



Russian-Romanian youth scientific and practical seminar

Lensoveta street, 14, room 12-07

Date	Time	Event
01.10.2019 Tuesday	10:00	Registration of participants
	10:30	Opening of the seminar
	10:40- 12:10	Lecture 1 Nicoleta Corbu "Digital algorithms and automated journalism"
02.10.2019 Wednesday	10:40- 12:10	Lecture 2 Valeriu Frunzaru Materialism, happiness, and the new media
	12:20- 13:50	Lecture 3 Igor Zaytsev "Social media bubble as a basis for cultural wars"
03.10.2019 Thursday	10:40- 12:10	Lecture 4 Oana Stefanita "Fake news and the third person effect"
	12:20- 13:50	Lecture 5 Kseniia Baimakova "Cross-cultural communication in doing international business"
	14:00	Closing of the seminar, awarding of certificates

Working language of the seminar is English.



The lecture on **Digital algorithms and automated journalism** will focus on topics such as social networks and their role in tailored persuasion, types of algorithms, the role of IT in the journalism field, fake news, etc. The students will learn how algorithms work in various field, with examples from the recent social media related case studies, such as Cambridge Analytica. They will understand the role of emotions in the spreading of information on social media, as well as get acquainted with key concepts in understanding the new media challenges, such as "echo chambers", "filter bubbles", "fact checking", etc.

Professor Nicoleta Corbu, PhD
National University of Political Studies and Public Administration



The lecture on **Materialism, happiness, and the new media** will approach the topic of the online identity of the new generations called "digital natives" that are very much influenced by Internet and particularly by social network websites. In the first part, the lecture will present the concepts of online identity management, self-commodification, materialism and consumption society. In the lectures it will be presented the relationship between the online identity management, the commodification of the self, and happiness. The students will learn about the importance of the online identity management.

Associate Professor Valeriu Frunzaru, PhD
National University of Political Studies and Public Administration



The lecture on **Fake news and the third person effect** will provide an overview of the theoretical and empirical background in framing the debate on false stories/effects. The students will learn about the third-person effect theory in the social media context and how it can relate to the digital disinformation phenomenon. The lecture will help them assess possible associations between viewing fake news (i.e., political) and attitudes of inefficacy, alienation, and cynicism toward political candidates; explore fake news effects with insights into the prevalence of hyperpartisan and polarizing content, and the botnet impact, as well as understand how SNS users judge the veracity of political news stories and contribute to the perpetuation of strategic narratives.

Assistant Professor Oana Stefanita, PhD
National University of Political Studies and Public Administration



The lecture on **Cross-cultural communication in doing international business** will deal with cross-cultural differences in doing international business. And especially Russian way of doing business, as well as cultural differences will be considered. There is no better arena for observing a culture in action than business. Cultures tend to reveal themselves in situations where much is at stake, because it is here that their resources are most needed. Marriage, family obligations, and such stressful experiences as illness and the death of a loved one bring out much of what is distinctive and fundamental in a culture. The same is true of business, because economic survival is at stake. Business practices are shaped by deeply-held cultural attitudes toward work, power, trust, wealth—and communication. Communication styles vary enormously around the world, and these contribute to a staggering variety of business styles. Effective use of cross cultural teams can provide a source of experience and innovative thinking to enhance the competitive position of organizations. However, cultural differences can interfere with the successful completion of projects in today's multicultural global business community. To achieve project goals and avoid cultural misunderstandings, project managers should be culturally sensitive and promote creativity and motivation through flexible leadership.

Senior Lecturer Kseniia Baimakova
State University of Aerospace Instrumentation



The lecture on **Social media bubble as a basis for cultural wars** examines problems brought by the "social media bubble". It describes the political consequences and the directions of the search for solutions that eliminate the negative impact of political advertising and the actions of bots.

Associate Professor Igor Zaytsev, PhD
State University of Aerospace Instrumentation