

PERSONAL INFORMATION

Buf Diana Maria



 Bucharest, Romania

 diana.buf@comunicare.ro

Date of birth 12/09/1997 | Nationality Romanian

WORK EXPERIENCE

December 2022 – current

Member of the Center for Research in Communication – Media Lab

Scientific and research activities: Member of research projects developed by the Center for Research in Communication

October 2022 – current

Associate Teacher – PhD student

College of Communication and PR, National University of Political Studies and Public Administration, Bucharest.

- Preparing and teaching seminars on "Research methods in communication sciences", "Introduction to sociology" and "Social psychology of communication"

February 2021 – May 2022

Research team member

"Communicating science to young generations: Metaphors our children learn by" project, funded by UEFISCDI, College of Communication and PR, National University of Political Studies and Public Administration, Bucharest.

- Coding of selected materials for content analysis
- Participation in the writing of scientific papers
- Data analysis

October 2019 – May 2020

Research team member

"Hate speech in social media - an experimental research" project, the Center for Research in Communication, College of Communication and PR, National University of Political Studies and Public Administration, Bucharest

- Contributions in all stages of the project
- Documentation of the research topic
- Pretesting research based on experiment
- Data coding
- Analysis of the results
- Reporting
- Elaboration of scientific articles

March 2018 – April 2019

Project and Event Organization Department Manager – Volunteering

Asociația Art Out

- Coordination of volunteers within the department
- Realization of the theme and concepts of the organization's events
- Planning, organizing, and implementing the organization's events
- Active involvement in writing projects (education, art) for grant funding

November 2017 – March 2018

Internship in the Projects and Event Organization Department

Asociația Art Out

- Writing projects for grant funding
- Planning the organization's events

November 2017 – February 2018

Internship in sociological research

College of Communication and PR, National University of Political Science and Public Administration Replace with employer's name and locality (if relevant, full address and website)

- Updating and coding databases with answers from several questionnaire-based research

EDUCATION AND TRAINING

October 2021 – current

Doctoral Studies - Communication Sciences

National University of Political Studies and Public Administration, Bucharest.

- Identity management and aggressive behaviours in the online environment

October 2019 – July 2021

Master's Degree - Managerial Communication and Human Resources

College of Communication and PR, National University of Political Studies and Public Administration, Bucharest.

- Human resources, organizational psychology, managerial communication

October 2016 – July 2019

Bachelor's Degree - Communication and Public Relations

College of Communication and PR, National University of Political Studies and Public Administration, Bucharest.

- Communication, PR, social media

PERSONAL SKILLS

Mother tongue(s)

Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	B2	B2	B2	B2	B2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- good communication and relationship skills noted during volunteer activities and internships
- teamwork skills, developed during volunteer activities and internships
- volunteer in the team organizing the admission session of the College of Communication and PR, NUPSPA (July 2017)
- volunteer in the "Voluntar în Spital" project, Asociația de medicină pentru Sănătate Publică- implementing creative workshops for children hospitalized in the Marie Curie Hospital (October 2015-March 2016)
- content writing and social media account management skills developed as a volunteer in the promotion team of the Master's in Managerial Communication and Human Resources, College of Communication and PR, NUPSPA (October 2019 – present)

Organisational / managerial skills

- leadership skills acquired during the activity of manager of the project and event organization department of the Art Out Association, where I was responsible for coordinating the team of volunteers (5 people)
- good organizational and planning skills acquired during the events where I was part of the organizing team as a volunteer
- Volunteer in the organizing team of the workshop "Media and Technology Literacy"(October-November 2019)
- Volunteer in the organizing team of the "International Visual Methods Conference (IVMC) 6th edition" (July 2019)
- Volunteer in the organizing team of the "Fake news and information disorders in the digital age" workshop (October 2018)

Computer skills

- experienced level of using Microsoft Office™ tools (Excel, Word, PowerPoint, Outlook)
- experienced level of using the Canva program
- medium level of use (independent user) Tropes (natural language processing and semantic classification software)
- elementary level of using Gephi (visualization and exploration software for all kinds of graphs and networks)

Other skills

- writing scientific articles
- creation and implementation of scientific research methodologies
- orientation towards analysis and optimization of the activity
- good prioritization skills

ADDITIONAL INFORMATION

Publications

Buf, D., & Ștefăniță, O. (2020). Uses and Gratifications of YouTube: A Comparative Analysis of Users and Content Creators. *Romanian Journal Of Communication And Public Relations*, 22(2), 75-89. doi:10.21018/rjcp.2020.2.301

Ștefăniță, O., & Buf, D. (2021). Hate Speech in Social Media and Its Effects on the LGBT Community: A Review of the Current Research. *Romanian Journal Of Communication And Public Relations*, 23(1), 47-55. doi:10.21018/rjcp.2021.1.322

Buf, D. (2021). Book review of 'Narratives in Research and Interventions on Cyberbullying among Young People' edited by Heidi Vandebosch & Lelia Green, Springer, 2019, 243 pages. *Romanian Journal Of Communication And Public Relations*, 23(3), 65-67. doi:10.21018/rjcp.2021.3.334

Frunzaru, V., Ștefăniță, O., Daoud, A., & Buf, D. (2022). Politicization of the Romanian Pre-University Educational System.Teachers' Perspective. In F. Anghel, V.E. Ciuciuc, B. Hrib, A. Mitan & M.E. Stratone (Eds.), *Sustainable Development and Strategic Growth* (pp. 573-584). Bucharest: Tritonic.

Ștefăniță, O, Frunzaru, V., Buf, D., & Daoud, A. (2022). Performance Related Pay in Education – Romanian Teachers' Standpoint. In F. Anghel, V.E. Ciuciuc, B. Hrib, A. Mitan & M.E. Stratone. *Sustainable Development and Strategic Growth* (pp. 625-635). Bucharest:Tritonic.

Negrea-Busuioc, E., Ștefăniță, O., & Buf, D. M. (2024). Romania's first female prime minister's meme-ification: Humor and the trivialization of politics in satirical memes. *Journal of Language and Politics*. <https://doi.org/10.1075/jlp.22010.neg>.

Projects

"Hate speech in social media - an experimental research" project, the Center for Research in Communication, College of Communication and PR, National University of Political Studies and Public Administration, Bucharest

"Communicating science to young generations: Metaphors our children learn by" project, funded by UEFISCDI, College of Communication and PR, National University of Political Studies and Public Administration, Bucharest

Conferences

Buf, D. M., & Ștefăniță, O. (2021), YouTube Users versus Content Creators – a qualitative approach of uses and gratifications. Paper presented at the International Conference on Professional Communication and Translation Studies (12th edition), virtual conference.

Buf, D. M., Ștefăniță O., & Negrea-Busuioc, E. (2021) Effects of exposure to hate speech on Facebook – an experimental research. Paper presented at the International Conference on Professional Communication and Translation Studies (12th edition), virtual conference.

Negrea-Busuioc, E., Ștefăniță, O., & Buf, D. M. (2021) Romania's first female Prime Minister's meme-ification: Trivialization and banalization of politics through satirical memes. Paper presented at ECREA Political Communication Section Interim Conference, virtual conference.

Buf, D. M., & Ștefăniță, O. (2021), From User to Content Creator. A Comparative Analysis of the Uses and Gratifications of YouTube. Paper presented at International Conference Semiosis in Communication: Culture, Communication and Social Change (3rd edition), virtual conference.

Frunzaru, V., Ștefăniță, O., Daoud, A., & Buf D. M. (2022), Politicization of the Romanian pre-university educational system. Teachers' perspective. Paper presented at Strategica International Conference (10th edition).

Ștefăniță, O., Frunzaru, V., Buf, D. M., & Daoud A. (2022). Performance related pay in education – Romanian teachers' standpoint. Paper presented at Strategica International Conference (10th edition).

Ștefăniță, O., Frunzaru, V., & Buf, D. M. (2023), Challenges and Evolution in Romanian Pre-university Education: A Longitudinal Comparative Analysis from 2014 to 2020. Paper presented at Strategica International Conference (11th edition).