



# George Prundaru

✉ Email: [george.prundaru@ubbcluj.ro](mailto:george.prundaru@ubbcluj.ro)

## WORK EXPERIENCE

[ 30 Sep 2014 – Current ]

### lecturer

***Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences***

**City:** Cluj-Napoca

**Country:** Romania

- teaching classes in Visual Communication, Editorial Design, Photo Editing, and Academic Writing at bachelor level for the Journalism program
- teaching classes in Interface Design, Interactive Storytelling, and Sound Design at bachelor level for the Digital Media program
- teaching Design in the Digital Media at master's level (Media Communication)
- most classes are taught in English

[ Jun 2012 – Current ]

### director of studies for Distance Learning and Lifelong Learning

***Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences***

- managing the Journalism Department's distance learning programs and the lifelong learning offer

[ Aug 2008 – Current ]

### editor

***Journal of Media Research***

**City:** Cluj-Napoca

**Country:** Romania

- editing journal articles for publishing
- facilitating the double-blind peer-review process

[ Apr 2019 – Sep 2019 ]

### UX consultant

***Bink (Loyalty Angels Ltd.)***

**City:** London

**Country:** United Kingdom

consulting on UX issues for an autocollect loyalty application and service

[ Jun 2018 – Sep 2018 ]

### UX consultant

***Bink (Loyalty Angels Ltd.)***

**City:** London

**Country:** United Kingdom

consulting on UX issues for an autocollect loyalty application and service

[ 26 Feb 2012 – 29 Sep 2013 ]

### teaching assistant

***Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences***

**City:** Cluj-Napoca

**Country:** Romania

- - teaching classes in Visual Communication, Editorial Design and Photo Editing at bachelor level, mainly for the Journalism Department

[ Feb 2008 – Mar 2012 ]

### **technical referent**

**Media Centre, Babeş-Bolyai University**

**City:** Cluj-Napoca

**Country:** Romania

- managing several university websites (media archive, academic journals, the Media Centre's site)
- managing the media archive of the university
- filming events for the media archive

[ 30 Sep 2008 – 26 Feb 2012 ]

### **associate teaching assistant**

**Babeş-Bolyai University, Faculty of Political Administrative and Communication Sciences**

**City:** Cluj-Napoca

**Country:** Romania

- - teaching classes in Visual Communication and Online Journalism at bachelor level, mainly for the Journalism Department

## **EDUCATION AND TRAINING**

---

[ 30 Sep 2010 – 14 Jan 2014 ]

### **PhD in Communication Sciences**

**Babeş-Bolyai University**

**City:** Cluj-Napoca

**Country:** Romania

**Level in EQF:** EQF level 8

Thesis on *Communication in Video Games. The Specificities of the Medium, and the Transmediation of Content*

[ 2009 – 2011 ]

### **Graduate degree in The Management of Public Institutions**

**Babeş-Bolyai University, Faculty of European Studies**

**City:** Cluj-Napoca

**Country:** Romania

**Level in EQF:** EQF level 7

[ Aug 2011 – Nov 2011 ]

### **Project Manager certificate (occupational code 241919)**

**Kaizen Training & Consulting**

**City:** Craiova

**Country:** Romania

**Level in EQF:** EQF level 5

[ Sep 2011 – Oct 2011 ]

### **Trainer certificate (occupational code 241205)**

**Centrul Național de Training Eduexpert**

**City:** Craiova

**Country:** Romania

**Level in EQF:** EQF level 5

[ Sep 2008 – Jul 2010 ] **European Master in Interactive Media (graduated without defense of final paper))**

*Babeş-Bolyai University (Faculty of Theatre and Television), Staffordshire University (UK), Yeditep*

Level in EQF: EQF level 7

[ Sep 2008 – Jul 2009 ] **Master's Degree in Media Communication**

*Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences*

City: Cluj-Napoca

Country: Romania

Level in EQF: EQF level 7

[ 2003 – 2008 ] **Bachelor's Degree in Journalism**

*Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences*

City: Cluj-Napoca

Country: Romania

Level in EQF: EQF level 6

## LANGUAGE SKILLS

---

**Mother tongue(s):** Romanian

**Other language(s):**

### English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

### French

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

### Italian

LISTENING C1 READING C1 WRITING B1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

### Greek

LISTENING A1 READING A2 WRITING A2

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A2

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

## PUBLICATIONS

---

### Publications

Prundaru George, chapter, *User Motivation in Collaborative Development*, "PR Trend. New Media: Challenges and Perspectives", Hochschulverlag Mittweida, Germany, 2013

Prundaru George, *Visual Culture. Concepts & Contexts* (review), *Studia Universitatis Babeş-Bolyai - Ephemerides*, vol. 57, no. 2, 2012, p. 66-68.

Prundaru George, *User Motivation in Collaborative Development*, *Journal of Media Research*, vol. 2, no. 2 (16), 2013, P.62-72

Prundaru George, *Comunicare vizuală. O perspectivă interdisciplinară [Visual communication. An interdisciplinary perspective]*, *Journal of Media Research*, 2010, P.94-95

Prundaru George, Abrudan Elena, *News Design and the Audience*, Journal of Media Research, 2009, P.48-65

Prundaru George, Abrudan Elena, *Social representations and ideologies in digital games*, Journal of Media Research, 2009, P.30-41

Prundaru George, chapter, *The Functionality of Design in the Printed News*, "Trends in Romanian Media Literacy", ACCENT, CLUJ-NAPOCA, Editor: Elena Abrudan, 2008, P. 140-167

Prundaru George, chapter, *Publicitatea în metaversuri [Advertising in metaverses]*, "Publicitate, PR și New Media" ["Advertising, PR, and New Media"], TRITONIC, BUCURESTI, Editors: Delia-Cristina Balaban, Ioana Iancu, Radu Meza, 2009, P. 158-169

Prundaru George, *In-game Advertising. Genre-specific Efficiency*, Interdisciplinary New Media Studies Conference Proceedings, Napoca Star, Editor: Elena Abrudan, Andreea Mogoș, Radu Meza, 2009, P. 73-77

Prundaru George-Adrian, Titlu carte: Editare foto, Editura: PRESA UNIVERSITARA CLUJEANA, Tip editura: nationale recunoscute, An: 2017, Numar pagini: 87

Mogos Andreea Alina, Meza Radu-Mihai, Prundaru George-Adrian, Literature and Interviews on Romanian Journalism Education - WP3 report, Volum Nr: , Pagina: 1 - 36, Număr identificare articol: , Număr pagini: 36, Tip lucrare: nespecificat, An: 2014,. Revistă BDI indexată în BDI nespecificată : [http://integratedjournalism.upf.edu/wp-content/uploads/2015/06/NR\\_UBB.pdf](http://integratedjournalism.upf.edu/wp-content/uploads/2015/06/NR_UBB.pdf)

*Comunicarea politică în jocurile video*, Titlu volum: Digitalizarea media și cultura populară, ISBN volum: 978-606-37-0580-9, Editura: Editura Presa Universitară Clujeană, Tip editura: nationale recunoscute, Editor: R.M. Meza, An: 2019, Numar pagini: 7, Pagina inceput: 79, Pagina sfarsit: 85

*Romania: A system in continuous transition*, Titlu volum: Accreditation and Assessment of Journalism Education in Europe. Quality Evaluation and Stakeholder Influence, ISBN volum: 978-3-8487-5190-7, Editura: Nomos, Tip editura: din străinătate recunoscute, Editor: Nowak, Eva, An: 2019, Numar pagini: 20, Pagina inceput: 129, Pagina sfarsit: 148

Meza, Radu M., Andreea-Alina Mogoș, and George Prundaru. "Idols of Promotion and Authenticity on TikTok." *Media and Communication* 11, no. 4 (2023).

## CONFERENCES AND WORKSHOPS

### Conferences and workshops

Prundaru George, Ancuța Tarța, *Gaming politics. Political engagement through online video games*, IAMCR conference Crises, 'Creative Destruction' and the Global Power and Communication Orders, Dublin, 25-29 Jun. 2013

Prundaru George, *Player Identities in Digital Worlds*, Doctoral Students' Conference, Babeș-Bolyai University, Conference paper, Jan. 2013

Prundaru George, *Crowdsourcing game development*, New Media and the Public Sphere conference, Copenhagen University, Conference paper, 2012

Prundaru George, *In-game Advertising. Genre-specific Efficiency*, Interdisciplinary New Media Studies. Trajectories in Researching New Media Systems, e-Business Management and e-Publishing conference, 21-22 May 2009

Doctoral workshop, Institut für Kommunikationswissenschaft und Medienforschung, Ludwig-Maximilians Universität. 9.02-13.02 2009, Munich, Germany

Exploratory workshop CNCSIS WE\_33/2008 – Interferențe comunicative. Jurnalism – PR – Publicitate [Communicational Interferences. Journalism – PR – Advertising], 10-12 Jul. 2008, Cluj-Napoca, Romania