

PERSONAL INFO	Florența Toader
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WORK EXPERIENCE	
October 2023 – Present	Lecturer Faculty of Communication and Public Relations, National University of Political Studies and Public Administration www.comunicare.ro
2023 – Present	<i>Editor – Romanian Journal of Communication and Public Relations</i>
April 2025 – Present	<i>Expert – Ethical use of emerging technologies in the project AI Student FEST: Developing ethical AI tool use skills through training and gamification (project code CNFIS-FDI-2025-F-0366)</i>
April 2024 – November 2024	<i>Expert – Quality and Academic Ethics Coordinator in the project AI ETHICS: Ethical use of emerging technologies in universities (project code CNFIS-FDI-2024-F-0146)</i>
April 2023 – November 2023	<i>Expert – Communication and Dissemination in the project VALORIS: Valorizing research results and increasing the impact of scientific publications at SNSPA (project code CNFIS-FDI-2023-F-0183)</i>
June 2020 – June 2021	<i>“Spiru Haret” Scholarship Holder for the study of the Romanian diaspora – PN-III-P1-1.1-BSH-2-2016-0005</i> Laboratory “Communication, Discourse, Public Issues” (CoDiPo), Research Center in Communication, Faculty of Communication and Public Relations (SNSPA), Bucharest www.codipo.ro, www.comunicare.ro Field: Higher Education

June – December 2017	<i>Research Assistant 2</i> in the project “State of the Nation. Building an innovative tool for policy-making” (Code SIPOCA 11 / MySMIS 2014+: 118305)
February 2016 – October 2023	<i>Assistant Professor</i> Faculty of Communication and Public Relations, National University of Political Studies and Public Administration www.comunicare.ro
October 2019 – Present	<i>Coordinator of the Master’s Programme in Communication and Advertising (taught in English)</i> Faculty of Communication and Public Relations, National University of Political Studies and Public Administration www.comunicare.ro
November 2012 – 2017	<i>Coordinator of the Master’s Programme in Political Communication. Political and Electoral Marketing</i> Faculty of Communication and Public Relations, National University of Political Studies and Public Administration www.comunicare.ro
February 2015 – May 2017	<i>Associate Lecturer</i> Master’s Programme in Business Communication in English, Bucharest University of Economic Studies www.mibcom.ase.ro
May 2012 – February 2016	<i>Associate Lecturer</i> Faculty of Communication and Public Relations, National University of Political Studies and Public Administration www.comunicare.ro
September 2013 – October 2013	<i>Research Team Member</i> in the grant “The Diaspora in the Romanian politico-media sphere. From events to the media construction of public issues” (2012–2015) Laboratory “Communication, Discourse, Public Issues” (CoDiPo), Research Center in Communication, Faculty of Communication and Public Relations (SNSPA), Bucharest www.codipo.ro , www.comunicare.ro
May – June 2013	<i>Implementation Team Member</i> in the POSDRU project no. 41506: “Instruments and mechanisms to increase and facilitate access to higher education through the development of horizontal and vertical partnerships between educational institutions, social and local structures of the education system, and social/sectoral actors”

November 2012 – September 2013	<i>Coordinator of the ERASMUS Department</i> Faculty of Management, National University of Political Studies and Public Administration (SNSPA), Bucharest www.facultateademangement.ro
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EDUCATION	
November 2016 – May 2017	<i>Psychopedagogical Training Module – Level II</i> Department for Teacher Training, University of Agronomic Sciences and Veterinary Medicine, Bucharest
November 2015 – May 2016	<i>Psychopedagogical Training Module – Level I</i> Department for Teacher Training, University of Agronomic Sciences and Veterinary Medicine, Bucharest
2011 – 2014	<i>PhD in Communication Sciences</i> (since May 2014, beneficiary of the project “ <i>Doctoral and postdoctoral scholarships for young researchers in the fields of Political Science, Administrative Science, Communication Sciences and Sociology</i> ”, POSDRU/1.5/159/134650) Doctoral School of Communication Sciences, National University of Political Studies and Public Administration, Bucharest
2009 – 2011	<i>Master’s Degree in Political Communication. Political and Electoral Marketing</i> Faculty of Communication and Public Relations (SNSPA), Bucharest
2006 – 2009	<i>Bachelor’s Degree in Communication and Public Relations</i> Faculty of Communication and Public Relations (SNSPA), Bucharest

PROFESIONAL SKILLS & LANGUAGES					
Maternal language	Română				
Foreign languages	COMPREHENSION		SPEAKING		WRITING
	Listening	Reading	Conversation	Listening	Reading
English	C1	C1	C1	C1	C1
French	C1	C2	B1	C1	C2

	Levels: A1/2: Basic user – B1/2: Independent user – C1/2: Proficient user <i>Common European Framework of Reference for Languages (CEFR)</i>

PUBLICATIONS	
	Books TOADER, F. (2017). <i>Profesionalizarea discursului politic în era social media</i>. București: Comunicare.ro Chapters in edited books TOADER, F., & RADU, L. (2019). Europeanization in the Making: Perceptions of the Economic Effects of European Integration in Romania. In <i>Development in Turbulent Times</i> (pp. 185-197). Springer, Cham. TOADER, F. (2017). Discursive strategies used by Romanian politicians in the context of the refugee crisis. A. BÂRGĂOANU, R. BUTUROIU & L. RADU (EDS.), <i>Why Europe? Narratives and Counter-narratives of European Integration</i>. Peter Lang Academic Research. TOADER, F. & GUȚU, D. (2015). Voter Mobilization on Facebook. Data from the 2012 Romanian Parliamentary Elections and the 2014 Euro-parliamentary Elections. B. PATRUT, D. ANDONE, C. HOLOTESCU, G. GROSSECK (Eds.), <i>SMART 2014. Social Media in Academia: Research and Teaching</i>, MEDIMOND Publishing Company (ISI Proceedings). TOADER, F. (2014). The Emotions Industry in Online Romanian Politics: Selling Leadership and Trust during the 2012 Parliamentary Campaign. M. MOSHE (Ed.). <i>The Emotions Industry</i>, New York: Nova Publishers. GRIGORAȘI, C. & TOADER, F. (2014). Normalization of Romanian Political Discourse on Facebook. The Schengen Issue. L. IVAN, C. DABA-BUZOIANU & B. GRAY (Eds.), <i>Mapping Heterogeneity</i>:

	<i>qualitative research in communication</i> (283-311), Bucharest: Tritonic. TOADER, F. (2013). Communicating Party Ideology in the Digital Era. C. NITU & E. COPILAS (Eds.), <i>Political Studies Forum</i> (57 –75), Timișoara, Editura Universității de Vest. Journal articles Toader, F. (2023). The Discursive Construction of ‘Good Parenting’ by Romanian Parenting Influencers. <i>Revista Română de Comunicare și Relații Publice</i>, 25(2), 23-48. Toader, F. (2021). Who is the diaspora? The Negotiation of Diasporic Identities in the Romanian Online Political Discourse. <i>Journal of Media Research</i>, 14(3), 5-22. DOI:10.24193/jmr.41.1. DEVDEREA, C. & TOADER, F. (2018). Consumer Behavior Towards Apparel E-Commerce In Romania. <i>Management Dynamics in the Knowledge Economy</i>, 6(3), 471-487. TOADER, F. & GRIGORAȘI, C. (2016). Narrativization in Online Political Communication: New Media versus Old Media in Times of Presidential Election Campaign in Romania. <i>Journal of Media Research</i>, 9(3), 38 – 55. TOADER, F. (2016). Negotiating Political Responsibility in Times of National Tragedy. <i>Style of Communication</i>, 8(2), 40 – 56. TOADER, F. (2014). Politics and Leadership on Facebook during the 2012 Romanian Parliamentary Elections and the 2014 Euro-parliamentary Elections. <i>Management Dynamics in the Knowledge Economy</i>, 2(2), 399 –419. GRIGORAȘI, C. & TOADER, F. (2013). Building Legitimacy during the 2012 Romanian Parliamentary Elections. The Normalization of Online Political Discourse. <i>Revista de comunicare și marketing</i>, 4(7), 47 –77. Book reviews TOADER, F. (2024). Book review Ne-pacea informațională. Cine pierde și cine câștigă în era hiperconectivității? [Informational unrest. Who loses and who gains in the era of hyperconnectivity],
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	by Alina Bârgăoanu, Editura Tritonic, 2024, 352 pages. <i>Romanian Journal of Communication and Public Relations</i>, 26(3), 71-73. TOADER, F. (2024). Book Review Digital Fever: Taming the Big Business of Disinformation, by Bernhard Poerksen: Palgrave Macmillan, 2022, 219 pages. <i>Romanian Journal of Communication and Public Relations</i>, 26(2), 79-81. VIȚELAR, A. & TOADER, F. (2017). Review of "Brand-urile în era Web 2.0. Conținutul generat de consumatori"[Web 2.0 Brands. User-generated Content] by Rodica Săvulescu, Bucharest: Tritonic, 2016, 252 pages. <i>Romanian Journal of Communication and Public Relations</i>, 18(3), 101-103.
Conferences	CIOCEA, M., NEGREA-BUSUIOC, E., TOADER, F., CHEREGI, B. F. (2025). The Ukrainian refugee crisis in the Romanian media: a discursive approach. ECREA CRISIS 8, 15-17 September, Bucharest, Romania. NEGREA-BUSUIOC, E., TOADER, F., CHEREGI, B. F., & CIOCEA, M. (2025). The transformative experience of refugeeism: Ukrainian women refugees in Romania and their integration in the host country. <i>22nd IMISCOE Annual Conference</i>, 1-4 July 2025, Aubervilliers-Paris & online CHEREGI, B. F., NEGREA-BUSUIOC, E., TOADER, F. & CIOCEA, M. (2025). The (in)visible Ukrainian refugees in the Romanian media: a visual governance perspective. <i>22nd IMISCOE Annual Conference</i>, 1-4 July 2025, Aubervilliers-Paris & online NICULESCU, C. & TOADER, F. (2024). AI Tools Usage in Communication and Marketing Promotion. Romanian Digital Agencies Approaches to AI. <i>Prague Media Point</i>, 29 noiembrie, Praga, Cehia. NEGREA-BUSUIOC, E., & TOADER, F. (2024, September 24-27). <i>Romania's first lesson on humanitarianism: A thematic analysis of investigative media reports on the Ukrainian refugee crisis</i>. Paper presented at the 10th European Communication Conference, Ljubljana, Slovenia.

	TOADER, F., & NEGREA-BUSUIOC, E. (2024, September 11-14). <i>AI-powered PR: Advantages, challenges and risks of using AI as perceived by public relations professionals</i>. Paper presented at the 25th Annual Congress of EUPRERA, University of Bucharest, Bucharest, Romania. TOADER, F., CHEREGI, B.-F., & CIOCEA, M. (2024, July 2-5). <i>Ukrainian Refugees in the Romanian Media: Public debates, strategic narratives and discursive practices</i>. Paper presented at the 21st IMISCOE Annual Conference, National University of Political Studies and Public Administration (SNSPA), Lisbon, Portugal & Online. CIOCEA, M., CHEREGI, B.-F., & TOADER, F. (2024, June 17). “<i>It could have been us</i>”: <i>Strategic narratives about Ukrainian refugees in the Romanian public sphere</i>. Webinar presented at ECPR Migration and Ethnicity, Online. Retrieved from https://ecpr.eu/Events/165 CHEREGI, B.-F., TOADER, F., & CIOCEA, M. (2024, June 12-14). <i>Ukrainian refugee voices in Romania: The use of metadialogic practices in independent media documentaries</i>. Paper presented at the 7th ESTIDIA Conference: Exploring Real-life, Fictional and Virtual Dialogue: Similarities, Differences and Complementarities, Mykolas Romeris University, Vilnius, Lithuania. CHEREGI, B., TOADER, F. & CIOCEA, M. (2023). Transnational social fields and the politics of belonging in diasporic and national communities then and now: a comparative approach. The Light Comes from the West! The Politics of Eastern European Migration during the Cold War, București, 10-12 octombrie TOADER, F., CHEREGI, B. & CIOCEA, M. (2023). Evolving Discourses on Ukrainian Refugees in the Romanian Public Sphere. A Multimodal Approach. The 4th conference of the Romanian Network of Migration Studies (RoMig), București, 7-8 septembrie CHEREGI, B. F., CIOCEA, M. I., & TOADER, F. (2023). Discursive (de)legitimization strategies of the Ukrainian refugees in the Romanian and Moldavian media. A multimodal approach. Discourses and their impacts on a world of multiple crises, DiscourseNet –ALED, Valencia, Spania, 25-28 iulie.
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	NICULESCU, C., TOADER, F. & RUSU, M. (2023). Storytelling and national identity in Head of states' New Year discourse. A multimodal analysis approach. <i>Semiosis in Communication</i>, București, 22-24 iunie. TOADER, F. (2021, 26-27 martie). The negotiation of diasporic identities in the Romanian political discourse and the construction of political responsibility towards Romanians abroad [Conference Paper]. <i>ECREA Political Communication Section Interim Conference: "Communicating crisis: Political communication in the age of uncertainty"</i>, București, România. RADU, L. & TOADER, F. (2017). Europeanization in the making. Perceptions on the Economic Effects of European Integration in Romania, <i>Measuring Development in Turbulent Times</i>, București, Noiembrie 28-29 TOADER, F. (2017). Strategies of Legitimation in Political Discourse During the 2017 Romanian Protests, <i>Qualitative Research in Communication</i>, București, 4-6 Octombrie GRIGORAȘI, C. & TOADER, F. (2017). Romanian public institutions and innovation. A discourse analytical approach, <i>International Conference for Entrepreneurship, Innovation and Regional Development</i>, Thessaloniki, Greece, 31 Aug – 1 Sept 2017 TOADER, F. (2016). Discursive strategies used by Romanian politicians in the context of the refugee crisis. <i>Prague Media Point: Media and Migration</i>, Prague, November 7–9 TOADER, F., VIȚELAR, A. & SĂVULESCU, R. (2016). Media Portrayal of First Ladies in Romania and the USA. <i>PR Trend International Conference, Communication In A Changing Society</i>, Cluj-Napoca, Romania, 24-25 October 2016 TOADER, F. & GRIGORAȘI, C. (2016). Narrativization in Online Political Communication: New Media versus Old Media in Times of Presidential Election Campaign in Romania. <i>Semiosis in Communication: Knowing and Learning 2016 International Conference</i>, Bucharest, June 16-18.
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	TOADER, F. (2016). Negotiating Political Responsibility in Times of National Tragedy, <i>Understanding Transition - IV. Ways and Challenges to Responsibility</i>, Bucharest, 2-3 June. TOADER, F. & GUȚU, D. (2014). Voter Mobilization on Facebook. Data from the 2012 Romanian Parliamentary Elections and the 2014 Euro-parliamentary Elections. <i>International conference Social Media in Academia: Research and Teaching, SMART 2014</i>, Timișoara, Romania, 18-21 September. TOADER, F. (2014). Negotiating Public Interest Issues. The interconnection of Online and Mass-media Public Agenda during the 2012 Romanian Parliamentary Campaign. <i>International conference Understanding Transition II. Communication and Public Interest</i>. University of Bucharest, 16-17 May 2014. TOADER, F. (2014). Communicating Ideology in the Digital Era. The case of the 2012 Romanian Parliamentary Elections. <i>International conference PR Trend. Medialization or How Media Changed our Life</i>. Babeș-Bolyai University, Cluj-Napoca, Romania, 9-11 Mai 2014. TOADER, F. & GRIGORAȘI, C. (2013). Normalization of Romanian Political discourse on Facebook. The case of the 2012 Parliamentary Elections. <i>International conference Towards the Good society – European Perspectives</i>. București, 24-26 October 2013. GRIGORAȘI, C. & TOADER, F. (2013). Normalization of Romanian Political discourse on Facebook. The Schengen Issue. <i>Qualitative Research in Communication International conference</i>, National University of Political Studies and Public Administration, Bucharest, 3-4 October 2013.
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