



**Prof. Ph.D. Habil. CARMEN NEAMȚU**

"Aurel Vlaicu" State University from Arad, Romania

Doctoral Habilitation at Faculty of Letters, History and Theology from West University of Timisoara, Romania. (OM no 5677/2019).

Ph.D. *magna cum laude* from 2002.

- 1992-1997 – Bachelor Degree, Faculty of Letters, History and Philosophy - West University of Timisoara.
- 1997-1998, Master Degree, Faculty of Letters, History and Philosophy - West University of Timisoara. Comparative Literature and Intertextuality.
- 1994-1998, Bachelor Degree in Journalism, West University of Timișoara.

Member of the editorial board of the Professional Association of Writers`s Journal, "ARCA". Member in the editorial board of "Romanian Journal of Journalism and Communication", Faculty of Journalism and Mass Communication, Bucharest University. Member of Romanian Association of Professional Journalists and of the Association of Training Experts in Journalism and Communication – Romania.

**Volumes published in Romanian language:**

*Limbajul publicitar*, Arad, Mirador, 2002.

*Stilul publicistic*, Arad, Mirador, 2004.

*Limbă și stil în presa scrisă*, Arad, Mirador, 2007.

*Convorbiri cu vedere la microfon. Arta interviului. Chipuri și moduri*, Arad, Mirador, 2009.

*Reclame pe limbă. Publicitate și ubicuitate*, Arad, Mirador, 2012.

*Interviuri, dialoguri, discuții și alte meniuri ale științelor comunicante*, Arad, Mirador, 2018.

Co-authored of the *Handbook for Journalism*, Iași, Polirom, 2009.

Co-authored of the *Media Rhetoric. How Advertising and Digital Media Influences Us*, (ed. Samuel Mateus) Cambridge Scholars Publishing, UK, 2021.

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## PROFESSIONAL EXPERIENCE

- **Period (from – to)**      **1992-1994** : Permanent correspondent for the cultural magazine of the Writers' Union of Romania, "Zburătorul", new series.
- 1996-1997** : editor of the newspapers "Libertatea de Arad" and "Curierul de Arad", holder of the permanent column of editorial actuality, chronicles and reviews of Romanian and foreign books.
- 1998 –1999** : editor of the daily newspaper "Observator".
- 1999–2007** : editor, responsible with cultural page of the daily newspaper "Observator".
- 1997-2002**: assist.prof. "Vasile Goldiș" Western University of Arad, Faculty of Humanist-Christian Sciences, Department of Philology and Journalism.
- Since 1999** : - editor of the cultural and visual art magazine of the Writers' Union of Romania, "ARCA".
- 2001-2002** : – Head of the Department of Image and Press Relations, "Vasile Goldiș" Western University of Arad.
- 2002-2004** : lecturer, "Vasile Goldiș" Western University, Faculty of Humanist-Christian Sciences.
- 2004-2006** : associate professor - "Vasile Goldiș" Western University of Arad.

**2003 -2004:** permanent correspondent of the german magazine for the Romanian diaspora, "Curierul de Vest".

**2006-2022:** associate professor Ph.D. at "Aurel Vlaicu" State University from Arad, Faculty of Humanities and Social Sciences

**2022-present:** professor Ph.D.Habil. "Aurel Vlaicu" State University from Arad, Faculty of Humanities and Social Sciences

**2008-2010:** visiting professor, Faculty of Letters, History and Philosophy, West University of Timisoara.

**2015:** *visiting professor*, Instituto Politecnico de Lisboa, Portugal.

**2016:** *visiting professor*, Institutul „Miguel Torga”, Coimbra, Portugal.

**2017:** *visiting professor*, Escola Superior de Comunicacao Social, Lisboa, Portugal.

**2018:** *visiting professor*, Instituto Politecnico de Lisboa, Portugal.

**2022:** *visiting professor*, Instituto Politecnico de Lisboa, Portugal.

- **Name and address of employer** "Aurel Vlaicu" State University from Arad, Faculty of Humanities and Social Sciences  
*"Aurel Vlaicu" State University of Arad  
Faculty of Humanities and Social Sciences  
Str. Elena Dragoi, No 2, 310330, Arad, Romania  
Phone: 00+40.745.82.17.28*
- **Type of activity or sector of activity** *Courses: Writing Techniques, Genres of Written Press; Advertising; Public Relations; Cultural journalism; Academic Writing.*
- **Position occupied** Prof. Ph.D. Habil., Aurel Vlaicu State University from Arad

## EDUCATION AND FORMATION

- Period
- Name and type of educational institution and professional organisation through which vocational training was carried out

**1992**, "Moise Nicoară" National College, Arad.

**1996**, graduate of the International Summer School organized Faculty of Journalism and Communication Sciences, University of Bucharest, Center for Independent Journalism: Mass-Media – "Political Processes, Elections and Democratic Change", Eforie Nord, Romania.

**1997**, scholar of the "Soros" Foundation representing Romania at the "New Technologies and the Future of Journalism" program, Braga University, Portugal.

**1992-1997**, graduated from the Faculty of Letters, History and Philosophy of the West University of Timisoara (Romanian-English, 5 years of study).

**1998**, American University, Blagoevgrad, Bulgaria, program "Political and Economical Pressure on the Media".

**1998**, "The Management and Media Academy", Faculty of Journalism and Communication Sciences, University of Bucharest and the Center for Independent Journalism in Bucharest.

**1997-1998**, master - West University of Timisoara, Faculty of Letters and Philosophy - Comparative Literature and Intertextuality.

**1994-1998**, Faculty of Journalism, West University of Timisoara (4 years of study).

**2000 – 2001**, scholarship from the Danish Government through the Copenhagen Foundation for Democracy, University of Aarhus and Ry Højskole.

**2002**, University of Communication Sciences in Helsinki, Finland, program "Multiskilled Journalism".

**2002**, PhD in PHILOLOGY, obtained with the distinction *MAGNA CUM LAUDE*, West University of Timisoara,

coordinator: Prof.Ph.D. Ștefan Munteanu. Thesis: The Language of Advertising.

**2004**, University of Tilburg, The Netherlands, program : "European Integration and Journalism", Faculty of Communication Sciences & "Fontys", Tilburg.

**2005**, Faculty of Journalism and Communication Sciences, Ankara Universitesi, Turkey, program : "New Media Structure. Journalist: Insider or Outsider".

**2006**, Faculty of Journalism and Communication Sciences, Athens, program: "Media Eth(n)ics".

**2007**, University of Journalism and Communication in Neuchatel, Switzerland, program : "Media and Minorities".

**2008**, University of Journalism and Communication Sciences, Zagreb, Croatia, "Freelance Journalism" program.

**2009**, Lincoln University, UK, "Multi-platform Media" program.

**2013**, Utrecht University, The Netherlands, program: "Cultural Journalism" - "Imagine Europe", Ecole Superieure de Journalisme, University of Utrecht.

• **Field studied/occupational skills**

• **Type of qualification/diploma obtained**

• **Level of classification of the form of training/learning**

Philology (language and literature Romanian language and English).

Journalism and Public Communication, Advertising, PR Ph.D. (2002);

Bachelor Degree (1997 and 1998);

Master Degree (1998);

High school, higher education, master, Ph.D.

**FOREIGN Languages**

- **Ability to read**
- **Ability to write**
- **Ability to speak**

English, French, Italian

French, English, Italian — very good

English — very good;

English — very good

*ORGANIZATIONAL  
SKILLS.*

experience in organizing PR activities; evaluator: Ministry of Education and Research – field of Journalism-Communication and Public Relations.

OTHER SKILLS

works published in the fields of stylistics, communication and mass-media, advertising, writing techniques in the press, Cultural journalism; literary criticism, theatre review.

## Other informations

- The "Ovidiu Cotruș" prize for literary criticism, awarded by the Writers' Union, Arad branch and the cultural and visual art magazine "ARCA". (1996)
- The Prize for Dramatic Chronicle, awarded by the Writers' Union of Romania, Arad branch, and the cultural and visual art magazine "ARCA". (2021).
- Diploma of excellence, Research and Innovation Gala, "Aurel Vlaicu" University of Arad, 2016.
- Diploma of excellence, Research and Innovation Gala, "Aurel Vlaicu" University from Arad, 2017.
- Academic Awards Gala 2004, "Vasile Goldiș" University of Arad, Diploma of Excellence.
- Academic Awards Gala 2002, "Vasile Goldiș" University of Arad, Diploma of Excellence.
- Diploma of excellence, Research and Innovation Gala, "Aurel Vlaicu" University from Arad, 2018.
- Diploma of excellence, Research and Innovation Gala, "Aurel Vlaicu" University from Arad, 2019.
- Expert evaluator in the field of Journalism- Communication and Public Relations, Ministry of Education and Research Romania. (ARACIS, CNCSIS)- code:576.
- Editor of the culture magazine of the Writers' Union of Romania, "ARCA", since 1999 up to present.  
[www.uniuneascritorilorarad.ro/redactor/carmenneamtu](http://www.uniuneascritorilorarad.ro/redactor/carmenneamtu)
- Member of the editorial board of the *Romanian Journal of Journalism and Communication Sciences*, University of Bucharest, Romania; ISSN: 1842-256X. EBSCO, ProQuest, RePEc, <http://www.jurnalism-comunicare.eu/rrjc/redactia.php>
- Member of the Association of Trainers in Journalism and Communication, Romania.

- Member of the Artistic Council of the "Ioan Slavici" Classical Theatre of Arad, on behalf of the Writers' Union Arad and of the cultural and visual art magazine, "ARCA".
- Member of the Union of Professional Journalists in Romania (No.7159)

## PUBLISHED VOLUMES

**Carmen Neamțu, Limbajul publicitar**, Ed. Mirador, Arad, 2002, ISBN 973-8484-05-7

**Carmen Neamțu, Stilul publicistic**, Ed. Mirador, Arad, 2004; ISBN: 973-8484-57

**Carmen Neamțu, Limbă și stil în presa scrisă**, Ed. Mirador, Arad, 2007; ISBN 973-8484-71-5

**Carmen Neamțu, Convorbiri cu vedere la microfon. Arta interviului. Chipuri și moduri**, Ed. Mirador, Arad, 2009; ISBN 978-973-164-040-2

**Carmen Neamțu, Reclame pe limbă. Publicitate și ubicuitate**, Ed. Mirador, Arad, 2012; ISBN 978-973-164-083-9

**Carmen Neamțu, Interviuri, dialoguri, discuții și alte meniuri ale științelor comunicante**, Ed. Mirador, Arad, 2018; ISBN 978-973-264-265-9

## CO-AUTHOR/AUTHOR OF CHAPTER IN:

**Manualul de jurnalism**, Ed. Polirom, Iași, 2009, Mihai Coman (ed.), Chapter: *Tehnici de redactare. Stilul jurnalistic*, pp.170-189. ISBN 978-973-46-1239-0

**Egy magyar-roman irodalmi antologia**, Ed. Mirador Kiado, Gyula, 2004, *Antologia în limba maghiară cuprinzând scriitori din Banat*, Chapter: *A színházban égni kell, nem nyavalyogni*, pp. 278-291, ISBN: 973-8484-29-4.

**Florin Bănescu. Mușchetarul Câmpiei de Vest, Lucrare monografică**, Lucia Bibarț and Lidia Margea (ed.), Ed. Nigredo and Biblioteca "A.D.Xenopol", Arad, 2005. Chapter: „Rețet(ar)e românești de tranziție// Pendulând între oligofrenie și paranoia”, pp. 49-53. ISBN 973-99246-6-2



**Ștefan Munteanu – 85. Referințe critice**, Doina David, Ileana Oancea and Vasile Țîra (ed.), Ed. Facultății de Litere, Istorie și Filosofie a Universității de Vest din Timișoara, Amphora, Timișoara, 2005. Chapter: *Locul impresiei*, pp. 155-158. ISBN: 973-7723-02-3

**Identitate și cultură națională în România mare**, Lavinia Betea (ed.), Ed. Presa Universitară clujeană, 2018, Chapter: Aradul de odinioară. Limbajul publicitar al anilor '30 - '40, , pp.255-273, ISBN 987-606-37-0454-3

**Comunicare, cultură și societate. Principii, teorii, analize**, Maria Sinaci (ed.), Ed. Presa Universitară clujeană: Cluj-Napoca, 2019, Chapter: *Capcana întrebării*, pp. 33-51, ISBN: 978-606-37-0575-5

**O istorie a literaturii române contemporane în interviuri**, Nicolae Băciuț, Ed. Reîntregirea, Arhiepiscopia Ortodoxă Alba Iulia, 2005; ISBN:973-7879-10-5; pp.7-10, Chapter: *Cred în interviu, fiindcă e unul din genurile vii, pline de dinamism.* (reprinted volume, in 2007, Ed. Nico, București)

**Media Rhetoric. How Advertising and Digital Media Influences Us**, (ed. Samuel Mateus), Newcastle upon Tyne, United Kingdom, Cambridge Scholars Publishing, 2021. Chapter: 3: Iconic Rhetoric in the Discourse of Advertising; Hard cover, ISBN:1-5275-6779-6; ISBN13:978-1-5275-6779-5

*E-book*: Carmen Neamțu - Samuel Mateus, **Media Rhetoric. How Advertising and Digital Media Influences Us**, Newcastle upon Tyne, United Kingdom, Cambridge Scholars Publishing, 2021. ISBN: 9781527568884

#### **Present in:**

**Dicționarul presei arădene**, Emil Șimăndan, Ed. Gutenberg Univers, 2010, pp.306-307. ISBN:978-606-8204-22-2

**Dicționarul Jurnaliștilor Arădeni**, Emil Șimăndan, Ed. Gutenberg Univers, 2011, pp.151-152. ISBN: 978-606-8204-63-5

**Voci și vocații jurnalistice arădene în UZPR**, Emil Șimăndan, Vasile Filip, Azbest Publishing, 2019, pp.75-79. ISBN 978-606-8737-49-2,

**Dialoguri deschise**, Petre Don, interviews, Ed.Mirador, 2016, pp.48-50. ISBN:978-973-164-203-1

**Monografia Colegiului Național Moise Nicoară din Arad**, Alexandru Roz, Ed. Fundația Moise Nicoară, Arad, 2008, p. 426. ISBN:978-973-88112-3-2

**Evoluția și tipologia presei arădene**, Melente Nica, Gabriela Groza, Emil Șimăndan, Ed. Fundației "Ioan Slavici", Arad, 2006, p.347 și p.363. ISBN:973-809-33-78

**Presa arădeană postdecembristă (1989-2001)**, Gabriela Groza, Ed.Fundației "Ioan Slavici" Arad, 2002, p.22; p.71. ISBN: 973-8093-14-7.

**Jurnaliști arădeni – selfie**, Lavania Betea, Vasile Filip, Ed. Gutenberg Univers, Arad, 2022, „Fiecare jurnalist se crede un bond. James Bond”, p.102-109. ISBN: 978-606-675-345-6

**Participation in the teams for the elaboration or implementation of institutional, social and regional development grants/projects; transfer of knowledge and policy instruments; development assistance etc., financed by a regional, national or foreign entity**

1. Project European Union, HURO 1001/276/1.2.3, "Hungary-Romania Cross-Border Co-operation Programme 2007-2013, coordinating trainer for Cross Press Workshop, part of the HURO 1001/276/1.2.3 programme  
"Common press service for better information of the cross-border population", Program conducted in Oct. 2012, Nov. 2012 and December 2012.
2. Member of the International Project "Inner and outer light IYL – 2015", EDU MOODLE, Arad County, "Moise Nicoară" National College Arad, evaluator Communication strategies, Advertising and PR for the project.
3. Coordinator of three projects financed by the Arad City Hall and the Arad Muncipal Cultural Center, Public hearings - voices in

the citadel, Projects carried out between November 1st and December 15th, 2017". Cf.CCMC decision, No.7744, 7.11.2017. "Writers and Readers"; "Literature – a marginalized institution?" "Publishing houses and the crisis of the books".

4. 2000 – 2001: Danish government scholarship through the Copenhagen Foundation for Democracy.

5. Project coordinator section A7, 4-6 July 2016, International Summer School in Moneasa, Communication and Interculturality - XVth Edition of the Arad-Moneasa Summer School, Summer University: International scientific conference Communication and interculturality.