



Universitatea  
Transilvania  
din Braşov

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# NEWSLETTER

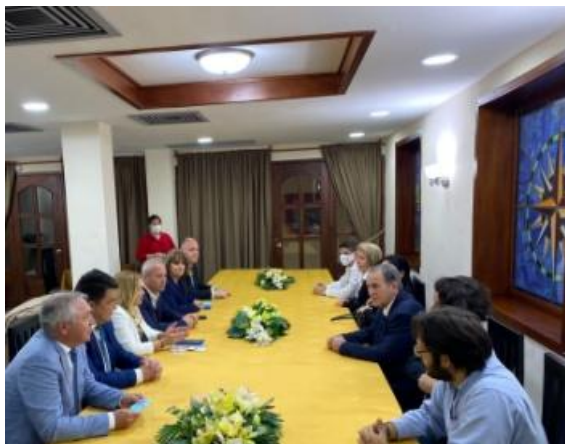
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## ROMANIA - CUBA INTER-UNIVERSITY COLLABORATION AGREEMENTS

On 9 February 2022, 12 collaboration agreements were signed between seven Romanian universities and six Cuban universities.



The Ambassador Extraordinary and Plenipotentiary of Romania to the Republic of Cuba, Theodora Magdalena Mircea, together with the Rectors of several Romanian Universities, namely the University of Agronomic Sciences and Veterinary Medicine of Bucharest, "I.L. Caragiale" National University of Theatre and Film of Bucharest, Transilvania University of Braşov, "George Emil Palade" University of Medicine, Pharmacy, Science and Technology of Târgu Mureş, "Aurel Vlaicu" University of Arad, "1 Decembrie 1918" University of Alba Iulia and "Ştefan cel Mare" University of Suceava, had a meeting with the Minister of Higher Education of Cuba, Jose Romon Sabirido Loidi.

The approach was designed to support the cooperation between the two States in the field of higher education. The discussions highlighted the excellent stage of the bilateral relationship in this sector, as well as the openness to identifying new methods of cooperation.



During the 13<sup>th</sup> edition of the International Congress of Academic Education - Universidades 2022, the Romanian Rectors signed 12 collaboration agreements with the University of Havana, "Marta Abreu de Las Villas" Central University, "Fructouso Rodriguez Perez" Agrarian University, the University of Matanza, the University of Arts of Havana and "Jose Antonio Echevenia" Technological University.



On this occasion, the Cuban Rectors were addressed the invitation to visit Romania, for an exchange of best practices.

Synthesis made by Victor BRICIU,  
Office of Marketing and Image

Source: Embassy of Romania to the Republic of Cuba

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## SPORTS PERFORMANCE OF FEFSM STUDENTS AND GRADUATES AT THE OLYMPIC WINTER GAMES BEIJING 2022

At the time of writing these lines, Beijing 2022 Olympic Winter Games, a competition attended by our faculty's students and graduates is in progress.

This edition, unlike the previous others, took place under special conditions. This pandemic, however, has "pushed" us all to unity and solidarity. I am referring here to the completion of the motto *Citius, Altius, Fortius* - first uttered more than 100 years ago - by the founder of the modern Olympic Games, Pierre de Coubertin, which has thus become *Citius, Altius, Fortius - Communis* (faster, higher, stronger - together).

Thus, together, the Romanian athletes who participated in the world's most important competition, formed a great team. A tight team (as we like to say). Even though we also competed in individual disciplines (luge, bobsleigh, cross-country skiing, alpine skiing, biathlon skiing, ski jumping, speed skating), the best results were achieved by the teams.

It is worth emphasizing once again that, although we do not have adequate winter sports facilities in our country, the Romanian athletes rank among the 100 best athletes worldwide. We bow down and express our respect both to them, for their work, and to their teams (coaches, technical and medical staff).

Below, we highlight some of the achievements of our students and alumni.

- luge: athletes – Raluca Strămăturaru (flag bearer), Valentin Crețu, Marian Gîltan, coaches – Ioan Apostol, Eugen Radu, team leader – Sorina Țicu – 9<sup>th</sup> place in teams;
- bobsleigh: coach – Iulian Păcioianu – ranked 16<sup>th</sup> in two-people bobsleigh;
- alpine skiing: athlete – Maria Constantin – ranked 45<sup>th</sup> in giant slalom;
- cross-country skiing: coach – Daniel Borca – 18<sup>th</sup> place in teams;
- biathlon: athlete – George Colțea – 89<sup>th</sup> place in 20 km;
- ski jumping: athletes – Daniela Haralambie – ranked 19<sup>th</sup>, Daniel Cicina – ranked 46<sup>th</sup>, coaches – Florin Spulber, Adrian Comănescu;
- speed skating: athlete – Mihaela Hogaș, coach – Bogdan Stănescu – ranked 29<sup>th</sup>.

We stand for performance!

Assoc. Prof. Dr. Ioan TURCU, Dean  
Faculty of Physical Education and Mountain Sports

Photo source: COSR

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Maria Constantin – schi alpin – FEFSM



George Colțea – schi biatlon – FEFSM



Valentin Crețu, Raluca Strămăturaru, Marian Gîltan și Darius Lucian Șerban – sanie

## A NEW PARTNER MEETING WITHIN THE RENEUEUROPE PROJECT

Since 2020, Transilvania University of Braşov has been a partner within the project "Rediscovering NewEurope - On-Wheels summer school for Balkan/Central and Eastern Europe trans-border history and politics" (ReNewEurope), financed through the Erasmus+ Strategic Partnerships programme, no. 2020-1-PL01-KA203-081999.



The project is managed by the University of Warsaw, Poland. The project partners are Transilvania University of Braşov, Romania; the University of Zagreb (Sveuciliste U Zagrebu), Croatia; the University of Belgrade (University U Beogradu), Serbia; and PAX Rhodopica Foundation, Bulgaria.



Despite all the challenges generated by the COVID-19 pandemic, the fourth transnational meeting of the project partners and the second face-to-face meeting took place in Braşov, on 27 and 28 January, 2022. The meeting was organized

and hosted by Transilvania University of Braşov, at "Sergiu T. Chiriacescu" Conference Centre.

The participants in the two-day meeting discussed the project management and financial aspects, reported the proceedings in terms of intellectual outputs, and went through the details regarding the future activities envisaged under the project.



The main objective of the project is to develop an innovative, holistic and integral approach in the training of both academic teaching personnel and support staff, as well as of the researchers and specialists, with a view to conducting an educational programme on the Balkans, and Central and Eastern Europe region, through a summer school on wheels focused on four fields, namely:

- (1) Minorities and majorities;
- (2) Rule of law and European integration;
- (3) Identity and nationalism;
- (4) Politics and religion.

If you are interested in learning more about the project, please visit the webpage:

<http://reneweurope.wnpism.uw.edu.pl>.

UNITBV Project Coordinator,  
Assoc. Prof. Dr. Arabela BRICIU  
Faculty of Sociology and Communication

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## INTERNATIONAL STUDENT RESEARCH WEBINAR IN LANGUAGE AND CULTURE IN ITS THIRD EDITION

The third edition of *International Student Research Webinar in Language and Culture*, which is a meeting for graduate and doctoral students took place, this year, on 18 January. It is organized in partnership by the Department of Theoretical and Applied Linguistics of the Faculty of Letters within Transilvania University in Braşov and the Department of English within Penza State University, Russia, the Director of which is Prof. Dr. Tatiana Dubrovskaya, directly involved in the event.



This year, as a novelty, a student from South Ural State University, Chelyabinsk, Russia, also attended the event. The students from the three universities addressed, in their presentations, political discourse-related phenomena (political blog, political television interview, language of legislative texts), as well as online communication-related ones (professional communication, social networks) that reflect their research concerns.



Each presentation was followed by questions and discussions that highlighted the students' interest in how language is used to suggest the speaker's involvement or to construct his/her identity, especially in the virtual environment, to manipulate the audience through television or to express irony.

We mention that the event was organized within the framework of the cooperation agreement existing between Transilvania University of Braşov and Penza State University. We are glad that this has already become a tradition and we hope to offer the students the opportunity to present their research also in the years to come.

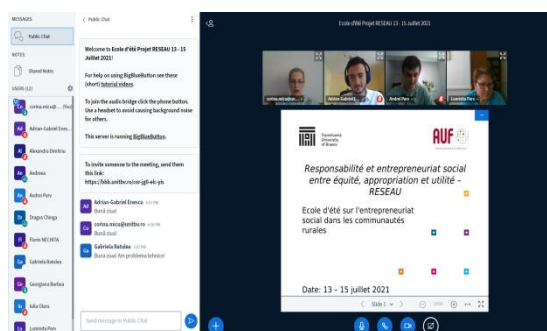
Assoc. Prof. Dr. Raluca SINU  
Faculty of Letters

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## SOCIAL ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT PROJECT

Because social entrepreneurship is relatively little known among the UNITBV community, a team of academic teaching personnel from four faculties submitted a project proposal to the Francophone University Agency (AUF) for the development of knowledge and skills in social entrepreneurship.

The project was approved for funding and was implemented in several phases from February 2021 to January 2022.



The RESEAU Project (Responsibility and social entrepreneurship between equity, ownership and usefulness) contributed to the achievement of the Sustainable Development Goals of the 2030 Agenda and, in particular, to the SDG4 (quality education) and SDG8 (decent work and economic growth) sustainable development goals.

Specifically, through this project, both teachers and students have acquired or strengthened their skills in social entrepreneurship and sustainable development.



Within the project, digital work tools were developed and several partnerships were created and strengthened between our university and economic and social partners active in this field. The next step will be the development of courses and

training programmes in the field of social entrepreneurship.



The RESEAU Project had a strong interdisciplinary structure, through the students' involvement in team activities coordinated by Prof. Dr. Luminița Pârv, Assoc. Prof. Dr. Corina Silvia Micu, Lect. Dr. Georgiana Burbea, Prof. Dr. Monica Răileanu Szeles, Prof. Dr. Gabriela Rățulea and Assoc. Prof. Dr. Florin Nechita.



The project partners in organizing the documentation trip to Saschiz and Viscri in July 2021 and the social entrepreneurship Hackathon in January 2022 were *Mihai Eminescu Trust* Foundation for the activities in Viscri and Mălâncrav and *Adept* Foundation for the activities in Saschiz.

Assoc. Prof. Dr. Corina Silvia MICU  
Project Coordinator RESEAU  
Assoc. Prof. Dr. Florin NECHITA  
Faculty of Sociology and Communication

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## NEW ULTRASOUND-GUIDED TRANSPERINEAL PROSTATIC BIOPSY AND MRI FUSION PUNCTURE SKILLS

From 27 to 28 January 2022, within the Urology Department of Braşov County Emergency Clinical Hospital, a course in ultrasound-guided transperineal prostate biopsy puncture and MRI fusion took place under the coordination of Prof. Dr. MD Ioan Scârneciu, Faculty of Medicine, Transilvania University in Braşov and MD Laurian Maxim.



The Urology Clinic of Braşov has a vast experience in transperineal prostate biopsy punctures under ultrasound guidance, being the only one to perform this type of intervention in our country. Since 2015, this procedure has been the standard in the diagnosis of prostate cancer within the clinic. During this period, approximately 1,600 biopsied cases accumulated.



Also, as of 2021, it is recommended in the current practice, by the guidelines of the European Urological Association (EAU).

The course welcomed international participation through Prof. Dr. Mihai Florin Rădulescu's presence, from Germany, and it came out of a desire to support urologists in acquiring advanced theoretical

knowledge and practical skills in performing this procedure. It also aimed at disseminating the relevant knowledge to colleagues from other Romanian centres, for the alignment with the EAU Guidelines.



The course was attended by specialist and primary urologists from different Romanian centres, who acquired the necessary skills to perform the procedure.



Through this course, the Faculty of Medicine contributes to the development and acquisition of new skills that improve the treatment and management of patients with prostate cancer, providing better access to quality care.

Assist. Lect. Alexandru LĂCULICEANU  
Faculty of Medicine

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## "HAVING A TALK WITH..." ASSOC. PROF. DR. ANDREEA NECHIFOR AT RADIO CAMPUS TRANSILVANIA



Through the project *Radio Campus Transilvania* we always succeed in highlighting the most beautiful and interesting topics that target and attract students and not only them. One of the most broadcast shows is, without a doubt, "Having a talk with...", a radio show format through which we want to invite the officials of Transilvania University of Braşov and other personalities from different fields of activity who have special achievements.

We chose again to invite representatives of UNITBV, because many students are curious to find out as many details as possible about the activities during this pandemic period. In this context, on 2 December 2021, we had as a guest Assoc. Prof. Dr. Andreea Nechifor, from the Faculty of Letters.

Studying Letters in Braşov is a fundamental personal and professional training experience and an opening to the world. Systematic reading of the great books leads to knowledge of self and society, and the study of foreign languages enables communication with others and provides access to the pluralism of humanity. The faculty is a vibrant environment with permanent events where memorable encounters with creative minds from all over the world are made.

The discussion addressed various fields of interest, among which the teaching job, but also the

extremely important research component. Thus, we have found out from Assoc. Prof. Nechifor that research is that component with the role of completing the didactic side. We discussed the newest ongoing projects within the faculty and we dwelled on an extremely interesting concept, namely *gamification* in education. *Gamification*, in the educational context, is the practice of using game-like elements and techniques in real non-game contexts, with a view to increasing the engagement and motivation of pupils and students, to capturing their interest so as to continue learning and thus, to generating results with positive impact on their behaviour in the classroom. Although games, in general, are often used in educational environments, these techniques of including the gamification idea in the curricular design are only at the beginning in Romania.

Another important and encouraging aspect, discovered during the discussion, is that associating from an early age the knowledge of English with other aspects of education makes us no longer call ourselves perfect beginners, because from the first English lesson we can read, speak and understand the taught concepts.

At the end of the discussion, we talked about the process of choosing a profession. The path that the teacher takes in his/her career is full of challenges, sacrifices and unforeseen events. Being a teacher involves a whole process, a set of components, namely, didactic, research-related and administrative. Well, the didactic component is the most pleasant, the moment when you dedicate yourself entirely to your chosen profession.

Arina-Codrina TACU,  
Radio Campus Transilvania  
3<sup>rd</sup>-year student, Communication and Public  
Relations



## "HAVING A TALK WITH..." THE FIRST GENERATION OF RADIO CAMPUS TRANSILVANIA



Through the project *Radio Campus Transilvania* we always succeed in highlighting the most beautiful and interesting topics that target and attract students and not only them. One of the most broadcast shows is, without a doubt, "Having a talk with...", a radio show format through which we want to invite the officials of Transilvania University of Brașov and other personalities from different fields of activity who have special achievements.

*Radio Campus Transilvania* (RCT) had Eduard Dodoi, Adina Milea, Filip George Pircan and Cătălin Goran as guests on the show "Having a talk with..." All of them were part of the founding generation of RCT. What and how much RCT meant to them, experiences, nostalgia, friends and memories – we could talk to them about all this for several hours.

Like all beginnings, it was not easy for them to start a project dedicated to students, a new radio

full of energy and that splash of novelty that can give a thrill.

Since 2015, the RCT adventure continues to be heard in the listeners' loudspeakers. What did the whole affair entail? A beautiful and solid friendship; and the motivation was to make the student spirit brilliantly stand out at UNITBV. It's when you don't rush to do things for your own sake, but rather do things with and for others, that you can say it's worth it, valuable and meaningful. Involvement should not be lacking in what you consider it's worth it or important for you.

Radio Campus Transilvania is the place where your voice can be heard and where student dreams can be carried forward. It is a creative hub that unites students and helps you develop your passions and even skills in the field in which you want to develop, to accomplish yourself.

Radio Campus Transilvania has been and is about people!

Arina-Codrina TACU,  
Radio Campus Transilvania  
3<sup>rd</sup>-year student, Communication and Public  
Relations

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## CHAMBER JAZZ – BORDERLINE

The trio Lucian Ban (piano), Louis Sclavis (bass clarinet) and Moritz Baumgärtner (drums) presented *Borderline* - the second event in the Chamber Jazz series, at Transilvania University of Braşov, on Saturday, 11 December 2021, at the Multicultural Centre.



Louis Sclavis has been one of the key figures of European jazz for the last four decades. For his contribution, he received numerous awards and accolades, such as Django Reinhardt Award 1988, the First Prize at Barcelona Biennale, in 1989, British Jazz Award Best Foreign Musician 1991, Django D'Or Best Jazz Album of the Year 1993, and Grand Prix Sacem 2009.

The pianist, composer and arranger Lucian Ban, originally from Cluj-Napoca, currently performs in New York, where he is the leader of several groups (Tuba Project, Elevation, Blacksalt, Oedipe Redux), all involving first-rate musicians, recognized throughout the world.



He released 16 albums under his name; and in 2013, the album *Transylvanian Concert*, made in duo with the American violist Mat Maneri, was to bring him international recognition.

Moritz Baumgärtner is one of the most acclaimed and highly appreciated drummers of the new generation of German jazz. Born in 1985, Moritz Baumgärtner's name already appears on more than 40 albums, in collaboration with musicians such as Tony Malaby, Ralph Alessi, Bob Stewart, Kurt Rosenwinkel, John Hollenbeck, etc.

The open discussion that took place at the end of the concert, moderated by Adrian Lăcătuș, Director of the Multicultural Centre, was also attended by Andrei Țărnea, Director General of the Communication and Public Diplomacy Department within the Ministry of Foreign Affairs. Starting from how a jazz trio comes into the world, continuing with the affinities that bring together musicians from different places and generations, the discussion then turned to the guest artists' future plans and ended with questions and appreciations from the audience.

Anca PAPANA  
Multicultural Centre of Transilvania University

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## SUCCESSFUL ALUMNI – IOANA MOAȘA

Ioana Moașa graduated from the Faculty of Sociology and Communication, specializing in Communication and Public Relations, in 2014.



For three years, she was involved in the projects of PRIME Brașov, the former local association of the students in Communication, where she coordinated the PR department. Later, she became the president of the association, thus taking the first steps in better understanding the marketing and communication industry in Romania. Moreover, Ioana also accepted the Erasmus challenge, benefiting from a three-month practical mobility at the Warsaw branch of the famous advertising agency Publicis.

In 2014, Ioana left for Bucharest, where she attended the master's degree in PR and Advertising Campaigns within the University of Bucharest and

got her first job on Iorga 13, in the white building with tradition in Romanian advertising, in the position of Jr. PR Officer at Publicis Romania advertising agency.

In 2016, she climbed two floors in the building on Iorga 13, and began her journey in MSL The Practice, the PR agency of the Publicis group in Romania, one of the largest and most awarded PR agencies in the country. As a PR Specialist and later Communication Manager in the Agency's Corporate Communication department, Ioana worked on epic campaigns (some of her dearest campaigns and projects, as well!) for clients in various industries, from McDonald's, Burger King and PENNY, to MedLife or Enel.

After five years on Iorga 13, curiosity and a cool group of people brought Ioana into the world of football, as a volunteer and later Spectator Communication Coordinator within the team organizing the EURO 2020 tournament in Bucharest.

However, corporate communication with its challenges and specificity have remained Ioana's main source of professional enthusiasm; and for almost two years, she currently is Corporate Communication Manager for Unilever in the Central and Southern Europe region.

Assoc. Prof. Dr. Florin NECHITA  
Faculty of Sociology and Communication

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