UNIVERSITY OF CRAIOVA

FACULTY OF LETTERS

DEPARTMENT OF COMMUNICATION, JOURNALISM, SCIENCE OF EDUCATION

HABILITATION THESIS

**From Credibility to Promises of Intensity.**

**Structural Principles in Current Journalistic Writing**

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# – Abstract –

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The habilitation thesis which I propose, *From credibility to the promises of intensity. Structuring principles in current journalistic writing*, is dedicated to the written and para-ideological implications in journalism.

For over 20 years, starting from mypublishing and editorial debut, to the editorial and communication activity that I have carried out in an editorial office and in a publishing house, until my work at the teaching department, my main concern was writing,as a form of co-substantial communication to social structures.

The text that connects the issuer and the receiver in pursuit of knowledge, information, and mental evolution was at the heart of my professional and scientific concerns. My personal research goals, oriented towards the issuer and his text, became more clear with each work, buildinga coherent platform, which also helpedsupport my didactic activity.

The habilitation thesis is built in three major sequences and presents my scientific, professional and academic achievements, in interdisciplinary thematic directions.

The first part describes my scientific activity. I have shown here that I continued the results obtained during the doctoral research, which dealt with the avatars of the ego under conditions of utmost oppression, the metonymy as a trop of excellence of this type of creation and the expressionism as an aesthetic form of manifestation of the issuer.

As a case study, I choose Florin Mugur, an editor, cultural journalist, poet and prose writer, with a shocking intelectual destiny, I would say today, expelled by political conditionality. After sustaining my PhD thesis, I continued in my scientific research the exploration of the writing expressions from the perspective of the emitter-text-context connections.

The fundamental hypothesis of the new stage of research was inspired by the austinian title, *How to do things with words?*I have discovered in the new hyperworld, as I have called it, another pragmatic, verifiable dimension of the visible, phenomenological world.

Disseminated words cross the threshold of virtuality and generate effects in the immediate, and are therefore, in particular, co-substantial to things. These reflections led me to study credibility, recognized in the mainstream of media writing theories as a writing value.

The objectives of the research program transcend from the need to explore, compare and record the changes generated by the new media environment in which the media can manifest itself, and the effects of the liberalization of communication channels.

I have tracked the relationship between print and online text and I have arrived, first of all, to a photograph of the *hybrid-expression* (print media and online). I described the new textual norms (transparency, convergence, etc.), the mutations produced at the discourse level (for example fragment cultivation, rapid reaction, live text as a new type of media discourse, a reinvention of the narrative speech) identified by me; I described the new requirements in the hierarchy of information and I opened discussions about the new journalistic lexicon found between colloquialism and digitization.

From my observations, credibility and objectivity have begun to compete, so that the media reality becomes a thing in itself, and the role of the press has shifted its emphasis from information to interpretation.

The main axes of the operational research program were: (a) Directed information, reliable information; (b) The genetic principle of visibility /readability; (c) Nonlinear wordwritinging and new hyperworld; (d) The status of the emergency –as a writing frame and a non-ethical resource. I have explored credibility and discovered it as the main resource in the media and journalistic communication, I have reached a new stage, which I synthesized in the title: "Media outlets of excentricity: metonymy, the need for superlative and aesthetics of identity".

In essence, the need for the superlative and the new exigency of singularity, as I have called these characteristics, are found in a type of writing that has led me to the Dionysian dislocations (a), so that we can now speak about a cult of the intensity in the new hyperworld (e). Explorations of these principles led me to the SentiWordNet 3.0 resource, in fact a lexical resource explicitly designed to support the classification of feelings and opinions. We have started new exploration endeavours, in the sense that feeling and resemblance, involvement and recognition become / fuel the intent to receive. We have thus drawn attention to the neutrosophic set as a generalization of the concept of a fuzzy intuitionist set, and therefore our proposal has come into line with recent studies based on fuzzy. Fuzzy logic is a possible response to hesitations and retentions that come from the area of linguistic uncertainty.

The next part of the habilitation thesis describes only the professional side of my evolution. I described the professional route, from my debut as a journalist and editor, but also as a teacher, until nowdedicated exclusively to didactic activity. Thus, I started my professional and academic activity as an associate teacher, and in parallel I followed a career in publishing and the editorial domain.

As Editor-in-Chief of the Aius Publishing House, I have developed several editorial and communication projects. At the Mozaicul magazine I was part of the editorial and the organization of colloquia and workshops team that centered on the cultural world and paradigm shifts.

Since 2011, I became a lecturer in the journalism specialization, where I had the opportunity to participate in the development of a field of maximum necessity at regional level. I was invited to the communication team of the University of Craiova and I was accepted as a communication expert in various projects that had or had students in the center, as well as the development of cross-border cooperation.

In the second part of the thesis, I described my plan for the evolution and development of of my professional, scientific and academic Career. The main objective of the plan is to develop the research of the media ecosystem, includingby capturing and capitalizing the potential of PhD students.

My research will continue the series of interdisciplinary explorations. The development of a research teams around content and expression will be a relevant contribution to the emancipation of journalistic discursiveness in Romania, not just of regional ones. The present plan is also a counter-offer to moralizing approaches and we will focus on immanent message building.

In the new context, I believe that a research direction is supposed to be the building of identities in the media ecosystem. That is why one of the themes I intend to develop is the study of the media character. Through the results I anticipate, I think I will be able to contribute to the development of a field in the region, but also to strengthen the international prestige of academic research in the field of media studies.

**The third part**, according to the methodological recommendations, contains the bibliography references on which this thesis is based.

My habilitation in Communication Science can signify alsoa support for the field in which I have been involved in the region for two decades. The project itself involves inter- and trans-disciplinary analysis, provocative pluriperspectivism, exigencies to which I can respond, as I hope I have demonstrated.