

# LISTA LUCRĂRILOR ȘTIINȚIFICE

## CONF. UNIV. DR. CAMELIA-MIHAELA CMECIU

### ➤ Teza de doctorat

1. *Strategii persuasive în discursul politic* (2005), Universitatea „Al.I. Cuza”, Iași.

### ➤ Cărți

#### Cărți, monografii, tratate (autor)

1. *Tendințe actuale în campaniile de relații publice* (2013), Iași, Editura Polirom, ISBN 978-973-46-3898-7.
2. *Semiotici textuale* (2010), Iași, Editura Institutului European, ISBN 978-973-611-704-6.
3. *Strategii persuasive în discursul politic* (2005), Iași, Editura Universitas XXI, ISBN 973-7889-29-0.
4. *Social Media and the New Academic Environment. Pedagogical Challenges* (2013), (Bogdan Pătruț, Pătruț, Monica, Cmeciu, Camelia-Mihaela), IGI Global, USA, ISBN 13: 9781466628519.

#### Cărți, monografii, tratate (editor)

1. *E-Communicating of Europe* (2016), București, Editura Universității din București, ISBN 978-606-16-0787-7.

### ➤ Articole publicate în reviste ISI (factor de impact)

1. "Digital Civic Activism in Romania: Framing anti-Chevron Online Protest Community «Faces»". (Cmeciu, Camelia-Mihaela; Coman, Cristina), *Comunicar Media Education Research Journal*, Vol. XXIV, n. 47, 2nd quarter, pp. 19-28. Revistă indexată ISI în categoria Social Sciences, factor de impact 1,438.  
<http://www.revistacomunicar.com/verpdf.php?numero=47&articulo=47-2016-02&idioma=en>
2. "News media framing of preventable crisis clusters. Case study: Newborn babies killed in the fire at a Romanian hospital" (Cmeciu, Camelia-Mihaela; Coman, Cristina; Patrut, Monica; Teodorascu, Fanel), *Transylvanian Review of Administrative Sciences*, 44E, 2015, pp. 42-56, ISSN 2247 – 8310. Revistă indexată ISI în categoria Social Sciences, factor de impact 0,333 -  
<http://rtsa.ro/tras/index.php/tras/article/view/424>
3. "NGO annual reports as a device to frame education in Romanian public communication campaigns" (Pătruț, Monica, Cmeciu, Camelia-Mihaela, Miron, Luminița). *Public Relations Review* (Elsevier), 2011, 37(4), pp. 432-434. doi:10.1016/j.pubrev.2011.06.006, Elsevier, ISSN 0363-8111. Revista indexată ISI în categoria Social Sciences, factor de impact 0,656  
<http://www.sciencedirect.com/science/article/pii/S0363811111000762>

### ➤ Articole publicate în reviste ISI indexate în Arts & Humanities Citation Index

1. "Romanian monasteries: Signs of tourist attraction and self-discovery" (Cmeciu, Camelia-Mihaela, Drugă, Luminița). *The European Legacy: Towards New Paradigms* 2011, 16(6), pp. 751-768, doi: 10.1080/10848770.2011.608008/, London: Routledge, ISSN 1084-8770 print/ISSN 1470-1316 online.  
<http://www.tandfonline.com/doi/abs/10.1080/10848770.2011.608008>
2. "Beyond literary texts: a semiotic approach to a fictional (ritual) game of real (dis)order in William Golding's *Lord of the Flies*" (Cmeciu, Doina, Cmeciu, Camelia-Mihaela). *Semiotica* 2010, 182 (5), pp. 115-132, doi: 10.1515/semi.2010.054, Berlin, New York: de Gruyter Mouton, ISSN (Print) 0037-1998, ISSN (Online) 1613-3692.  
<http://www.degruyter.com/view/j/semi.2010.2010.issue-182/semi.2010.054/semi.2010.054.xml>

### ➤ Articole publicate în volumele conferințelor indexate ISI

1. "CSR 2.0 - Framing online learning environments in campaigns on non-formal education" (Cmeciu, **Camelia-Mihaela**, Cmeciu, Doina, Pătruț, Monica), *ELSE – e-learning and software for education*, „Quality and efficiency in e-learning”, 2013, pp. 568-573, ISSN 2066 – 026X. Proceedings indexat ISI și BDI (ISI Web of Science, CEEOL, ProQuest, EBSCO).  
<http://thomsonreuters.com/en/products-services/scholarly-scientific-research/scholarly-search-and-discovery/conference-proceedings-citation-index.html>  
<http://www.ceeol.com/aspx/issuedetails.aspx?issueid=3e592641-af96-48f1-90c9-b95ca1993e02&articleId=0b68a6c8-caec-4680-b9c4-5450158a39d3>
2. "Virtual museums - non-formal means of teaching e-civilization/culture" (Cmeciu, Doina, **Cmeciu, Camelia-Mihaela**). *ELSE – e-learning and software for education*, „Quality and efficiency in e-learning”, 2013, pp. 666-672, ISSN 2066 – 026X. Proceedings indexat ISI și BDI (ISI Web of Science, CEEOL, ProQuest, EBSCO).  
<http://thomsonreuters.com/en/products-services/scholarly-scientific-research/scholarly-search-and-discovery/conference-proceedings-citation-index.html>  
<http://www.ceeol.com/aspx/issuedetails.aspx?issueid=8cfc02e3-e00e-41e3-83fa-5f34b02f5c51&articleId=50937064-4c4e-487b-b7f2-f07111ada360>
3. "Volunteering – discursive devices of framing a European and national community" (Cmeciu, **Camelia-Mihaela**). *Redefining Community in Intercultural Context*, Adrian Lesenciuc (ed.), 2012, Brașov: Editura Academiei Forțelor Aeriene Henri Coandă, pp. 156-161, ISSN 2285-2689. Proceedings indexat ISI și BDI (Index Copernicus)  
<http://thomsonreuters.com/en/products-services/scholarly-scientific-research/scholarly-search-and-discovery/conference-proceedings-citation-index.html>

### ➤ Articole publicate în reviste cotate BDI

1. "Online Discursive (De)legitimation of the Roma Community" (Cmeciu, **Camelia-Mihaela**). *Journal of Media Research*, 2016, 9(1/24), pp. 80-91.  
<http://connection.ebscohost.com/c/articles/113234411/online-discursive-de-legitimation-roma-community>
2. "Online Citizens' (De)legitimation of Turkey's EU Membership" (Cmeciu, **Camelia-Mihaela**). *Revista de Științe Politice*, 49(1), 2016, pp. 130-143.  
[http://cis01.central.ucv.ro/revistadestiintepolitice/files/numarul49\\_2016/13.pdf](http://cis01.central.ucv.ro/revistadestiintepolitice/files/numarul49_2016/13.pdf)
3. "Visual framing of European Years in Romanian public communication campaign blogs" (Cmeciu, **Camelia-Mihaela**, Cmeciu, Doina, Pătruț, Monica). *Communication & Society/Comunicación Y Sociedad*, 2014, volume XXVII, no.1, pp. 107-125, ISSN 0214-0039. Revistă indexată BDI (SCOPUS, EBSCO).  
[http://www.unav.es/fcom/communication-society/en/resumen.php?art\\_id=482](http://www.unav.es/fcom/communication-society/en/resumen.php?art_id=482)
4. "Discursive legitimation of profit and social benefit in annual reports" (Cmeciu, **Camelia-Mihaela**). *Revista română de jurnalism și comunicare*. Nr. 1-2 (44), 2014, pp. 55-61, ISSN 1842-256x. Revistă indexată BDI (EBSCO, ProQuest).  
[http://jurnalism-comunicare.eu/rjc/abstract\\_ro.php?id=118](http://jurnalism-comunicare.eu/rjc/abstract_ro.php?id=118)
3. "Insights into the European Years' communication toolboxes". (Cmeciu, **Camelia-Mihaela**) *Styles of Communication* 4 (1), 2012, pp. 36-58, ISSN 2065-7943. Revistă indexată BDI (EBSCO, DOAJ, Index Copernicus)  
<http://journals.univ-danubius.ro/index.php/communication/article/view/1664>
4. "Forum comments – a means of embedding the effects of the TV debate in the 2009 Presidential Campaign in Romania". (Pătruț, Monica, **Cmeciu, Camelia-Mihaela**). *International Journal of Academic Research in Business and Social Sciences*, 2(9), 2012, pp. 419-434, ISSN 2222-6990. Revistă indexată BDI (EBSCO, ProQuest, DOAJ, Index Copernicus)  
<http://www.hrmars.com/admin/pics/1155.pdf>
5. "European Years – a discursive solution to the EU's crisis of representation". (Cmeciu, **Camelia-Mihaela**) *International Journal of Academic Research in Business and Social Sciences*, 2(7), 2012, pp. 240-255, ISSN 2222-6990. Revistă indexată BDI (EBSCO, ProQuest, DOAJ, Index Copernicus)  
<http://www.hrmars.com/admin/pics/942.pdf>
6. "Visual framing of intertexts in political reversing mirror websites". (Cmeciu, **Camelia-Mihaela**, Pătruț, Monica) *Cultural Perspectives. Journal for Literary and British Cultural Studies in Romania*, 17, 2012, pp.45-62, ISSN 1224-239X. Revistă indexată BDI (CEEOL, Index Copernicus).  
<http://www.ceeol.com/aspx/issuedetails.aspx?issueid=ee7b617e-6919-4e5c-b429-52894040f994&articleId=bcc36ab4-e4b7-4827-8235-23f864c4000a>

7. "Organizational culture within Romanian private universities. Case Study: "Danubius" University of Galati". (Cmeci, Camelia-Mihaela) *International Journal of Humanities and Social Science*, 1(5), 2011, pp. 146-153, ISSN 2220-8488. Revistă indexată BDI (EBSCO, DOAJ).  
<http://www.ijhssnet.com/journals/Vol. 1 No. 5; May 2011/18.pdf>
8. "Press releases – a discursive means of framing culture. Case Study: The National Museum of Art of Romania". (Cmeci, Camelia-Mihaela, Miron, Luminița). *Journal of Media Research*, 2(10), 2011, pp. 61-71, ISSN 1844-8887. Revistă indexată BDI (CEEOL, EBSCO).  
[http://reviste.ubbcluj.ro/mediaresearch/wp-content/uploads/2011/10/07cmeci\\_page\\_00001.pdf](http://reviste.ubbcluj.ro/mediaresearch/wp-content/uploads/2011/10/07cmeci_page_00001.pdf)
9. „Dezbaterile electorale – un joc discursiv ritualic” (Pătruț, Monica, Cmeci, Camelia-Mihaela). *Sfera politicii*, 3(145), 2010, pp. 57-63, ISSN 1221-6720. Revistă indexată BDI (CEEOL, EBSCO, ProQuest).  
[http://www.sferapoliticii.ro/sfera/145/art09-patrut\\_cmeci.html](http://www.sferapoliticii.ro/sfera/145/art09-patrut_cmeci.html)
10. "Press releases – signs of a political conflict?" (Cmeci, Camelia-Mihaela, Pătruț, Monica). *Journal of Media Research*, 3(8), 2010, pp. 74-81, ISSN 1844-8887. Revistă indexată BDI (CEEOL, EBSCO).  
[http://reviste.ubbcluj.ro/mediaresearch/wp-content/uploads/2011/10/05-cmeci\\_page\\_00001.pdf](http://reviste.ubbcluj.ro/mediaresearch/wp-content/uploads/2011/10/05-cmeci_page_00001.pdf)
11. "A functional approach to the 2009 Romanian presidential debates. Case study: Crin Antonescu versus Traian Băsescu" (Cmeci, Camelia-Mihaela, Pătruț, Monica). *Journal of Media Research*, 1(6), 2010, pp. 31-40, ISSN 1844-8887. Revistă indexată BDI (CEEOL, EBSCO).  
[http://reviste.ubbcluj.ro/mediaresearch/wp-content/uploads/2011/10/JMR6\\_18448887\\_january2010\\_extracted\\_page\\_000031\\_2011\\_10\\_26\\_21\\_50\\_43\\_657.pdf](http://reviste.ubbcluj.ro/mediaresearch/wp-content/uploads/2011/10/JMR6_18448887_january2010_extracted_page_000031_2011_10_26_21_50_43_657.pdf)
12. "Representing tradition within the process of rebranding" (Cmeci, Camelia-Mihaela, Paul van den Hoven), *The Romanian Journal of Communication and Public Relations*, 1(18), 2010, pp. 113-120, ISSN 1454-8100. Revistă indexată BDI (EBSCO, ProQuest, Index Copernicus).  
[http://journalofcommunication.ro/archive1/contents\\_18.pdf](http://journalofcommunication.ro/archive1/contents_18.pdf)
13. "British Petroleum heroes as signs of corporate culture" (Cmeci, Camelia-Mihaela, Mirela Arsith). *Cultural Perspectives. Journal for Literary and British Cultural Studies in Romania*, 14, 2009, pp.7-20, ISSN 1224-239X. Revistă indexată BDI (CEEOL, Index Copernicus)  
<http://www.ceeol.com/aspx/issuedetails.aspx?issueid=29e0335b-ba2f-4244-b260-be6bd194be7b&articleId=66059913-596d-40ee-9b5c-8045342af703>
14. "Unconventional political campaigns in Romania: presidential impeachment referendum (2007)" (Cmeci, Camelia-Mihaela, Pătruț, Monica). *Styles of Communication*, 1, 2009, pp.51-62, ISSN 2065-7943. Revistă indexată BDI (EBSCO, Index Copernicus, DOAJ)  
<http://journals.univ-danubius.ro/index.php/communication/article/view/138>
15. „Constructionismul social în realități organizaționale”. (Cmeci, Camelia-Mihaela) *Acta Universitatis Danubius. Communicatio*, 3, 2009, pp. 117-125, ISSN 1844-7562. Revistă indexată BDI (DOAJ, Index Copernicus).  
<http://journals.univ-danubius.ro/index.php/communicatio/article/view/377>
16. „Mobexpert – reprezentări semiotice ale unui stil de viață”. (Cmeci, Camelia-Mihaela) *Acta Universitatis Danubius. Communicatio*, 3, 2009, pp. 162-166, ISSN 1844-7562. Revistă indexată BDI (DOAJ, Index Copernicus).  
<http://journals.univ-danubius.ro/index.php/communicatio/article/view/380>
17. "Multilingvismul – către o nouă ideologie europeană. O analiza critică a discursului comisarului european Leonard Orban". (Cmeci, Camelia-Mihaela) *Revista română de jurnalism și comunicare*, 4, 2008, București, pp. 38-45, ISSN 1842-256X, indexată „B+” CNCSIS, indexată BDI – EBSCO, ProQuest.  
[http://jurnalism-comunicare.eu/rjc/arhiva\\_pdf/2008/4\\_2008.pdf](http://jurnalism-comunicare.eu/rjc/arhiva_pdf/2008/4_2008.pdf)
18. "Selling British visual identities through fragrances (Burberry Branding)". (Cmeci, Camelia-Mihaela) *Cultural Perspectives. Journal for Literary and British Cultural Studies in Romania*, 12, 2007, pp. 24-36, ISSN 1224-239X. Revistă indexată BDI (Index Copernicus, CEEOL ).  
<http://www.ceeol.com/aspx/issuedetails.aspx?issueid=351ca36c-41d1-4958-8c85-6f4194f9ea3d&articleId=f5ee9af4-4081-477a-9395-1d4498dab942>
19. "Scented women through time and space". (Cmeci, Camelia-Mihaela) *Cultural Perspectives. Journal for Literary and British Cultural Studies in Romania*, 10, 2005, pp. 269-282, ISSN 1224-239X. Revistă indexată BDI (Index Copernicus, CEEOL).  
<http://www.ceeol.com/aspx/issuedetails.aspx?issueid=418e8866-be35-447b-b37f-0b99e96eb135&articleId=896f9df6-49bf-47f6-9ac8-8002d66280f9>

### ➤ Capitle publicate în cărți din străinătate

1. "Facebook photographic images: Political tools of self-presentation during the 2014 European Parliament elections in Romania" (**Cmeciucamelia**). In Tomaz Dezelan, Igor Vobic (Eds.), (R)evolutionizing political communication through social media, 2016, (pp. 229-252). Hershey: IGI Global.
2. "The visual framing of Romanian women politicians in personal campaign blogs during the 2012 Romanian parliamentary elections" (**Cmeciucamelia-mihaela**, Patrut, Monica). Maria Raicheva-Stover, Elza Ibroscheva (coord.), *Women in Politics and Media: Perspectives from Nations in Transition*, Bloomsbury Publishing, 2014, pp. 181-198, ISBN 9781628920871.  
<http://www.bloomsbury.com/uk/women-in-politics-and-media-9781628921076/>
3. "(De)coding the Fabric of the European Years' Visual Representations" (**Cmeciucamelia-mihaela**, Cmeciucamelia, Doina). E. Zantides (coord.), *Semiotics and Visual Communication: Concepts and Practices*, Cambridge Publishing Scholars, 2014, pp. 56-71, ISBN 978-1-4438-5468-9  
<http://www.cambridgescholars.com/semiotics-and-visual-communication-6>
4. "Framing non-formal education through CSR 2.0" (Pătruț, Bogdan, Pătruț, Monica, **Cmeciucamelia-mihaela**). B. Pătruț, M. Pătruț, C. Cmeciucamelia (Coord.), *Social Media and the New Academic Environment. Pedagogical Challenges*. IGI Global, 2013, pp. 115-142, ISBN13: 9781466628519, <http://www.igi-global.com/chapter/framing-non-formal-education-through/73310>
5. "From fairy tales to consuming bodies in literary and advertising discourses." (Cmeciucamelia, Doina, Cmeciucamelia, Camelia-Mihaela). E. Isler et al. (coord.), *Bati Edebiyatında Ideology/Ideology in Western Literature*. Denizli: Mumim Inan, 2012, pp. 121-138, ISBN 978-605-63285-0-3.
6. "New insights into corporate social responsibility: The semiotic act of experiencing a city through street naming", (**Cmeciucamelia-mihaela**, Cmeciucamelia, Doina). *Unfolding the Semiotic Web in Urban Discourse*, Zdzislaw Wasik (Coord.), Frankfurt am Main: Peter Lang, 2011, pp.163-180, ISBN Hardcover 978-3-631-61626-0 hb., ISBN 978-3-653-00886-9 (eBook) <http://www.peterlang.com/index.cfm?event=cmp.ccc.seitenstruktur.detailseiten&seitentyp=produkt&pk=61439>
6. "The semiotics of organizational discourse", (Cmeciucamelia, Camelia-Mihaela, Cmeciucamelia, Doina). *Contemporary Issues in Education and Social Communication. Challenges for Education, Social Work and Organizational Communication*, Bogdan Pătruț, Liliana Măță, Ioan-Lucian Popa (Coord.). München: AVM – Akademische Verlagsgemeinschaft München, 2011, pp. 208-245, ISBN-10: 386924156X, ISBN-13: 978-3869241562.
7. "Spinning the thread/(t)s around images of time". (**Cmeciucamelia-mihaela**) *Język a komunikacja 24, Studies in American Language, Culture and Literature*, Piotr P. Chruszczewski, Jacek Fisiak (Coord.), Krakow: Tertium, 2009, pp. 151-166, ISBN 978-83-61678-00-7, <http://www.tertium.edu.pl/publikacje/seria-jezyk-a-komunikacja-/jezyk-a-komunikacja-24-studies-in-american-language-culture-and-literature.html>
8. "Metaphors as a semiotic means in the molding of political identities" (**Cmeciucamelia-mihaela**, Zdzislaw Wasik). *Philologica Wratislaviensia: From Grammar to Discourse*, Zdzislaw Wasik and Tomasz Komendzinski (Coord.), Bern, Berlin: Peter Lang, 2008, pp. 133-148, ISBN 10: 3631579578 / ISBN 13: 9783631579572.  
<http://www.peterlang.com/index.cfm?event=cmp.ccc.seitenstruktur.detailseiten&seitentyp=series&pk=1423>
9. "Fairy-tales as political advertising". (**Cmeciucamelia-mihaela**) *At the Crossroads of Linguistic Sciences. Język a komunikacja 10*, P. P. Chruszczewski, M. Garcarz, T. P. Górski (Coord.), Kraków: Wydawnictwo Tertium, 2006, pp. 221-233, ISBN 83-922234-2-X.  
<http://www.tertium.edu.pl/publikacje/seria-jezyk-a-komunikacja-/jezyk-a-komunikacja-10-at-the-crossroads-of-linguistic-sciences.html>

### ➤ Capitle publicate în cărți din România

1. Mapping the *Future* on the *Debating Europe* Platform (Camelia Cmeciucamelia, Mădălina Manolache) in Camelia Cmeciucamelia (coord.), *e-Communicating of Europe*, 2016, pp. 47-82, București: Editura Universității din București, ISBN 978-606-16-0787-7.
2. Beyond advertorials – signs of objectivity and responsibility during crisis situations" (**Cmeciucamelia-mihaela**, Pătruț, Monica, Cristian Călin). *Current Trends in International Public Relations*, Adela Rogojinaru, Sue Wolstenholme (coord.), 2009, București: Ed. Tritonic, pp. 115-130, ISBN 978-973-733-406-0.  
[http://www.tritonic.ro/isbn-Current\\_trends\\_in\\_international\\_public\\_relations-978-973-733-406-0.htm](http://www.tritonic.ro/isbn-Current_trends_in_international_public_relations-978-973-733-406-0.htm)
3. „Modelul agendei intra și inter candidatului în alegerile electorale locale: campaniile din 2004 și 2008 (Bacău)” (Pătruț, Monica, **Cmeciucamelia-mihaela**). *PR Trend: societate și comunicare*, Delia Balaban, Ioan Hosu (eds), 2009, București: Ed. Tritonic, pp. 136-150, ISBN 978-973-733-386-5.  
[http://www.tritonic.ro/isbn-PR\\_trend\\_societate\\_si\\_comunicare-978-973-733-386-5.htm](http://www.tritonic.ro/isbn-PR_trend_societate_si_comunicare-978-973-733-386-5.htm)

4. "Iconic Strategies in the discourse of electoral advertising" (**Cmeci, Camelia-Mihaela**). *Strategii discursive, VIII, partea I*, Chisinau: Centrul Editorial-poligrafic al USM, 2006, pp. 240-246, ISBN 978-9975-917-30-8, ISBN 978-9975-917-31-5.
5. „Aspecte ale interacțiunii în discursul electoral” (**Cmeci, Camelia-Mihaela**). *Ipostaze ale interacțiunii*, Carpov, Maria (coord), Bacău: Ed. Alma Mater, 2004, pp. 93-121, ISBN 973-8392-10-

### ➤ Articole publicate în volumele conferințelor

1. A Bottom-Up” Approach to the Roma Inclusion in Europe (**Camelia Cmeci**). In *Social Inclusion and Equal Opportunities - SIEO 2016* Volume proceedings, 2016, pp. 69-78, Filodiritto Publishing House, ISBN 978-88-95922-74-4.
2. Insights into dialogic e-communication strategies on ethnic minority groups’ European integration (**Camelia Cmeci, Alexandra Bardan, Cristina Coman**). *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2016 - Conference Proceedings*, 2016, pp. 189-196, STEF92 Technology Ltd. Publishing House, ISBN 978-629-7105-73-5, ISSN 2367-5659.
3. “Web 2.0 communication and stakeholder engagement strategies: How Romanian public organizations use Facebook” (**Cmeci, Camelia-Mihaela, Doina Cmeci**). *Procedia - Social and Behavioral Sciences*, 143, 2014, ISSN 1877-0428, pp.879-883.  
<http://www.sciencedirect.com/science/article/pii/S1877042814044383>
4. "Debating Europe platform - A means of crafting online representations of a European Identity" (**Cmeci, Camelia-Mihaela, Doina Cmeci**). *Procedia - Social and Behavioral Sciences*, 149, 2014, ISSN 1877-0428, pp. 195-199.  
<http://www.sciencedirect.com/science/article/pii/S1877042814049295>
5. "Framing Chevron protests in national and international press" (Coman, Cristina, **Cmeci, Camelia-Mihaela**). *Procedia - Social and Behavioral Sciences*, 149, 2014, ISSN 1877-0428, pp. 228-232.  
<http://www.sciencedirect.com/science/article/pii/S1877042814049350>
6. "Beyond the online faces of Romanian candidates for the 2014 European Parliament Elections - A visual framing analysis of Facebook photographic Images", G. Horvath, R. K. Bako & E. Biro-Kaszas (coord.), *Ten Years of Facebook - The 3rd Argumentor Conference*. Partium Press. Debrecen (ISBN 2295-682X) & University Press (ISBN 978-963-318-445-5), pp. 405-434.
7. "European Year website – a means of e-framing citizenship” (**Cmeci, Camelia-Mihaela, Doina Cmeci**). The Proceedings of the *European Integration-Between Tradition And Modernity Congress*, Editura Universității "Petru Maior", No. 5, 2013, ISBN 978-606-581-095-2, pp. 802-808.  
[http://www.upm.ro/facultati\\_departamente/stiinte\\_litere/conferinte/situl\\_integrare\\_europeana/englist5.html](http://www.upm.ro/facultati_departamente/stiinte_litere/conferinte/situl_integrare_europeana/englist5.html)
8. "Organizational online platforms in public relations campaigns – a means of acquiring knowledge through non-formal learning” (Coman, Cristina, **Cmeci, Camelia-Mihaela**). *Economic, social and administrative approaches to the knowledge-based organization. Conference proceedings 2*, 2013, Sibiu: "Nicolae Bălcescu" Land Forces Academy Publishing House, pp. 283-288, ISSN 1843 – 6722.
9. "The visual framing of volunteering in blog posts” (**Cmeci, Camelia-Mihaela**). *Unity and Diversity in Knowledge Society. Epistemology and Philosophy of Science & Ethics, Social and Political Philosophy& Economic Theories and Practices Proceedings of the International Conference Iași*, Teodor Dima, Cornelia Margareta Găspărel, Dan Gabriel Simbotin (coord.), 2013, Iași: Institutul European, pp. 57-80, EISBN 978-973-611-965-1.
10. "Qualitative research methods in visual communication. Case study: Visual networks in the promotional videos of the European Year of Volunteering”. (**Cmeci, Camelia-Mihaela, Cmeci, Doina**). *8th Edition of the International Conference The European Integration – Realities and Perspectives*. 8, 2013, pp. 199-205, ISSN 2067-9211, indexată BDI – ProQuest, EBSCO, DOAJ, Index Copernicus.
11. "ATLAS.ti – A qualitative framing tool of European issues in European Years’ advertising materials” (**Cmeci, Camelia-Mihaela, Cmeci, Doina**). *Proceedings in Electronic International Interdisciplinary Conference. The 2nd Electronic International Interdisciplinary Conference*. EDIS - Publishing Institution of the University of Zilina, 2013, pp.106-110, ISBN: 978-80-554-0762-3, ISSN: 1338-7871.
12. "The analysis of Romanian governmental faces. How Romanian ministries use Facebook.” (Monica Patrut, **Cmeci, Camelia-Mihaela**). *Proceedings in Electronic International Interdisciplinary Conference. The 2nd Electronic International Interdisciplinary Conference*. EDIS - Publishing Institution of the University of Zilina, 2013, pp.519-523, ISBN: 978-80-554-0762-3, ISSN: 1338-7871.
13. "Blending theoretical frameworks in the analysis of advertising images of Europeanization” (**Cmeci, Camelia-Mihaela, Cmeci, Doina**). *Proceedings in Advanced Research in Scientific Areas. The 1st Virtual International Conference*. EDIS - Publishing Institution of the University of Zilina, 2012, pp. 767-771, ISBN: 978-80-554-0606-0.

14. "Framing the inclusion of the other in the European Years' promotional materials." (Cmeciu, **Camelia-Mihaela**). *Language and Literature. European Landmarks of Identity*, nr. 11, 2012, pp. 299-307, ISSN 1843-1577, indexată „B+” CNCSIS, indexată BDI – CEEOL, Index Copernicus, DOAJ.
15. "Blogs – a means of consolidating the National Liberal Party identity" (Pătruț Monica & **Cmeciu, Camelia-Mihaela**). *The Role of New Media in Journalism. International Conference, NM-JUR-2011*, G. Drulă, L. Roșca, R. Boicu (coord.), 2011, București: Editura Universității din București, pp. 23-40, ISBN 978-606-16-0047-2
16. "Book covers – diachronic signs of intertextuality". (Cmeciu, Doina, **Cmeciu, Camelia-Mihaela**). *Language and Literature. European Landmarks of Identity*, nr. 8, 2011, pp. 469-476, ISSN 1843-1577, indexată „B+” CNCSIS, indexată BDI – CEEOL, Index Copernicus, DOAJ.
17. "The interweaving of literary and advertising narratives: Fay Welton's *The Bulgari Connection*, or how to sell identities in a commercial culture" (**Cmeciu, Camelia-Mihaela**, Cmeciu, Doina). *Language and Literature. European Landmarks of Identity*, nr. 7, 2010, pp. 356-361, ISSN 1843-1577, indexată „B+” CNCSIS, indexată BDI – CEEOL, Index Copernicus, DOAJ.
18. "Reframing nationality through local and regional social practices – Europe Direct Bacău Relay" (**Cmeciu, Camelia-Mihaela**, Cmeciu, Doina, Manolache, Mădălina). *4th Edition of the International Conference The European Integration – Realities and Perspectives*. 4, 2009, pp. 759-764, ISSN 2067-9211, indexată BDI – ProQuest, EBSCO, DOAJ, Index Copernicus.
19. "Manipulating communication through images" (**Cmeciu, Camelia-Mihaela**, Cmeciu, Doina). *Proceedings of the 9th Congress of the IASS/AIS „Communication: Understanding/ Misunderstanding”*, Eero Tarasti, Paul Forsell, Richard Littlefield (Coord.), Tartu: Greif, 2009, pp. 337-348, ISBN 978-952-5431-22-3, ISSN 1235-497 X.
20. "When the bird flu strikes the corporate identity. A semiotic approach to corporate crisis management" (**Cmeciu, Camelia-Mihaela**, Ana-Maria Ferent). *Transmodernity. Managing Global Communication. Proceedings of the 2<sup>nd</sup> ROASS Conference*. Bacău: Editura Alma Mater, 2009, pp. 264-275, ISSN 1842-6409.
21. "The theory of graphs – a means of decoding political discourses" (Pătruț, Monica, **Cmeciu, Camelia-Mihaela**). *Verbal Communication Techniques, International Conference Proceedings. Georgian Academy of Educational Sciences*, Tbilisi, 2008, pp. 369-372, ISBN 078-9941-14-161-4 .
22. "Metaphors as a means of generating creativity in politics" (**Cmeciu, Camelia-Mihaela**). *Proceedings of the 4<sup>th</sup> International Conference, "Human Being in Contemporary Philosophical Conceptions"*, vol. 2, Ed. Universității de Stat Volgograd, 2007, pp. 382 – 387, ISBN 978-5-9669-0298-8
23. "The culture of efficient inter- and transtextualization in the Romanian election discourse" (**Cmeciu, Camelia-Mihaela** & Liviu Drugus). *Proceedings of the 4<sup>th</sup> International Conference, "Human Being in Contemporary"*, vol. 2, Ed. Universității de Stat Volgograd, 2007, pp. 159-165, ISBN 978-5-9669-0298-8
24. "Managing the semiotics of idioms in political discourse (2007)" (**Cmeciu, Camelia-Mihaela**). *Individual and Specific Signs. Paradigms of Identity in Managing Social Representation*, Proceedings of the International Conference, Bacău: Alma Mater, 2007, pp. 524-532, ISBN 978-973-1833-62-0.
25. "The particular signs of management as a transdisciplinary approach" (Liviu Drugus, **Cmeciu, Camelia-Mihaela**) 2007. *Individual and Specific Signs. Paradigms of Identity in Managing Social Representation*, Proceedings of the International Conference, Bacău: Alma Mater, 2007, pp. 676-682, ISBN 978-973-1833-62-0.
26. "The semiotics of persuasion in *The Boarding House* by James Joyce" (**Cmeciu, Camelia-Mihaela**). *Proceedings of the 2nd International Conference on British and American Studies*, Suceava: Ed. Universității Suceava, 2006, pp.675-689, ISBN 10 973-666-217-9, ISBN 13 978-973-666-217-1.

### ➤ **Cursuri, manuale**

1. *Redactarea materialelor de relații publice* (Camelia-Mihaela Cmeciu, Daniela Popa) (2010), București, Editura ProUniversitaria, Galați, Editura Universitară Danubius, ISBN 978-973-129-573-2, ISBN 978-606-533-160-0.
2. *Relații publice în mediul internațional* (2010), București, Editura ProUniversitaria, Galați, Editura Universitară Danubius, ISBN 978-973-129-574-9, ISBN 978-606-533-161-7.
3. *Introducere în relații publice* (2009), Bacău, Editura Edusoft, ISBN 978-606-533-029.
4. *Introducere în semiotică* (2009), Bacău, Editura EduSoft, ISBN 978-973-8934-81-8.
5. *Lectures on concepts of English syntax* (2007), Bacău, Editura EduSoft, ISBN 978-973-8934-73-3.

### ➤ **Recenzii în reviste din străinătate indexate și cotate ISI**

1. Katia Pizzi, Godela Weiss-Sussex (eds.), *The Cultural Identities of European Cities*, in *The European Legacy: Towards New Paradigms*, 18(3), 2013, London: Routledge, pp. 379-380, ISSN 1084-8770 print/ISSN 1470-1316 online.
2. Stefan Snævarr, *Metaphors, Narratives, Emotions: Their Interplay and Impact*, in *The European Legacy: Towards New Paradigms*, 17(1), 2012, London: Routledge, pp. 109-110, ISSN 1084-8770 print/ISSN 1470-1316 online.
3. James Cuno (ed.), *Whose Culture? The Promise of Museums and the Debate over Antiquities*, in *The European Legacy: Towards New Paradigms*, 16(2), 2011, London: Routledge, pp. 255-256, ISSN 1084-8770 print/ISSN 1470-1316 online.

4. Paolo Virno, *Multitude: Between Innovation and Negation*, in *The European Legacy: Towards New Paradigms*, 15(7), 2010, London: Routledge, pp. 908-909, ISSN 1084-8770 print/ISSN 1470-1316 online.
5. Christina Garsten, Monica Lindh de Montoya, *Transparency in a New Global Order: Unveiling Organizational Visions*, in *The European Legacy: Towards New Paradigms*, 15(5), 2010, London: Routledge, pp. 666-667, ISSN 1084-8770 print/ISSN 1470-1316 online.
6. Antonio, Negri, *The Porcelain Workshop: for a New Grammar of Politics*, in *The European Legacy: Towards New Paradigms*, 15(4), 2010, London: Routledge, pp. 499-500, ISSN 1084-8770 print/ISSN 1470-1316 online.
7. Michel Foucault, *This is not a Pipe*. in *The European Legacy: Towards New Paradigms*, 15(2), 2010, London: Routledge, p. 247, ISSN 1084-8770 print/ISSN 1470-1316 online.
8. Dorothy Ko, *Cinderella's Sisters: A Revisionist History of Footbinding*, in *The European Legacy: Towards New Paradigms*, 15 (1), 2010, London: Routledge, pp. 94-95, ISSN 1084-8770 print/ISSN 1470-1316 online.
9. Barbara Maria Stafford, *Echo objects: The cognitive work of objects*, in *Visual Studies*, 25 (2), 2010, London: Routledge, pp. 195-196, ISSN: 1472-5878 (electronic) 1472-586X (paper).
10. Jean Baudrillard, *In the Shadow of the Silent Majority*, in *The European Legacy: Towards New Paradigms*, 14 (2), 2009, London: Routledge, pp.215-216, ISSN 1084-8770 print/ISSN 1470-1316 online.
11. Ruth Bernard Yeazell, *Art of the Everyday: Dutch Painting and the Realist Novel*, in *The European Legacy: Towards New Paradigms*, 14(6), 2009, London: Routledge, pp.739-740, ISSN 1084-8770 print/ISSN 1470-1316 online.
12. Piotr P. Chruszczewski, *Cultural Patterns in Discursive Practices of Scandinavian Speech Communities in the Viking Age – on the Basis of Runic Inscriptions of North-Central Jutland*, in *The European Legacy: Towards New Paradigms*, 13(2), 2008, London: Routledge, pp. 238-240, ISSN 1084-8770 print/ISSN 1470-1316 online.
13. Peter Bien, *Kazantzakis Politics of the Spirit*, Volume 1&2. By Peter Bien. in *The European Legacy: Towards New Paradigms*, 13(4), 2008, London: Routledge, pp. 509-510, ISSN 1084-8770 print/ISSN 1470-1316 online.
14. Ray Jackendoff, *Language, Consciousness, Culture: Essays on Mental Structure* (Cambridge, MA: MIT Press, 2007) in *The European Legacy: Towards New Paradigms*, 13(7), 2008, London: Routledge, pp. 886-887, ISSN 1084-8770 print/ISSN 1470-1316 online.

#### ➤ Traduceri

##### **I. în română**

*Ghid de relații publice* (Joe Marconi) – traducere din engleză, Iași: Editura Polirom, 2007, ISBN 978-973-46-0703-7.

##### **II. într-o limbă străină**

*Anotimpurile copilăriei* (Cmeciu, Doina, Cmeciu, Camelia-Mihaela) – traducerea cărții *The Seasons of Childhood* (Carmen Voisei), Bacău: Ed. Corgal Press, 2001

**Conf.univ.dr.  
Camelia-Mihaela CMECIU**