

CURRICULUM VITAE

Personal information

Name	FLAVIA ȚĂRAN
Address	71 General Traian Moșoiu Street, 400132 Cluj-Napoca, Cluj, Romania
Mobile	+40752 869 856
E-mail	flavia.taran@fspac.ro
Date of birth	February 18 th , 1991

Work experience

Occupation or position held	October 2017 – present Research assistant
Name of employer	Department of Journalism and Digital Media, College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca
Occupation or position held	October 2016 – present Teaching assistant
Name of employer	Practical course: Digital Platforms Seminars: Automatic Data Collection and Processing Techniques, Data Journalism, Editing in Web Languages (HTML and CSS), Web Content Management Systems, Editorial Design, Visual Communication Department of Journalism and Digital Media, College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca
Occupation or position held	December 2018 – present Educational expert / Tutor for ROSE Project: Innovative actions to reduce dropout among FSPAC students
Name of employer	Dan-Tudor Lazăr (grant director) College of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca
Occupation or position held	April 2015 – July 2016 Layout designer
Name of employer	Monitorul de Cluj, Monitorul de Mediaș, Mesagerul de Sibiu, Monitorul de Arieș, Viața Transilvaniei

	October – November 2015 April – June 2015
Occupation or position held	Internship tutor [video content]
Name of employer	SC Monitorul Events SRL (POSDRU/161/2.1/G/138032 „Internship for a job in mass-media”), in collaboration with the Department of Journalism, College of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca
	October 2014 – April 2015
Occupation or position held	Website administrator [www.art-in-romania.com]
Name of employer	Silvia’s Art Gallery, Cluj-Napoca
	October 2013 – March 2014
Occupation or position held	Reporter/Video editor
Name of employer	Babeş-Bolyai University Media Center (Centrul Media UBB), Cluj-Napoca
	December 2012 – June 2013
Occupation or position held	Editor-in-chief at StudenTimes newspaper [bi-monthly magazine]
Name of employer	IS UBB Cluj Student Media S.R.L (Simulated Enterprise, VEHMED, POSDRU 90/2.1/S/64002), Cluj-Napoca
	December 2012 – June 2013
Occupation or position held	Video editor/Reporter
Name of employer	IS UBB Cluj Student Media S.R.L (Simulated Enterprise, VEHMED, POSDRU 90/2.1/S/64002), Cluj-Napoca
	July – August 2011
Occupation or position held	Reporter for the cultural news column
Name of employer	Făclia, Cluj-Napoca
	December 2010
Occupation or position held	Video editing assistant
Name of employer	NCN, Cluj-Napoca
	April–May 2011
Occupation or position held	Reporter
Name of employer	Radio Impuls, Cluj-Napoca

Education	
	2016 – present
Title of qualification	Ph.D. candidate Aggregation and dissemination – the dynamics of internet memes [title still in review]
Organization providing education and training	Doctoral School of Political and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca Thesis coordinator: prof. Elena Abrudan, Ph.D.
	February – June 2019
Title of qualification	Pedagogical post-university module, level 1
Organization providing education and training	Teacher Training Department (DPPD), Babeş-Bolyai University, Cluj-Napoca
	February – April 2018
Title of qualification	Erasmus+ study mobility
Organization providing education and training	Hochschule Mittweida University of Applied Sciences Mittweida, Germany
	2012 – 2014
Title of qualification	M.A. diploma in Media Communication The Structure and Dynamics of Meme Aggregators [10.00]
Organization providing education and training	Department of Journalism, College of Political, Administrative and Communication Sciences Babeş-Bolyai University, Cluj-Napoca
	2009 – 2012
Title of qualification	B.A. diploma in Journalism (Communication specialist) The Media Representation of the Occupy Wall Street Protests [10.00]
Organization providing education and training	Department of Journalism, College of Political, Administrative and Communication Sciences Babeş-Bolyai University, Cluj-Napoca
	2005 – 2009
Title of qualification	Secondary education in the field of Mathematics and Computer Science [intensive Computer Science courses]
Organization providing education and training	“O.C Tăslăuanu” High School, Toplița, Harghita County

Languages

First language	Romanian									
Other languages	English, German									
Self-assessment	Understanding				Speaking				Writing	
European level (*)	Listening		Reading		Spoken interaction		Spoken production			
English	C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user
German	B1	Independent user	B1	Independent user	A2	Basic User	A2	Basic User	A2	Basic User

(*) Common European Framework of Reference (CEF) level

Computer skills

- › Screens scraping software [Helium Scraper and browser-based scrapers]
- › API Interrogation
- › Data analysis and visualization software [Tableau Public]
- › Audio-video editing [Adobe Premiere, CoolEdit Pro]
- › Desktop publishing [Adobe InDesign]
- › Microsoft Office suite

Additional information

Published scientific articles and book chapters

- › Țăran, Flavia; Ormenișan, Alexandra. (2019) **“European Elections, national agenda: the uses of Facebook in the 2019 Romanian EP elections”**, in Central European Journal of Communication, Volume 13, no. 1 (25).
- › Țăran, Flavia. (2019) **“Exploring the meme-sphere using semantic relatedness on Know Your Meme”** in : Roxin I., Tajariol F., Hosu I., Pélissier N. (eds.) *Information, Communication et Humanités numérique. Enjeux et défis pour un enrichissement épistémologique*, Cluj-Napoca (Romania), Edition Accent, pp. 63-79.
- › Țăran, Flavia. (2019) **“Comunitățile virtuale ca locuri pentru deliberare: Reddit”** in Meza, RM (ed.) *Digitalizarea media și cultura Populară*. Cluj-Napoca: Presa Universitară Clujeană, pp. 52-58.
- › Țăran, Flavia. (2019) **“Mișcările sociale și activismul digital”** in Meza, RM (ed.) *Digitalizarea media și cultura Populară*. Cluj-Napoca: Presa Universitară Clujeană, pp. 71-78.
- › Țăran, Flavia. (2019) **“Agregarea și diseminarea memelor pe internet”** in Meza, RM (ed.) *Digitalizarea media și cultura Populară*. Cluj-Napoca: Presa Universitară Clujeană, pp. 138-143.
- › Țăran, Flavia. (2017) **We are Roddit: An overview of the r/Romania subreddit**, in Studia Universitatis Babeș-Bolyai Ephemerides, no. 63 (1/2017).
- › Țăran, Flavia. (2014) **The structure and dynamics of meme aggregators**, in Studia Universitatis Babeș-Bolyai Ephemerides, no. 59 (1/2014).

Conferences

- › 2019, 19-21 June
12th Central and Eastern European Communication and Media Conference (CEECON)
University "St. Kliment Ohridski", Sofia, Bulgaria
Political memes and where to find them: A study of the news value of Romanian memes

- › 2019, May 17
Journalism and Digital Media International Conference
Media Culture Days 15 – 17 May 2019, Department of Journalism, College of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca
Building capital through internet memes: the case of the Facebook youth group Junimea

- › 2018 (18-20 octombrie)
Information, Communication et Humanités Numériques (HumanNum)
23e Colloque Franco-Roumain en sciences de l'information et de la communication
Facultatea de Științe Politice, Administrative și ale Comunicării, Universitatea Babeş-Bolyai
Exploring the meme-sphere: using semantic relatedness on KnowYourMeme.com

- › 2018, September 19th – 21st
PhD Candidates' National Conference – Universitaria Consortium
Babeş-Bolyai University, Cluj-Napoca
The road from image to meme: a view on how Classical Art Memes converts paintings into new forms of communication

- › 2018, May 30th
11th Central and Eastern European Communication and Media Conference (CEECON)
University of Szeged, Hungary
The digital ambassadors: a view on how cultural exchanges on Reddit outline the national identity of Eastern-European countries

- › 2018, May 19th
International Conference: Innovation in Journalism education and media practices
Media Culture Days 18 – 25 of May 2017, Department of Journalism, College of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca
Data dump: open source data and its uses in Romanian journalism

- › 2017, May 25th
Digital Media International Conference
Media Culture Days 25 – 31 May 2017, Department of Journalism, College of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca
The secret life of art: a case study on Classical Art Memes

- › 2017, February 24th
Doctoral students' scientific session, 6th edition
Doctoral School of Political and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca
r/Romania: the scale and dynamic of the local subreddit

Teaching and lectures

- › 2014, May 29th
Media and Society: Models, Representations and Current Phenomena Students' Panel
Department of Journalism, College of Political, Administrative and Communication Sciences,
Babeş-Bolyai University, Cluj-Napoca
The Structure and Dynamics of Meme Aggregators [awarded 'Best research paper']
- › 2013, October 24th
Media and Society: Models, Representations and Current Phenomena Students' Panel
International Conference on Media Convergence 23 -26 October 2013, Department of
Journalism, College of Political, Administrative and Communication Sciences,
Babeş-Bolyai University, Cluj-Napoca
Freeing Gigi Becali: Facebook as a universal social venue
- › 20-23 November, 2019
Invited lecture at the **International Week** at FH Wien der WKW, University of Applied
Sciences for Management & Communication, Vienna, Austria
- › July 22nd, 2019
Junior Summer University, 12th edition
Babeş-Bolyai University Students' Association (OSUBB)
- › 3-6 December 2018
Lecture at the 12th edition of the **International Communication Days** at Artesis Plantijn
University College Antwerp and Erasmus University College Brussels

Scholarships

- › 2017
Yardi Romania Scholarship for high academic achievement and contribution to the
professional field
- › 2013 – 2014
Scholarship for Scientific Performance
Babeş-Bolyai University, Cluj-Napoca
- › October 2011 – January 2012
Radio School merit scholarship
POSDRU 2007-2013 ID63812

Trainings, workshops & projects

[participations]

- › 2017, November 15th – 21st
FESTILTAN – International Design Workshop
Tiltan School of Design and Visual Communication, Haifa, Israel
Topic: Design-driven innovation
- › 2016, October 5th
Journalism in the Social Media Age
Trainer: John Mastrini, multimedia editor at Radio Free Europe/Radio Liberty
The American Embassy and the College of Political, Administrative and Communication
Sciences, Babeş-Bolyai University, Cluj-Napoca
- › 2013, August 26th - September 6th
Production of Information and Practices in European Journalism
Erasmus Intensive Program (IP), Camaret-sur-Mer, Brittany, France
- › 2013, April 22nd – 28th
Learning mobility at newspapers and TV stations in Madrid, Spain
POSDRU 90/2.1/S/64002, VEHMED Project

- › 2012, December 6th – 11th
Successful journalist: premises and challenges
 Trainers: ARJE Formacion, Madrid, Spain
 POSDRU 90/2.1/S/64002, VEHMED Project, Cluj-Napoca
- › October 2011 – January 2012
Radio School (2nd generation)
 Radio School POSDRU 2007-2013 ID63812, Cluj-Napoca
- › 2010, April
Diversity reflected in radio reportage
 Trainer: Cristian Ivanuş, journalist at Radio România
 Journalism Department, College of Political, Administrative and Communication Sciences,
 Babeş-Bolyai University, Cluj-Napoca
- › 2010, February 19th – 21st
Journalism Beyond Borders Workshop
 Trainer: Sven Gallinelli, journalist and chief news desk at Neue Luzerner Zeitung,
 Lucerne, Switzerland
 GIB (The Bassarabian Initiative Group), Cluj-Napoca

Extracurricular activities

October 2016 – present

Coordinator at Media Project

Media Project is one of the extracurricular activities of the Department of Journalism and Digital Media, where students create original video content.

October 2016 – present

Collaborator at Blaga Revisited

Blaga Revisited [studentpress.ro/blaga] is an online community built around the idea of cultural rebranding for Lucian Blaga. My main activities include creating digital art and engaging people in activities and events build around the platform.

2019 | 2018 | 2017

Organizational committee member at Media Culture Days

Media Culture Days is a series of events organized by the Department of Journalism and Digital Media, aiming to bring together students, professionals, teachers and researchers in the fields of digital media, journalism and communication.

October 2016 (21 – 30) | October 2015 (16 – 25) | October 2014 (10 – 19)

Reporter for Chameleon, the official publication of Comedy Cluj International Film Festival

November 2012 – November 2013

Coordinating editor at Ziarul Studentesc, students' newspaper in Cluj-Napoca