

# CURRICULUM VITAE

## PERSONAL DETAILS

Title: <b>Dr/ Miss</b> Surname: <b>MITU</b>	
Forename(s): <b>BIANCA - MARINA</b>	
Date of Birth: March 17 <sup>th</sup> 1982 Marital Status: unmarried	
Email: bianca.mitu82@gmail.com	Mobile no: 004 0721 972 203, Bucharest, Romania

## EDUCATION AND QUALIFICATIONS

October 2009- September 2012 – **PhD in Media and Communication Studies**, University of Bucharest, Romania. PhD Thesis: *Media and Civil Society in Post-Communist Countries: Terms and Conditions of Online Civic Engagement*.

June 2010- December 2011- **Visiting Scholar**, Communication and Media Research Institute, University of Westminster, London, UK, under the supervision of professor Colin Sparks and professor David Gauntlett.

October 2007 – February 2009 – **MA - Media and Communication Studies**, *Spiru Haret* University, Bucharest, Romania. MA Thesis: *Viewing Today's Television: Effects on Young People's Language and Behaviour*.

October 2004 – July 2008 – **Bachelor of Law**, Faculty of Law and Public Administration, *Spiru Haret* University, Bucharest, Romania.

October 2003- July 2007 – **Philology Bachelor**, Faculty of Letters (English Major), University of Bucharest, Romania. Related courses: English Literary Criticism, English Grammar, Romanian and English Literature, Teaching Practices.

1996- 2001- **A Level**, *Elena Cuza* College of Pedagogy, Bucharest, Romania. Related courses: Pedagogy, Psychology, Teaching Methodologies and Practices.

## **OTHER ACADEMIC/ PROFESSIONAL TRAINING**

July 2012 – **Quality Management in Higher Education**, organized by *Spiru Haret* University and co-funded by the European Social Fund and the Romanian Ministry of Education.

November 2010- **Quality and Leadership for Romanian Higher Education - Strategic Planning for University Leaders: Leadership, Visioning and Goal Setting, Strategic planning, Change Management**, co-financed through European Social Fund by Sectoral Operational Programme Human Resources Development 2007-2013.

2004- 2008- **Classroom Management and Teaching Practices**, University of Bucharest, Romania.

2000- 2001- **Computer operator course**, Ministry of Interior, The Romanian Government.

## **CURRENT AND PREVIOUS EMPLOYMENT**

▪ January 2013– Present- Media and Communication Expert, Romanian Cultural Institute, <http://www.icr-london.co.uk/>

Main responsibilities:

- project manager- cultural projects with the European countries,
- ensure that policies, legal regulations and audit requirements are met,
- assisting the participants with travel and accommodation arrangements in the other European countries,
- organizing office supply,
- administration of payments and keeping financial records of the cultural projects in process,
- organising of international conferences and events,
- media researcher.

▪ September 2012- Present – Part- time Lecturer, University of Bucharest, Romania, Graduate and Post-Graduate Level.

Main responsibilities:

- teaching (main course: Analysis of Media Content),
- providing support for organising of international conferences, workshops and academic events.

- September 2012- Present – Co-Director, International Journal of Communication and Health, [www.communicationandhealth.ro](http://www.communicationandhealth.ro).

Main responsibilities:

- drafting informational materials for the Director and the Editorial Board,
- organizing office supply,
- assisting the Director in the selection of the scientific materials for publication,
- maintaining the Journal's website.

- June 2009- September 2012- Assistant Professor, *Spiru Haret* University, Bucharest, Romania, BA Level.

Main responsibilities:

- teaching (seminars: Television Theory and Practice, Newspaper Management, Media and Culture),
- creating teaching materials and handouts,
- providing support for the Faculty admission and selection processes,
- support for the organization of events (public lectures, workshops, conferences) and drafting informational materials,
- maintaining the Faculty's website and Facebook page,
- assisting the Dean in the administration of the Faculty's events and in obtaining and developing co-financed scientific grants.

- February 2010- September 2012- Editor in Chief, *Journalistic Workshop* – a newspaper for students, *Spiru Haret* University, Bucharest, Romania.

Main responsibilities:

- administration of the materials for publication,
- review of the students' articles,
- product design and layout of every issue of the newspaper.

- October 2009- June 2011- Part- time Assistant Professor, University of Bucharest, Bucharest, Romania.

Main responsibilities:

- teaching (seminars: Discourse Analysis, Introduction to Media Studies, Introduction to Television Studies),
- providing support for the Faculty admission and selection processes.

- June 2009- July 2010- Manager and Media Trainer, Talent Media School - private school of television.

Main responsibilities: - managing multiple projects, administrative tasks for private and public sector,

- promoting and organizing of educational and cultural events,
- selection of the participants,
- organizing office supply,
- administration of payments and keeping financial records of the participants,
- coordinate and manage structured and high quality communication to both journalists and participants,
- television trainer (workshops of writing, interviewing, live reporting and TV commercials and shows).

▪ June 2003- January 2009- TV Producer – Ad Hoc Multimedia, TV Production Company, Romania.

Main responsibilities:

- drafting informational materials,
- organizing office supply,
- administration of payments and keeping financial records of every TV show and of the participants,
- elaborating new TV shows.

▪ September 2001- October 2005- English Teacher, Public Kindergarden, Bucharest, Romania.

Main responsibilities:

- teaching English classes,
- organizing events with the children.

## **LANGUAGES**

**Romanian** - Native

**English** – Advanced

**Spanish**- Upper Intermediate

**French**- Working Level

**German**- Working Level

## **COMPUTER SKILLS**

Windows (Microsoft Office: Word, Excel, PowerPoint), SPSS v17.0, Internet usage.

## **RESEARCH SKILLS**

- qualitative and quantitative media content analysis.
- interviewing and interview analysis.

- experience in conducting comparative research in European countries.
- SPSS and qualitative data analysis.
- ability to publish in academic journals and present papers at academic conferences.
- ability to work as part of a team and to collaborate with others.
- willingness to undertake further training and to adopt new research procedures.
- commitment to meet deadlines.

## **OTHER SKILLS**

- excellent knowledge of national and European policies,
- excellent teaching and communication skills,
- original, enthusiastic, spontaneous, committed to obtaining excellent results,
- ability to lead research teams,
- initiating communication and establishing successful relationships with partners and coworkers,
- managing multiple projects and priorities efficiently and timely,
- maintaining a positive and flexible attitude and readily adapting to change.

## **GRANTS AND RESEARCH AWARDS**

- June 2013- **Grant for participation** to the International Conference *Polarization in divided societies: Korea in a global context*, 2- 4 September 2013, offered by the Central European University, Budapest.
- May 2013- **Grant for participation** to the International Summer School *New Regionalism*, 16- 19 September 2013, offered by Leipzig University, Germany.
- March 2013 - **Grant for publication** offered by COPYRO- National Research Association, <http://www.copyro.org/>
- June 2010- December 2011- **Visiting Scholar** at Communication and Media Research Institute, University of Westminster, London, UK, under the supervision of professor Colin Sparks and professor David Gauntlett.
- October 2009 – September 2012 – PhD **research scholarship**. The research was co-funded by the European Social Fund SOPHRD 2009- 2012 and the Romanian Ministry of Education.

## **EDITORIAL BOARD MEMBERSHIPS**

- Journalism and Mass Communication Journal, ISSN 2160-6579, David Publishing Company, Chicago, USA, [http://www.davidpublishing.org/journals\\_info.asp?jId=418#](http://www.davidpublishing.org/journals_info.asp?jId=418#)
- International Journal *Interpersona*, <http://interpersona.psychopen.eu/announcement/view/4>
- International Journal of Communication and Health, <http://communicationandhealth.ro/editorial-board/>
- International Journal of Journalism and Literature [www.journalismandliterature.ro](http://www.journalismandliterature.ro)

**REVIEWER** for Journalism and Mass Communication Journal, International Journal *Interpersona*, International Journal of Communication and Health, International Journal of Journalism and Literature.

Reviewed articles for *Journalism and Mass Communication Journal*, USA:

- Roberto Saviano. Journalism, Literature, Civic Engagement, Democracy;
- Alerting Silence: What liturgists might learn about contemplation from;
- Facilitating a Transcultural Approach to Entertainment Education and Health Promotion: A Model for Collaboration;
- Powerful Force of The Media to Environmental Issues and Its Contribution to Environmental Engineers;
- Social- Web Media (R)Evolution: Marchall-ing a New Media Age;
- Outbursts, insults and the First Amendment: A Feminist and Critical Theories Approach to Media Studies;
- Media as an identity negotiator among “Swedish” children in Athens and “Japanese” in London;
- Facilitating a Transcultural Approach to Entertainment-Education and Health Promotion: A Model for Collaboration;
- Worldviews, media use, and attitudes toward science in 1957: A structural equation test of cultivation theory.

## **ASSOCIATION MEMBERSHIPS**

- European Communication Research and Education Association – ECREA
  - International Association for Media and Communication Research- IAMCR
  - UK Social Policy Association.
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## LIST OF PUBLICATIONS

### **BOOKS:**

Mitu, B., *Media and Civil Society*, Ars Docendi University of Bucharest Publishing House, ISBN 978-973-558-661-4, 2013.

Mitu, B. (co- author), *News Agency's Journalism*, Romania de Maine Publishing House, ISBN – 978-973-163-584-2, 2010.

### **BOOK CHAPTERS:**

Mitu, B., Young Citizens, Social Memory and Social Media. In *Web 2.0 - New Perspectives for Education: The Social Media Revolution*, AVM Verlag Publishing House, Munchen, Germany, ISBN -978-3-8473-2425-6, 2013.

### **ARTICLES :**

Mitu, B., Social Norms- an Important Determinant of Individual Television Viewing. In *Analysis and Metaphysics*, Addleton Academic Publishers, New York, Volum 8/ 2009.

Mitu, B., Romanian Language in Nowadays Journalism. In *Annals of Spiru Haret University- Journalism Studies*, ISSN 1454-9492, 2009.

Mitu, B., James's Conception of Novelistic Truth and his Aesthetic of Fiction. In *Analysis and Metaphysics*, Addleton Academic Publishers, New York, Volum 8/ 2009.

Mitu, B., Cultural Journalism and Globalization. In *Geopolitics, History and International Relations*, Addleton Academic Publishers, ISSN: 1948-9145, 2010.

Mitu, B., Media Credibility and Ethics in Television News. In *Contemporary Readings in Law and Social Justice*, Addleton Academic Publishers, ISSN: 1948-9145, 2010.

Mitu, B., EU and the Moral Crisis of the Civil Society into the Context of Globalization. In *Sphere of Politics*, No. 246, ISSN- 1221-6720, 2010. <http://www.sferapoliticii.ro/sfera/146/art10-mitu.html>

Mitu, B., Culture and Television after 20 Years: The Televisual Globalization. In *Annals of Spiru Haret University- Journalism Studies*, ISSN 1454-9492, 2010.

Mitu, B. (co- author), Political Power and Violence, in *Sphere of Politics*, No. 164, 2011 ISSN- 1221-6720. [http://www.sferapoliticii.ro/sfera/164/art01-Nichitelea\\_Mitu.php](http://www.sferapoliticii.ro/sfera/164/art01-Nichitelea_Mitu.php)

Mitu, B., Television Sports News between Performance, Violence and Spectacle, in *Journalism and Mass Communication*, David Publishing Company, Chicago, USA, ISSN 2160-6579, 2011. <http://www.davidpublishing.org/show.html?3137>

Mitu, B., Social Movements, Leaders and the Public Sphere, in De Blasio, Emiliana, Hibberd, Matthew, Sorice, Michele (eds.), *Leadership and New Trends in Political Communication*, Rome, Centre for Media and Communication Studies Massimo Baldini, 2011.

Mitu, B., Television News and Conflict in *Annals of Spiru Haret University-Journalism Studies*, No. 12, ISSN 1454-9492, 2011.

Mitu, B. (co- author), Women and Leadership in Post-Communist Romania, in Mihăilă, Ramona, Oktapoda, Efstratia, Honicker, Nancy (eds.), *Gender Studies in the Age of Globalization*, Addleton Academic Publishers, New York, 2011, ISBN 978-1-935494-40-9.

Mitu, B., “Romanian Amateur Fiction in the age of New Media” in Marinescu, V., Branea, S. (eds.), *Fiction in the Media or Media of the Fiction?*, University of Bucharest Publishing House, 2012.

Mitu, B., “From Online “Liking” to Offline “Acting”: Young Citizens, Social Memory and Social Media” in *Journalism and Mass Communication*, Vol. 2, No. 5, ISSN 2160-6579, 2012. <http://www.davidpublishing.org/show.html?7687>

Mitu, B., Media, “Crisis and Economic Change” in Marinescu, V., Branea, S. (eds.), *Media Discourses about Crisis*, University of Bucharest Publishing House, 2013, ISBN- 978- 606- 160- 221- 6.

### **PROCEEDINGS:**

Mitu, B., *Television’s Impact on Today’s People and Culture*, Addleton Academic Publishers New York, 2010.

Mitu, B., *Today’s News Diversity and the Public Sphere*, Spain, 2011.

### **ORAL PRESENTATIONS at INTERNATIONAL CONFERENCES:**

Mitu, B., *Fighting for Ratings. New Trends in the Construction of Sports News into the Context of Globalization*, International Conference *Mass Media and Sports Mega Events*, Universidad de Porto, Portugal, October 26- 27th 2010.

Mitu, B., *Social Memory and New Media*, International Conference *Forums and Fuctions of Social Memory*, University of Erlangen, Germany, December 11-12th 2010.

Mitu, B., *Television and Democracy in European Post-Communist Countries – Continuity and Change*, International Conference *Europe on the Move*, Graduate Centre for Europe, University of Birmingham, UK, April 7-8th 2011.



Mitu, B., *TV News and the “Tabloidisation” of the Public Sphere*, International Conference Public Sphere Reconsidered, Universidade da Beira Interior, Portugal, May 19- 20<sup>th</sup> 2011.

Mitu, B., *McLuhan’s Global Village and the Public Sphere*, International Conference McLuhan Galaxy, Barcelona, May 23- 25<sup>th</sup> 2011.

Mitu, B., *Comedy and the Public Sphere*, International Conference Comedy and Conflict, University of Salford, UK, June 2nd- 3rd 2011.

Mitu, B., *Television News and Social Networks*, International Conference Online Mainline 2011 Alternative Media and Remediation, University of Birmingham, UK, September 15th 2011.

Mitu, B., *Television and Desire. The “Sexualisation” of Media Content in Post-Communist Countries*, International Conference *Pornified? Complicating debates about the ‘sexualisation of culture’*, Institute of Education, University of London, UK, December 1<sup>st</sup>-2<sup>nd</sup> 2011.

Mitu, B., *Political Scandals and the Public Sphere*, International Conference *The Mediation of Scandal and Moral Outrage*, London School of Economics, Department of Media and Communication, London, UK, December 16- 17<sup>th</sup> 2011.

Mitu, B., *Media and Civil Society – Terms and Conditions of Online Civic Engagement*, International Summer School in Political Communication, Milan, July 15<sup>th</sup>- 21<sup>st</sup> 2012.

Mitu, B., *New Media and Civil Society in Post-Communist Countries*, International Conference *Digital Culture, Media and Education*, Centre of New Media and Digital Culture, Blagoevgrad, Bulgaria, October 30<sup>th</sup> 2012.