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NEWSLETTER

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15 NOVEMBER 1987, A DAY NOT TO BE FORGOTTEN!

On 15 November 2022, over 300 Braşov pupils and students from the Faculty of Sociology and Communication and the Faculty of Letters within Transilvania University of Braşov came together over time with a page of history at Cinema One Laserplex in Coresi Shopping Resort.



At the opening of the event, which marked 35 years since the Braşov workers' uprising of 15 November 1987, the documentary film *Braşov 1987. Two Years too Early*, produced by Braşov County Museum of History and TVR, and directed by Liviu Tofan, was screened.



The emotions of the event culminated with the moment when a few of the heroes of the day of 15 November 1987, protagonists of the film just watched, got up from the front rows and stepped forward. With gratitude in their eyes, the young people in the audience applauded them on the open stage, and the tears of the heroes who thought they were forgotten glimmered discreetly in the corner of their eyes. For their courage and sacrifice, 15 November 1987 must never be forgotten.



During the event, the graphic novel *15 November 1987*, created by Alexandra Gold, an artist of Braşov, and edited by Braşov County Museum of History, was also launched.



Daughter of one of the Braşov heroes, Alexandra Gold spoke to the young people about the novel and what it meant to write and illustrate it, stating: "through this album I wanted to evoke the tension of those moments that are still alive in local history and that can hardly ever be forgotten. The uprising of 15 November 1987 will always be a topical subject in these changing times".

Moreover, the students of the two faculties received the challenge of a short film competition to represent the memory of the events of 1987 and the change of the city in the last 35 years.

Assoc. Prof. dr. Stanca MĂDA,
Faculty of Letters

Assoc. Prof. dr. Florin NECHITA,
Faculty of Sociology and Communication

FROM BRAȘOV TO THE SOUTH AMERICAN TROPICAL FOREST

In early November, three professors of the Faculty of Silviculture and Forest Engineering were in Guyana and Suriname, in the framework of several projects conducted in the period running from 2021 to 2023. These projects aim at the transfer of expertise, best practices and knowledge for the forestry sector in the two countries and are financed by the Romanian Agency for International Development - ROAID.



Production Control of Suriname and provided technical assistance in terms of forest policy implementation, assessment of ecosystem services and forest monitoring through remote sensing techniques (UAV) and GIS.



The Guyanese and Surinamese forestry specialists particularly appreciated the transfer of knowledge achieved by the Brașov specialists and the equipment provided by the Romanian Government.

Prof. dr. Eng. Alexandru Lucian CURTU, Dean
Faculty of Silviculture and Forest Engineering

The project implementation team, consisting of Prof. dr. Eng. Ioan Vasile Abrudan (Rector), together with Prof. dr. Eng. Bogdan Popa and Prof. dr. Eng. Mihai Daniel Niță discussed with the partners from the Ministry of Natural Resources of Guyana and the Foundation for Forestry Management and

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SAFE AND FRIENDLY EMERGENCY MEDICINE FOR ELDERLY (SAFE ME!)

The project SAFE ME! 2020-1-TR01-KA202-094358, conducted in recent years under the coordination of Antalya Emergency Health Services Directorate aims to develop a commendable geriatric emergency service for people over 65 years of age, which will be implemented for the first time in Turkey and can serve as a model across the region.

Elderly people frequently use healthcare facilities; however, the knowledge gap likely to personalize the care could often be significant.

One of the project results was the development of a curriculum of geriatric emergency medicine. As shown by the project coordinator: Doç. Dr. Mustafa Keşaplı who conducts his activity within Antalya University of Health and Science: *"This curriculum of geriatric emergency medicine was drafted as an outcome of the SAFE ME project. Nowadays, the disciplines of Education in Geriatric Emergency Medicine and Geriatric Nursing are becoming more and more important every day. Thus, healthcare professionals (HCPs) working in geriatric emergency medicine units should be well trained and competent to reduce mortality and morbidity. The health education of medical personnel is decisive for the effective management of geriatric medical emergencies in all fields from the prehospital service to the hospital emergency departments. In this context, I hope that this curriculum, which has been created through a review of international literature and practice, will provide guidance to healthcare professionals working in pre/hospital emergency departments."*



Overall, five organizations collaborated throughout this project. The consortium consists of GESEME - Spain, Transilvania University of Braşov (UNITBV), Antalya University of Health Sciences, the Training and Research Hospital (HSUATR), the Association of Emergency Medical Experts (ATUDER) and Antalya Health Directorate - Turkey.



Between 23 and 25 November 2022, in Antalya, with the participation of the management team from all partner institutions, the results of the project were analysed, and the possibilities for the further development of some common projects.

Prioritizing the implementation and especially the particularities of the developed curriculum will bring added value to the care of geriatric patients not only in Turkey, but also at the EU level.

The SAFE ME project! is an opportunity to improve the quality of healthcare.

Prof. dr. MD. Liliana ROGOZEA,
Vice-Rector for Public Relations
Assoc. Prof. dr. Florin LEAŞU,
Faculty of Medicine

THE SECOND EDITION OF THE NATIONAL COMPETITION - STUDENT DESIGN & MANUFACTURING



Between 11 and 12 November, the Department of Manufacturing Engineering within the Faculty of Technological Engineering and Industrial Management organized the 2nd edition of the national itinerant competition *Student Design & Manufacturing* (SDMC) 2022, under the aegis of the University Association of Manufacturing Engineering (AUIF), the Technical Sciences Academy of Romania and the Romanian General Association of Engineers.

The aim of this competition is to promote creativity in manufacturing processes, providing the engineering community with new perspectives in conceptual product development, and to create, develop and maintain a student forum with a view to popularizing new and innovative ideas.

The set of themes of the competition includes:

1. Computer-aided manufacturing/ robotics;
2. Development of manufacturing systems and processes;
3. Applications of new materials in the automotive and aerospace industry, in prototyping and prosthetics;
4. Software/hardware solutions that help improve the manufacturing processes.

This year, within 12 teams, 28 students from the academic centres of Oradea, Cluj-Napoca, Iaşi, Bucharest, Sibiu, Galaţi and Braşov signed up with projects, models or mock-ups in the field of industrial engineering.



The task of the jury, made up of three company representatives (Schaeffler Romania SRL, Joysonquin Automotive Systems Romania SRL and Consaro Engineering SRL) and professors from Dunărea de Jos University of Galaţi and Transilvania University of Braşov, was a particularly difficult one, in ranking the works, because the participating students had very good projects.

The main sponsor of the event, the Academic Association of Manufacturing Engineering (AUIF), and Joysonquin Automotive Systems Romania SRL also granted financial rewards to the awarded works.



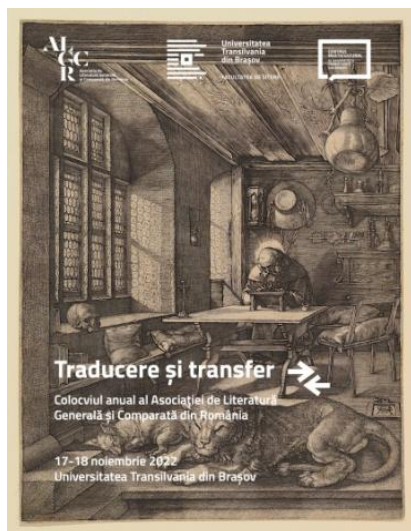
Due to winning the First Prize, the next edition will be organized by Dunărea de Jos University of Galaţi.

Our students had very good projects that were appreciated by the competition jury with the Second Prize, two Mentions, and a Special Mention.

Congratulations to them and to their colleagues who coordinated them!

Prof. dr. Eng. Cristin-Olimpiu MORARIU
Department of Manufacturing Engineering

THE COLLOQUIUM OF THE ROMANIAN ASSOCIATION OF GENERAL AND COMPARATIVE LITERATURE IN ITS 24TH EDITION



On 17 and 18 November, Transilvania University of Brașov hosted, for the second consecutive year, [the colloquium of the Romanian Association of General and Comparative Literature](#) (ALGCR), themed on "Translation and Transfer". At the event, 35 speakers coming from numerous academic centres in our country and beyond, presented their papers.

On the first day, at the Multicultural Centre of Transilvania University, the event started with the presentations of two *keynote speakers*, Prof. dr. Corin Braga (*Translation vs. World Literature*) and Prof. dr. Muguraș Constantinescu (*Presentation of the volumes ITLR 1, 2, 3 and the opportunity of a volume 4 Supplementum*), after which the colloquium split into two concurrent sections. The exhibited works addressed specific topics, concrete problems related to the translation of certain works, and observations regarding the trends manifested in the translation of certain works from Romanian to other languages and vice versa.

On November 18, the colloquium was resumed at "Sergiu Chiriacescu" International Conference Centre, where the presented papers included: *Haruki Murakami or the simplicity of translation. Case study: South of the border, west of the sun* (Gabriela Manuela Glăvan); *Deleuze and Guattari in Romanian* (Alina Buzatu); *What happens when you transfer literature to movie? Radu Jude and the re-*

functionalization of the text in I don't care if we go down in history as barbarians (Bogdan Popa).

After a break, the second day of the colloquium had as main speakers Prof. dr. Caius Dobrescu (*Translation as a deterrent - culture and the global balance of power*), Prof. dr. Carmen Mușat (*How we translate the past: "hospitality" and abuse*), Bogdan Ghiu (*Translation, transfer, transit, trend, etc. French Theory and Generation 80*) and Prof. dr. Mircea Martin, honorary president of ALGCR, who ended the series of presentations with a discussion on the dangers of ideologising literature and the humanities.



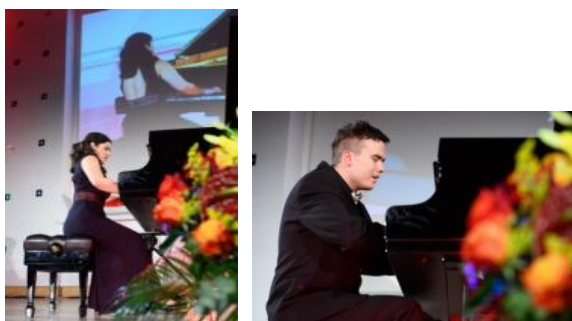
In the end, the awarding of the ALGCR prizes for the activity conducted in 2021 took place, as follows: Mircea Mihăieș (Prize for Comparative Literature), Bogdan Popa (Prize for Cultural and Literary Theory), Călin Teuțișan (Prize for Theoretical and Comparatist Perspectives on Romanian Literature), Călina Părău (Prize for Debut), and Ștefan Baghiu, Ovio Olaru and Andrei Terian (Special Prize for Volume Coordination).

Andrei PETREA
2nd -year student, Cultural Innovation
Faculty of Letters

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DEBUT OF TRIBUTE CONCERTS IN MEMORIAM RADU LUPU

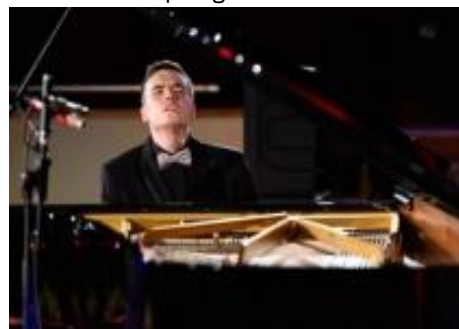
In November, the Music Centre of Transilvania University undertook a rich activity dedicated to the remembrance of the late pianist Radu Lupu, considered to be one of the most valuable musical personalities of the last decades. Radu Lupu passed away in April this year. On 30 November, he would have turned 77 years old. Thus, the organization of the Tribute Concerts was not only opportune, but also a necessity in an axiologically oriented cultural context the facilitation of which is one of the pillars of the Music Centre's mission, as a cultural-artistic catalyst of our community.



The series of three Tribute Concerts, performed by the Piano Class of Prof. dr. Stela Drăgulin, debuted on 14 November 2022. The stage of Aula Magna of "Sergiu Chiriacescu" Conference Centre was enlivened by a programme that included some of the emblematic music pieces of the piano repertoire, towards which Maestro Radu Lupu developed, during his interpretive itinerary, a special attachment – as a matter of fact, the architecture of the programmes presented in each of the three Tribute Concerts derives from the intention of including these music pieces. The recital that marked the debut of the Tribute Concerts was given by two outstanding young pianists of the university, Hunor Kovács and Diana Ichim.

Hunor Kovács proved an unexpected ease in adapting to the maturity imposed by the profile of the chosen repertoire, marking with precision the specific diversities through an acquired and assumed technical accuracy. *Toccata in E minor* by J.S. Bach, *Drei Klavierstücke* by F. Schubert and *Sonata no. 2, op.2* by J. Brahms were approached, in Hunor Kovács' interpretation, from the correct, appropriate and stylistically well-differentiated perspectives, and

withal not devoid of the incipient personal colour typical of valuable aspiring musicians.



This intertwining led to an empathetic reception from the audience and to the expectation of a new opportunity to see him again.

The recital was continued by Diana Ichim, already a recurring presence on the stage of Aula Magna of "Sergiu Chiriacescu" Conference Centre.



Having a well-formed interpretive personality, the young pianist gracefully overcame the multifaceted difficulties of the proposed repertoire: *Chaconna* in D minor by J.S. Bach/ F. Busoni, the *Sonata Quasi una Fantasia* in C minor by L. van Beethoven and the *Musical Moments* op. 16 by S. Rachmaninov. The specific incisiveness in the line of which this repertoire was assembled proved a psychological versatility typical of high-profile artists allowing her to juggle promptly between, on the one hand, the intellectual asceticism indispensable to the aspiration towards a flawless execution, and, on the other hand, the affective immersion in the microuniverse of each music piece, without which the interpretative act would remain a simple mechanical reiteration of the code in the score.

Magdalena LAZĂR, doctoral student
Music Centre of Transilvania University

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THE SECOND TRIBUTE CONCERT IN THE LIGHT OF INTERPRETIVE VIRTUOSITY

The series of concerts organized by the Music Centre of Transilvania University in memoriam Radu Lupu was continued by the young pianists Gusztáv Királyhalmi and Mihai Teacă, on the evening of 15 November 2022. Aula Magna of "Sergiu Chiriacescu" Conference Centre was enlivened by the enthusiastic expectation of listening to the programme proposed by the two artists.

Gusztáv Királyhalmi's interpretative individuality stood out within the parameters of a repertoire with a predominantly virtuoso profile: Vecsey/ Cziffra – *La Valse Triste*; G. Enescu – *Toccata* from Suite no. 2, op. 10; F. Liszt – Paraphrase of G. Verdi's *Rigoletto*, one of the composer's most demanding piano works, and *Spanish Rhapsody*.



The pianist's presence on the stage of Aula Magna was especially marked by the pleasant surprise occasioned by the contrast between his youth and his approaching a repertoire with a high degree of risk - through the prism of the difficulty - in a manner not only unembarrassed by any physical (technical) constraint, but even imbued with that naturalness that arises at the moment of the almost total appropriation of a music piece.

The recital was concluded by Mihai Teacă, whose artistic personality was revealed to the public through

one of the monumental music pieces dedicated to the piano in the 19th century: *Paintings at an exhibition* by M. Musorgski.



The suite, consisting of ten parts and a recurring interlude entitled *Promenade*, amply served this parameter of virtuosity that permeated the entire performance of the recital given on 15 November. The piece is not only a journey intended to inventory the pianist's technical resources and motor availability. It is, at the same time, an active, permanent probing of the performer's affect, who finds himself compelled to constantly recalibrate his attitudes and intentions in order to succeed in accurately exposing the so diverse ideological substratum of Mussorgsky's music. In this regard, we can talk about an affective virtuosity, which proved to complement in a beautiful interpretive homogeneity the personality of the artist Mihai Teacă, whose presence was translated into the audience's perception as a revelation of the versatility and the multiple valences of talent.

Magdalena LAZĂR, doctoral student
Music Centre of Transilvania University

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THE TRIBUTE CONCERTS AND THE COMPLETE PIANO SONATAS BY LUDWIG VAN BEETHOVEN

The evening of 16 November 2022 occasioned the presence of the pianist Alina Bercu on the stage of Aula Magna of "Sergiu Chiriacescu" Conference Centre, in a recital meant to crown the musical journey consecutively performed during the three days dedicated for the tribute to the great pianist Radu Lupu, close to the date that could have been the 77th anniversary of his birth (November 30).



The recital programme carried a multivalent semantic connotation. Its contents featured four sonatas for piano belonging to Ludwig van Beethoven's creation: Sonata in F major, op. 54; Sonata in C major, op. 53, *Waldstein*; Sonata in F sharp major, op. 78; Sonata in E flat major, op. 81a, *Les Adieux*. The performance of the four sonatas was equivalent, for both the pianist and the audience, to a real tour de force in the viscera of some of the most overwhelming pieces of the pianistic repertoire, which stimulated to a considerable degree the limits of intellectual and affective immersion in the complex process of reiterating these works in a manner synonymous with excellence.

Pianist Alina Bercu managed to overcome not only the technical challenges assumed by the chosen repertoire, but also the multiple affective trajectories necessary to bring such a repertoire to life. The audience found themselves in the position of active participants in the creative act of this music, through the prism of an interpretation that drew to itself, like a centre of gravity, the attention and involvement of all those present in the hall as receivers of the message conveyed through the music. In the end, the weight of this message made them leave the hall in a light of an exhaustion mediated by the satisfaction of having taken part in a tour de force of such magnitude, overcome both by the pianist's remarkable endurance

and by her specific grace talent and confidence gained through consistent and sustained work.

On the one hand, the recital was the continuation of a bold initiative, namely the achievement of the complete piano sonatas by L. van Beethoven, with the journey of which the cultural environment of Braşov is already familiar. On the other hand, the sixth recital in the aforementioned itinerary, being part of the series of Concerts *in memoriam* Radu Lupu, was not devoid of a clear affiliation to the intention of paying tribute to the great pianist. The sonata entitled *Les Adieux* was written by Beethoven following Napoleon's attack on Vienna in 1809, which forced the composer's patron and main sponsor, Archduke Rudolph, to leave the city. Consequently, the sonata has an architecture oriented, in a multi-level manner, to the concept built around the separation, which is reflected, from the very beginning, in the first three chords of the music piece. The notation *Le-be-wohl* (parting, Germ.), which gives the first part of the sonata its name. The composer called the two subsequent parts *Abwesenheit* (absence), respectively *Wiedersehen* (reunion). In the ergonomics of the recital given on 16 November, the Sonata thus bore an affective charge enhanced by the circumstances of its performance.



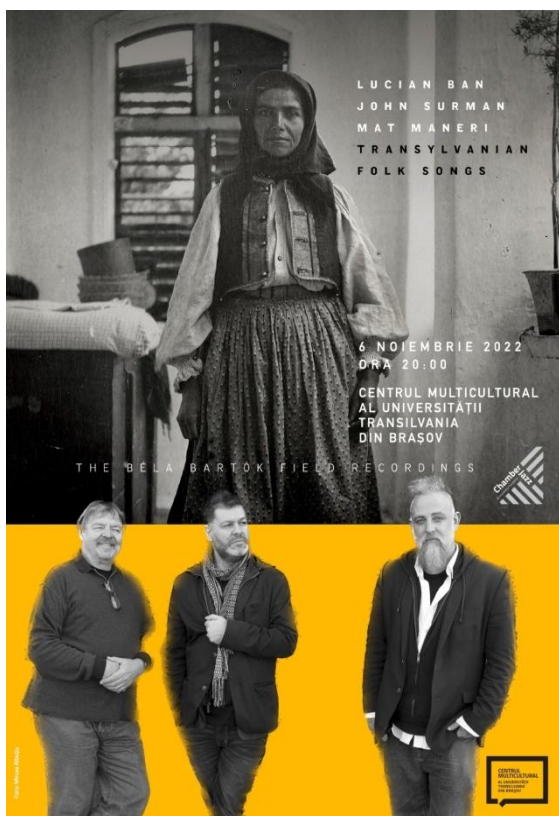
The recital ended with Alina Bercu's *encore*— a piece dear to Radu Lupu, which was among his preferences as the closing moment of his recitals and concerts: *Warum* (R. Schumann).

Magdalena LAZĂR, doctoral student
Music Centre of Transilvania University

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TRANSYLVANIAN FOLK SONGS

On 6 November 2022, the Multicultural Centre of Transylvania University hosted a new concert under the *Chamber Jazz* series. Lucian Ban (piano), John Surman (saxophone) and Mat Maneri (viola) played the songs present on the album *Transylvanian Folk Songs* and, at the end, answered the questions of the audience present in very large numbers.



Recorded in Timișoara in 2018, this album can be found in the rankings of the best discographic materials of 2020 made by critics specializing in jazz music, and it has enjoyed articles and chronicles in numerous American publications dedicated to jazz.

“One of the best pianists that moved to New York in the last decade” (Bruce Lee Gallanter), Lucian Ban is a pianist and composer of Romanian origin, known for the way he pours Transylvanian folk music and 20th century European classical music into the forms of jazz and improvisation.

Composer and multi-instrumentalist, John Surman is a central figure in European jazz. In the '60s he

stood out as a baritone saxophonist, then he started playing soprano saxophone and bass clarinet. In the '70s he experimented with synthesizers, composing two reference albums: *Westering Home* and *Morning Glory*. His music combines the characteristic features of the genre he excels at, namely jazz, with traditional English music.



With a career spanning over 25 years, Mat Maneri plays music with an unmistakable sound, in which the meeting between jazz and microtonal music gives rise to an expressiveness that the publication *The Wire* qualified as “perpetually fascinating”.

At the post-concert discussion, which was also attended by the well-known jazz critic Virgil Mihaiu, the audience could learn more about this project, about Béla Bartók’s music and about the creative process through which his music was reinterpreted, giving rise to the album *Transylvanian Folk Songs*.

Mariangela POPARAD, Corina ȘTEFAN,
2nd-year students, Faculty of Letters

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KINEDOK - ALTERNATIVE DISTRIBUTION OF DOCUMENTARY FILM



A new edition of the international alternative distribution programme for documentary film Kinedok, powered by One World Romania, took place during the month of November. The Multicultural Centre of

Transilvania University of Braşov was, this year as well, a partner of the project in which five documentary films were presented: "Flee" (Jonas Poher Rasmussen, 2021), "Taming the Garden" (Salomé Jashi, 2021), "Divas" (Máté Körösi, 2021), "Colours of Tobi" (Alexa Bakony, 2021), "Wood" (Monica Lazurean-Gorgan, Michaela Kirst, Ebba Sinzinger, 2020).



Kinedok is an international alternative distribution programme for documentary film, which takes place in six partner countries: Czech Republic, Slovakia, Hungary, Croatia, Georgia and Romania. Each of the participating countries contributes with the latest documentaries that are then screened in hundreds

of locations across all six countries, creating an impressive cultural community.



The films presented this year tackled a diverse set of themes, from the dramas specific to adolescence, to the tragedies caused by war, from tree transplantation to deforestation and wood trafficking. Each screening was followed by free discussions, attended by representatives of organizations such as Greenpeace (Cristian Neagoe), Hera Foundation (Camelia Clem, Florența Simion), [H] BRAȘOV (Georgi Țucan) or Propark - The Foundation for Protected Areas (Tiberiu Chiricheș). The audience, present in large numbers, actively participated in these discussions which focused on well-known problems of the contemporary world, but also topics often considered taboo or simply ignored.

Cristina GRIGORE, Alexandra BOLOVAN
2nd-year students, Faculty of Letters

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EVENTS ORGANIZED BY THE CONFUCIUS INSTITUTE IN EARLY ACADEMIC YEAR

This fall was marked by a series of events held under the aegis of Confucius Institute of Transilvania University of Braşov.



Thus, on 10 September, Confucius Institute organized the Mid-Autumn Festival. This event, also known as the Full Moon Festival, attracted over a hundred Chinese and Romanian participants, who tasted the Moon Pie, which symbolizes family unity, and enjoyed the artistic moments prepared especially for this festive moment.



On 9 October, as the representative of China in Braşov, Confucius Institute of Transilvania University of Braşov participated in the "Day of Multiculturalism in Braşov", an event organized by the Integration Centre for Migrants of Braşov. This event aims to promote intercultural dialogue, communication between cultures; it encourages tolerance, respect for diversity; and it promotes the integration of the immigrants living in Braşov. Chinese paintings, bamboo products, calligraphy exercises, embroidery, Chinese knots and other pieces and works of art exhibited at the China pavilion attracted a large number of people. Locals and tourists alike lined up to taste authentic Chinese tea, and Romanian children tried to draw their favourite facial

model (as a form of the traditional Chinese opera performer's face painting). This event gave all participants the opportunity to learn more about other foreign cultures, and it promoted cultural exchanges and mutual understanding between China and Romania.



Another event organized this fall was "Day of Culture for Confucius Institute" on 18 November. Under the coordination of volunteer teachers, the participants dressed in Hanfu (traditional Han Dynasty costumes) practiced the art of tea and Chinese calligraphy, wove Chinese bracelets, made various paper objects, and drew paintings with Chinese motifs.



This activity aimed to help participants experience traditional culture and spark their interest in learning Chinese!

Wang BING, Director
Confucius Institute
Transilvania University of Braşov

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GAMIFIED VIRTUAL TOUR AT “CASA MUREȘENILOR” MUSEUM OF BRAȘOV

The Museum “Casa Mureșenilor” Brașov launched on 10 November the cultural project “The Secret of the Mureșianu Family - Gamified Virtual Tour”.



The project was conducted between July and November 2022 in partnership with Transilvania University of Brașov – the Faculty of Sociology and Communication, and with the School Inspectorate of Brașov County; and it was co-financed by the National Cultural Fund Administration and Brașov County Council.



The project targets young people aged between 10-15 years and proposes an original and unique solution for presenting the mobile cultural heritage within the Museum “Casa Mureșenilor” Brașov. The information in the Mureșenilor Archive, one of the most important Romanian family archives, can be “discovered” by users while accessing the gamified virtual tour that includes 24 challenges, three in each of the eight rooms of the permanent exhibition.



These challenges include puzzles, riddles, and details or identifications of cultural assets on display in the museum. All this aims to tell the stories of those who lived here 180 years ago, but at the same time they encourage their visitors to knowledge and entertainment, in order to eventually find out “The Secret of the Mureșianu Family”. The gamified virtual tour can be accessed in the museum via a smartphone, a tablet or, at home, on a computer or laptop at <https://casamuresenilor.ro-mania.info/>



The students in the *Digital Media* study programme were involved in the testing phase of the prototype, and one of the graduates of the 2022 class, Bogdan-Ionuț Rotaru, completed his bachelor’s thesis themed on *Gamification* and *storytelling* in museum communication, having as a case study the Museum “Casa Mureșenilor” Brașov.

Assoc. Prof. dr. Florin NECHITA, Vice-Dean
Faculty of Sociology and Communication

CREATIVITY4BETTER FOR THE STUDENTS IN COMMUNICATION

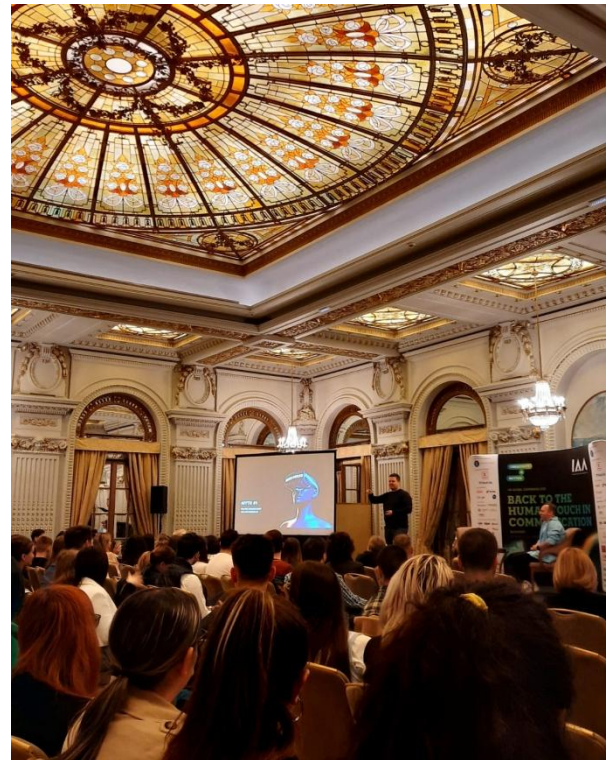


Held the day before *Creativity4Better*, the most important advertising event of the year in Romania, organized by *International Advertising Agencies (IAA Romania)*, the day dedicated to students brought together on 2 November 2022, at Athénée Palace Hilton, over 150 students, 17 of whom were students of the Faculty of Sociology and Communication within Transilvania University of Braşov. They took the train in the early hours of the morning to be able to reach Bucharest before 10:00 a.m. and take part in the four workshops held by recognized professionals in the field.



The first theme of the day was “Metaverse – Unboxed” and was held and substantiated with numerous relevant examples by two representatives of KUBIS META, Vlad Popovici (Managing Partner) and Marius Goleanu (Head of Innovation). The

second presentation was equally alert and full of topical content. Andreea Ghiocel and Doru Mitrana dismantled the communication campaigns built around the idea of sustainability and showed where its border is and where *greenwashing* begins.

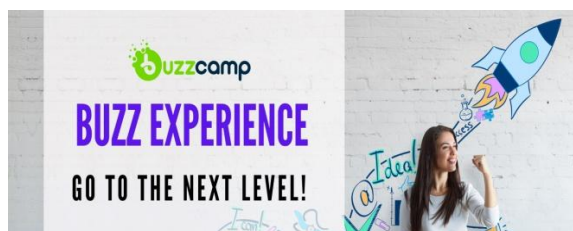


The third workshop lived up to its sponsor: creative and surprising. Cătălin Dobre (Chief Creative Officer McCann WG Romania & CEE and Co-CEO McCann Worldgroup Romania) showed the students how to become *master of your own creativity* and the meaning of the idea that sometimes doing something better means doing it wrong. Although this statement seems paradoxical, the examples presented by Cătălin Dobre were more than relevant, and many of them were even extracted from the advertising campaigns created by him. The last presentation was about TikTok as a tool of today’s advertising communication.

Assoc. Prof. dr. Florin NECHITA, Vice-Dean
Faculty of Sociology and Communication

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BUZZCAMP – AN EVENT FOR THE STUDENTS CONCERNED ABOUT THEIR FUTURE CAREER



BuzzCamp, the event created by *Inspire* and dedicated to the students interested in their professional and personal development, returned to Braşov on 10 November 2022.



It was a day full of presentations and interactive workshops given by professionals from several Romanian top companies, namely Vlad Dorobanțu (Team Leader at KPMG Romania), Raisa Dobrin (Senior Recruiter & Employer Branding Specialist at KPMG Romania), Mihaela Jurje (Head of Global Competency Centre at Allianz Partners), Violeta Antonescu (HR Manager at Allianz Partners), Florin Hulea (Talent Acquisition Manager at Telus International Romania) and Irinuca Văduva (General Manager at ECDL Romania).



The event held at Hotel Ambient brought together over 50 students from several faculties of our university. They learned about the importance of the personal brand and how it should be built in such a way as to truly reflect the personality, about the use of strategies to increase visibility on the online social platform LinkedIn and how the personal brand should be reflected in the CV.

The students also learned answers to questions about volunteering and internship in parallel with the faculty, about participating in various career guidance events and specialization courses, or about the courage to express yourself in the professional environment.

Assoc. Prof. dr. Florin NECHITA, Vice-Dean
Faculty of Sociology and Communication
Photo credit: BuzzCamp

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MACHINE LEARNING AND APPLICATIONS SUMMER SCHOOL - MLASS 2022

Between 26 and 29 July 2022, the event “Machine Learning and Applications Summer School” - MLASS 2022 (<http://mlass.unitbv.ro>) took place under the organization of Transilvania University of Braşov, together with Central Washington University (USA) and CY Cergy Paris Université (France) and with the sponsorship of Siemens and Xperi.



Now in its second edition, the summer school addressed both academic and industry specialists, as well as master's, doctoral or post-doctoral students, offering the participants an excellent opportunity to meet experts from various countries with extensive experience in applying the techniques of machine learning.

A number of 44 students participated, most of them employed in IT companies with activities in the field of artificial intelligence, but also master's students, doctoral students and researchers from universities in France, Italy, the USA, the Republic of Moldova and Romania.

The courses were complemented by workshops that provided hands-on experience in using machine learning methods.



They were given by nine lecturers: Diana Inkpen – University of Ottawa (Canada), Nistor Grozavu - CY Cergy Paris Université (France), Parisa Rastin - École nationale supérieure des mines Nancy (France), Guénaél Cabanes - Université Sorbonne Paris Nord (France), Nicoleta Rogovschi – Université Paris Descartes (France), Boris Kovalerchuk and Răzvan Andonie – Central Washington University (USA). Assistants for smoothly organizing the laboratories were Bogdan Muşat – Amazon (Romania) and Andrew Dunn – OpenEye, Spokane, Washington (USA).



The set of themes covered by the courses presented within MLASS 2022 was oriented towards visualization methods used in machine learning, with applications in fields such as pattern explanation, text classification, data-size reduction, time series, and information aggregation.

Assoc. Prof. dr. Eng. Angel CAȚARON
Faculty of Electrical Engineering and Computer
Science

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"HAVING A TALK WITH ..." PROF. DR. ANA-MARIA CAZAN

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.



During a new edition of the show, on 23 November, we had as a guest Prof. dr. Psychologist Ana-Maria Cazan, from the Faculty of Psychology and Education Sciences. The faculty is a vibrant environment with permanent events where memorable encounters with creative minds from all over the world take place.

The discussion addressed various fields of interest, including the teaching profession, but also the extremely important research component. We answered the following questions together: In which research projects can you take part as a student? What opportunities for personal and professional development do you have by pursuing the field of

psychology? Is the profession of psychologist demanding and what does it entail?

The main directions that a young graduate of the Faculty of Psychology can perfect are represented by: clinical psychology, psychological counselling and psychotherapy, work, organizational, transport and service psychology, educational psychology, school and vocational counselling. The most important skills include empathy, active listening, mental flexibility, attention to detail and analytical thinking.

Psychotherapy is a profession that brings real help to people and therefore gives great moral satisfaction to the psychologist him/herself. It's so nice to feel like someone's saviour, but the need for constant professional development is a prerequisite for personal development.

At the end of the discussion, we found out what the professional path was, or better said the path in choosing the profession. The path that the professor takes in his/her career is full of challenges, sacrifices and unforeseen events. Being a professor involves a whole process, a set of components - the didactic, research and administrative components. Well, the didactic component is the most pleasant, the moment when you dedicate yourself completely.

"We are responsible for everything that we do!" – Prof. dr. Ana-Maria Cazan offered us the most beautiful lesson in self-awareness and joy of the fact that we are made of beauty!

Arina-Codrina TACU,
Radio Campus Transilvania
1st-year student, Branding Campaign Management

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AWARDING THE DIPLOMA OF LOYALTY TO PROF. DR. ENG. VALENTINA DOINA CIOBANU FOR HER ENTIRE ACTIVITY

On 17 November 2022, the team of the Faculty of Silviculture and Forest Engineering participated in the celebration of Prof. Dr. Eng. Valentina Doina Ciobanu's 75th anniversary. On this special day, the festivity was complete with the celebration of her 47 years of uninterrupted activity within the faculty.



On this occasion, she was awarded the diploma of fidelity for her entire academic activity by Transilvania University of Braşov.

The distinction was handed to her by Prof. dr. Eng. Alexandru Lucian Curtu, Dean of the Faculty, during a ceremony organized in the Council Hall. In addition to the aforementioned team, teaching personnel from other faculties with whom Prof. Ciobanu has collaborated over time, as well as former doctoral students, participated in the celebration.



Prof. dr. Eng. Valentina Doina Ciobanu graduated from the Faculty of Silviculture and Forest Engineering, within the Polytechnic Institute of Braşov, in 1971. After graduation, she worked at C.E.I.L. Târgu Secuiesc, and in 1975 she began her teaching career. Since 2006, she has been a Professor entitled to supervise doctoral students.

In her 47 years of teaching activity (42 years as a permanent professor and 5 years as an associated professor), she contributed to the training of dozens of generations of forestry engineers, whom she guided with great dedication and devotion. Within the department, she has always been a real support for younger colleagues and more.



Mainly, as a scientific concern, she focused on the problems of forest roads, of wood transport equipment, through research aimed at achieving the most correct balance between the capacity of vehicles and the various road structures to bear the transport in the situations of increased tonnage.

To cover her teaching in the department, she wrote, and published courses and textbooks needed by students. At the same time, she has always been concerned with the publication of research undertaken in specialized journals, ISI-listed or BDI-indexed.

Ambition and will, correctness, punctuality, prompt reaction to the new, to everything that is modern in technology, here are some of the elements that are worth appreciating in Prof. Dr. Eng. Valentina Doina Ciobanu, a fact for which she is a genuine role-model.

Assoc. Prof. dr. Eng. Rudolf Alexandru DERCZENI
Faculty of Silviculture and Forest Engineering

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IN MEMORIAM – PROF. DR. ENG. DORU TALABĂ (1959 – 2014)



Born on 6 May 1959, in Vulturii commune, Vrancea county, he attended high school in Galati (1974 – 1978), then the Faculty of Mechanical Engineering, majoring in Road Vehicles within Transilvania University of Braşov (1979-1984). Immediately after graduation, he worked as a design engineer in the Research Institute for Tractors, Braşov (1984-1988), continuing as a research engineer at Transilvania University of Braşov (1988-1990). After occupying the position of Assistant Lecturer (1990), he began his doctoral studies under Prof. Alexandru Petre's guidance, and completed them by defending his doctoral thesis at Transilvania University of Braşov in 1997. In the following years, he held all the teaching positions through competition, Lecturer (1993), Associate Professor (1998), Professor (2001) and Habilitated Professor (2005).

He had a remarkable teaching and research activity, in the field of mechanical engineering, especially in the theory of mechanisms and machines. He was always in step with the latest research in the field, able to identify and create new directions of study in the teams where he conducted his activity. He collaborated with many specialists in the country and abroad, forming sustainable academic and scientific cooperation teams. He participated as a visiting professor at Institut Français de Mécanique Avancée (Clermont-Ferrand, France), the University of Patra (Greece) and Heriot-Watt University (Edinburgh, Great Britain).

Doru Talabă was obviously not only an exceptional professor, but he was a creator of a higher technical school in which scientific research is the basic link. He had the inspiration and, above all, the vision to identify

and develop new directions that, although they seemed to have no future, eventually proved successful. For example, virtual reality, a concept increasingly used in engineering fields, had Prof. Doru Talabă as its promoter at the national level, since the 2000s. On the other hand, he had the courage and perseverance to promote and defend the results of his own scientific research, implementing new methods of analysis, synthesis and simulation based on virtual reality technologies applied in mechanical engineering, road vehicles and robotics. Due to his special charisma, empathy and exceptional human capabilities to work with students, colleagues, teaching personnel, doctoral students and researchers, Prof. Doru Talabă succeeded in gathering around him a professional, dedicated research team, with which he could promote and develop a very large number of national and European projects, advanced scientific research, exceptional infrastructural developments and, last but not least, publications in ISI-rated specialized journal

Thus, he coordinated from his position as a project manager, more than 15 research projects financed from European funds (FP5, FP6, Erasmus, Socrates), 30 national projects, as well as POS-HRD projects, with major implications in European and national scientific research. He initiated and coordinated the organization of numerous international scientific events, conferences, seminars and workshops – among which of relevance being those within research projects (1st Advanced Summer Institute on Product Engineering: Ecodesign and Green Energy, Sinaia, 2004; 2nd Advanced Summer Institute on Product Engineering: Tools and Methods based on Virtual Reality, Chania Crete, 2007). His 10 books issued by national and international publishing houses, his over 150 scientific papers published in various specialized magazines or conferences that accumulated over 500 citations in representative specialized literature are also remarkable, especially from a qualitative point of view.

Lect. dr. Janos TIMAR
Faculty of Mechanical Engineering