

# Contents

<i>Preface</i> .....	7
Assoc. prof. Mariana Cernicova, Guest editor	
<i>Digital Storytelling. The Impact of User-Generated Content in Social Media</i> .....	9
Ana-Maria Popescu	
<i>The Analysis of Quality Standards of the Online Translations. Case of the National Centers for Information and Tourist Promotion</i> .....	19
Andreea-Cristina Badalea-Lică	
<i>Organizing the Content and Building the Relationship in Digital Communication</i> .....	29
Ramona-Lenuța Crișan	
<i>Personal and Professional use of social media</i> .....	38
Mihaela-Mădălina Boată	

<i>Insta-story for Personal Branding and Product Promotion.....</i>	<b>47</b>
Anca Jurj	
<i>Instagram, A Tool to Keep the Artists' Popularity in the Romanian Music Industry. Case Study: Smiley and Irina Rimes .....</i>	<b>56</b>
Daniela Marin	
<i>Impact Methods for New Employees' Integration.....</i>	<b>66</b>
Victoria-Paraschiva Debucean	
<i>Generation Z – how can digital natives be influenced through online tools?.....</i>	<b>73</b>
Iuliana Grazela Stroe	
<i>Digital Citizenship in Education .....</i>	<b>82</b>
Corneliu Simidreanu	
<i>Visual Rebranding in the Cake .....</i>	<b>90</b>
Flavia Mezzetti	
<i>Discursive strategies in communication of vulgarization of specialized information – communication of severe weather events .....</i>	<b>107</b>
Vlad Mărăzan	

## *Preface*

Assoc. prof. Mariana Cernicova  
Guest editor

This new issue of *MASTERCOM – Politehnica Graduate Student Journal of Communication* is ready for print in the year when Politehnica University Timișoara (UPT) celebrates its' centennial history. It resonates with the university's tradition of educating new specialists to be not only experts in their field of choice, but also researchers, who may aspire to continue studying at doctoral schools. The journal gathers scientific contributions of the MA students in Communication, Public Relations and Digital Media from the Faculty of Communication Sciences, Politehnica University Timișoara. A first version of the papers was presented at the annual undergraduate students' conference *The way of new communication. Research hypotheses* held in May 2019 at UPT. The conference allows MA students to share early or in-progress research findings in the fields of communication and digital media, as part of their preparation of the master theses.

Most papers deal with new media topics: social media, Instagram, blogs, digital citizenship, features of the digital generation. Also the selected papers for this issue show the interest students take in local issues such as the preparation for the European Capital of Culture, a role Timisoara is going to play in 2021, rebranding of a local business, digital communication strategies used by Timisoara-based employers for recruiting and maintaining quality human capital, communication of specialized information to the general public – the case of severe weather events. Some papers deal with topics from the field of interest of the young generation, such as Instagram profiles of

celebrities or communication habits of peers. MA students make a bold step forward, preparing their scientific contributions for publication. Kudos! To all authors – our encouragement for continuing the journey of critical thinking, reflecting on the online and offline communication strategies around them, gathering momentum to join the stream of specialists furthering the growth of the Romanian school of communication sciences!