,** Literature and Interviews on Romanian Journalism Education. 2014 – Integrated Journalism in Europe project WP3 report http://integratedjournalism.upf.edu/wp-content/uploads/2015/06/NR_UBB.pdf

2013

Realități sociale mediate. Reprezentări sociale ale românilor în presa scrisă franceză

Mogos Andreea Alina, book, Realități sociale mediate. Reprezentări sociale ale românilor în presa scrisă franceză – Cluj-Napoca : Limes, 2013.

2012

The Social Construction of Scientific Culture. Forms of Romanian Popular Science

Mogos Andreea Alina, *The Social Construction of Scientific Culture. Forms of Romanian Popular Science,* Social_Sciences_Citation, TRANSYLVANIAN REVIEW, Vol. XXI, No. 4, Winter 2012, 2012, P.113 – 122

2012

Scientific images and visualisations in Digital Age

Mogos Andreea Alina, *Scientific images and visualisations in Digital Age,* Ceeol, GESIS, EBSCO, Journal of Media Research, 2012, P.10-20

2012

Réalités sociales médiatisées, Représentations des roumains dans la presse écrite française

Mogos Andreea Alina, book, *Réalités sociales médiatisées, Représentations des roumains dans la presse écrite française,* Atelier National de Reproduction des Theses, Lille, 2012, P. 260

2011

Culture journalistique et mutations sociales en Roumanie au debut du troisieme millenaire

Mogos Andreea, Danciu Ion Maxim, *Culture journalistique et mutations sociales en Roumanie au debut du troisieme millenaire,* TRANSYLVANIAN REVIEW, vol.XX, nr.4, 2011, P.139 – 145

2011

Zece genuri reprezentative pentru presa generalistă actuală

Mogos Andreea Alina, Danciu Ioan Maxim, chapter, *Zece genuri reprezentative pentru presa generalista actuală,* Gen, text și discurs jurnalistic, TRITONIC, BUCURESTI, 2011, P. 76-92

2010

La presse écrite roumaine post-transition: Structurations institutionnelles et discursives

Mogos Andreea, Danciu Ion Maxim, *La presse écrite roumaine post-transition: Structurations institutionnelles et discursives*, TRANSYLVANIAN REVIEW, vol.XIX, nr.4, 2010, P.141 - 147

2009

Construirea realității sociale. Sarkozy vs. români în Le Figaro, Le Monde si Libération

Mogos Andreea, *Construirea realității sociale. Sarkozy vs. români în Le Figaro, Le Monde si Libération*, SAECULUM, 1-2 (28), 2009, P.78 - 99

2003

Cultura secretului, inamic al accesului la informațiile publice

Mogos Andreea, *Cultura secretului, inamic al accesului la informațiile publice*, REVISTA TRANSILVANA DE STIINTE ADMINISTRATIVE, 1(9)/2003, 2003, P.173 - 178

2001

Reprezentări mediatice ale minerilor în cotidienele românești (1990, 1991, 1999)

Mogos Andreea, *Reprezentări mediatice ale minerilor în cotidienele românești (1990, 1991, 1999)*, STUDIA UNIVERSITATIS BABES-BOLYAI. EPHEMERIDES, no.1, 2001, P.73 - 96

2000

Elemente de ritual religios în naționalismul populist a lui Ghe. Funar

Mogos Andreea, *Elemente de ritual religios în naționalismul populist a lui Ghe. Funar*, STUDIA UNIVERSITATIS BABES-BOLYAI. EPHEMERIDES, no.1, 2000, P.131 - 138

1999

Imaginea electorală a lui Petre Roman în afise (1990-1999)

Mogos Andreea, *Imaginea electorală a lui Petre Roman în afise (1990-1999)*, STUDIA UNIVERSITATIS BABES-BOLYAI. EPHEMERIDES, Studia Universitatis Babeș-Bolyai – Ephemeres, 1999, P.107 - 118

PROJECTS

2022 - 2024

ReCoNnect: Research Communication for active learning

Excellent Science (Project manager: Brisan Nicoleta-Sanda)

2022 - 2023

EurOmo - Sistem monitorizare structuri proprietate media

Creative Europe (Project coordinator for UBB: Vincze Hanna Orsolya)

2021 - 2023

Civic Media Engagers

Erasmus+ Strategic Partnership

2019 - 2022

MindSpark - MSS - FSPAC

ROSE - Romania Secondary Education - FSPAC SDV PV27

2017 - 2020

The domestication of foreign news in East-central Europe

PN-III-P1-1.1-TE-2016-0731 (Grant director: Vincze Orsolya)

2017 - 2020

Analyzing Dangerous Speech, Hate Speech and Offensive Speech in Romanian and Hungarian Public Facebook Contexts using Computational Sociology Approaches

PN-III-P1-1.1-TE-2016-0892 (Grant director: Radu Meza)

2011 – 2015

Integrated Journalism in Europe - IJIE

528057-LLP-1-2012-1-ES-ERASMUS-FEXI JURNALISM (Project leader: Universitat Pompeu Fabra)

2011 – 2014

Production de l'information et pratiques journalistiques en Europe

Erasmus / Intensive program (Project leader: Université Paris 8 Vincennes-Saint-Denis)

2010 – 2013

VEHMED - Vehicule media pentru formarea abilitatilor practice, televiziuni si ziare operate de studenti pentru studenti,

POSDRU 90/2.1/S/64002

2008 – 2011

Genul jurnalistic ca practica discursiva si culturala. Tipologia si dinamica genurilor jurnalistice in presa scrisa de informare romana si franceza

PN II Idei 2235 (Grant director: Florea Ligia Stela)

● **CONFERENCES AND SEMINARS**

20 AUG 2019 – 23 AUG 2019 Manchester Metropolitan University, UK

• Media representations of risks and moral panic in Romania and audience response

European Sociological Association Conference

17 JUN 2019 – 19 JUN 2019 Sofia, Bulgaria

• Emotional news frames of societal concerns. Online news media representations of risks in Romania and audience response

CEECOM 2019

30 OCT 2018 – 2 NOV 2018 Lugano, Switzerland

• Communist propaganda and ideologized visual representations in Romania. The Minerva press photo archive (1965 - 1989)

ECREA 2018

29 MAY 2018 – 31 MAY 2018 Szeged, Hungary

• The self-representations of the Romanian politicians on Facebook. Roles, frames and social media engagement

11th Central and Eastern European Communication and Media Conference - CEECOM 2018

26 OCT 2016 – 27 OCT 2016 Université Paris-Dauphine, France

A Model Curriculum for Digital Media Bachelor's Degree, Teaching journalism in a digital environment

European Journalism Training Association (EJTA) Teacher's Conference

16 JUN 2015 – 18 JUN 2015 Universitat Pompeu Fabra, Barcelona, Spain

Data analysis and visualisation. Theory and tools

Shaping the Future of News Media Conference

1 JUN 2014 – 1 JUN 2014 Universidade do Porto, Portugal

New trends in Journalism curriculum development

Conferência Internacional sobre Ensino do Jornalismo

3 SEP 2012 – 6 SEP 2012 Université de Nancy, France

Science 2.0 - between effective networking and edutainment

The International Conference on Science Communication 2012