



Transilvania
University
of Brasov

NEWSLETTER

No. 108 April 2021

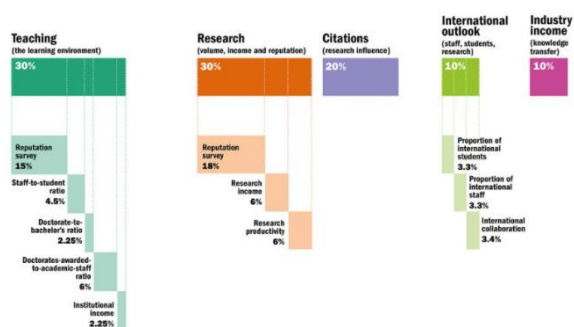
- TRANSILVANIA UNIVERSITY OF BRAȘOV, PRESENT AGAIN IN *TIMES HIGHER EDUCATION* INTERNATIONAL RANKING
- SEVEN NATIONAL AWARDS OBTAINED AS A STUDENT OF THE FACULTY OF PHYSICAL EDUCATION AND MOUNTAIN SPORTS
- THE 11TH EDITION OF THE *INTERNATIONAL CONFERENCE ON INFORMATION SCIENCE AND INFORMATION LITERACY*(ICISIL 2021)
- THE INTERNATIONAL STUDENT SYMPOSIUM "CADET INOVA'21", SIBIU
- 3D PRINTING CENTRE COORDINATED BY VOLUNTEER STUDENTS AT TRANSILVANIA UNIVERSITY
- START-UP FUNDING. FINANCING SOLUTIONS IN SUPPORT OF ENTREPRENEUSHIP
- CREATIVE ADVERTISING CAMPAIGNS IN ROMANIA AND BRAZIL
- THE WAY TO THE BEST VERSION OF OUR SELF IN... *DIALOGUES ABOUT EDUCATION*
- LAUNCH OF THE THIRD EDITION OF THE ACADEMY OF ONLINE
- MUSIC COMBINED WITH FURNITURE DESIGN AND RESTORATION
- DAY OF TRANSILVANIA UNIVERSITY AT THE FACULTY OF ECONOMIC SCIENCE AND BUSINESS ADMINISTRATION
- ORGANIZATION OF CULTURAL AND SPORTING EVENTS

- ▣ DAY OF THE UNIVERSITY AT THE BASTION OF PR“-ISTS”
- ▣ MEETING BETWEEN THE GRADUATES AND THE CURRENT STUDENTS OF THE FACULTY OF LAW
- ▣ A SPRING TOKEN OF JOY
- ▣ A SERIES OF THREE EVENTS AT THE FACULTY OF CIVIL ENGINEERING
- ▣ VISIT OF THE FIRST-YEAR STUDENTS TO THE TWO RESEARCH CENTRES OF THE FACULTY OF MATERIALS SCIENCE AND ENGINEERING
- ▣ VIRTUAL WELDING – COMPETITION DEDICATED TO THE STUDENTS OF TRANSILVANIA UNIVERSITY OF BRAȘOV
- ▣ “HAVING A TALK WITH...” AT RADIO CAMPUS TRANSILVANIA
- ▣ LISZT AND THE ROMANTIC ORGAN
- ▣ DAY OF TRANSILVANIA UNIVERSITY OF BRAȘOV. GALA OF MUSIC DOCTORAL STUDENTS
- ▣ RHYTHM, MELODY AND HARMONY IN A MUSIC WORKSHOP

TRANSILVANIA UNIVERSITY OF BRAȘOV, PRESENT AGAIN IN *TIMES HIGHER EDUCATION* INTERNATIONAL RANKING

Transilvania University of Brașov was again included in *Times Higher Education* academic ranking, but this time in the section “Emerging economies”. Our University can be found on the 501+ place, being for the first time in this category within the ranking.

This ranking is based on 13 performance indicators grouped into five general fields: teaching (didactic activity), research or scientific performance (through volume, income and reputation), research influence (citations), international outlook (through the academic community, students, research) and knowledge transfer to industry / society. The complete results and further details about the ranking “Times Higher Education - emerging economies” can be accessed from the link [here](#).



“Times Higher Education – emerging economies” ranking includes only institutions in countries classified by the FTSE Group of the London Stock Exchange as “advanced emerging”, “secondary emerging” or “frontier”. The top includes 606 universities from 48 countries around the world, the economy of which was classified as either advanced, secondary “emerging” or frontier. From Romania, 13 universities were included in this top. In the second part of the ranking, on the 251st-300th places, there

are the Academy of Economic Sciences of Bucharest, Babeș Bolyai University and the University of Medicine and Pharmacy of Cluj Napoca. On the 501+ places, there are 10 other Romanian universities, mentioned in alphabetical order, including Transilvania University of Brașov.

Transilvania University of Brașov entered for the first time *Times Higher Education* ranking, in September 2020, in the general *World University Rankings 2021*, which included the best-performing 1,527 universities from over 20,000 higher education institutions in 93 countries and regions, and can be considered the most comprehensive and diverse university ranking to date.

Recently, Transilvania University of Brașov has registered the highest ascent of a Romanian university in the international ranking *Center for World University Rankings* (CWUR), as well as in the international QS ranking of the universities in Emerging Europe and Central Asia. It also entered for the first time the prestigious Shanghai international ranking by fields and the international ranking *Times Higher Education – Impact Rankings* (the third place in the top of Romanian universities).

Synthesis made by Victor BRICIU,
Office of Marketing and Image

Source: www.unitbv.ro/stiri-si-evenimente

Photo source:

<https://www.timeshighereducation.com>

■ CONTENTS

SEVEN NATIONAL AWARDS OBTAINED AS A STUDENT OF THE FACULTY OF PHYSICAL EDUCATION AND MOUNTAIN SPORTS

The Faculty of Physical Education and Mountain Sports is also successfully represented in men's speed skating. If in a previous issue of the newsletter we talked about our students Mihaela Hogaș and Bianca Lorena Stănică, today we will present Cosmin Nedelea (Mex – as his friends and colleagues call him), the athlete who won seven national awards in a sport in which Romania does not even have a competition track (400 m skating rink).



Cosmin is a second-year student at the programme Sports and Motor Performance, within our faculty. He is optimistic, ambitious and friendly by nature. He switched to speed skating at the age of eight, having started on rollers; then he got up on ice, abandoning football, a sport that his mother had taken him to. In the 13 years dedicated to performance sports, Mex succeeded in collecting over 100 medals. We must emphasize here that in the first five years of performance he did not succeed in “getting” a place on the podium.



The important competitions in which he participated include the European Youth Olympics Festival (FOTE) - Turkey 2017, the World Junior Championship - Italy 2019 and several stages of the World Cup for Juniors and Neo-Seniors. In addition, the last year's performances stood out by:

- 1st place at the National Long Track Championship - Zakopane, Polonia;
- 1st place at the National Short Track Championship - Miercurea Ciuc, România;
- 1st place at the Romanian Speed Skating Cup;
- 1st place at Tatra Cup, Zakopane, Poland (500 m);
- Participation in several international competitions at Inzell, Germany.

Mex is trained by the same Bogdan Stănescu, a graduate of our faculty, who is for the speed skaters in the team of Cosmin, Mihaela and Bianca, both coach and masseur, as well as chef, driver, etc.

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

■ CONTENTS

THE 11TH EDITION OF THE *INTERNATIONAL CONFERENCE ON INFORMATION SCIENCE AND INFORMATION LITERACY*(ICISIL 2021)

The 11th edition of the *International Conference on Information Science and Information Literacy* (ICISIL 2021) took place on 11 and 12 March 2021. This event was organized by Transilvania University of Braşov, Lucian Blaga University of Sibiu and Politehnica University of Timișoara, with the support of George Barițiu County Library of Braşov, and of MB Think Tank.



The theme of this year's conference was "The Role of Information in Services Provided to Innovative Users", and the participants registered at this event (on the platform www.icisil2021.com) gave presentations followed by discussions in which the recent results of the research were debated, in a 100% online format.

On 11 March, those interested could attend the official opening ceremony, through the words addressed by the special guests of this event: Prof. Dr. MD. Liliana Rogozea, Vice-Rector for Public Relations of Transilvania University of Braşov, Prof. Dr. Sorin Radu, Rector of Lucian Blaga University of Sibiu, Prof. Dr. Andrei Terian-Dan, Vice-Rector for Research, Innovation and Internationalization of Lucian Blaga University of Sibiu, Assoc. Prof. Dr. Eng. Florin Drăgan, Rector of Politehnica University of Timișoara, Dr. Daniel Nazare, Director of George Barițiu County Library of Braşov.

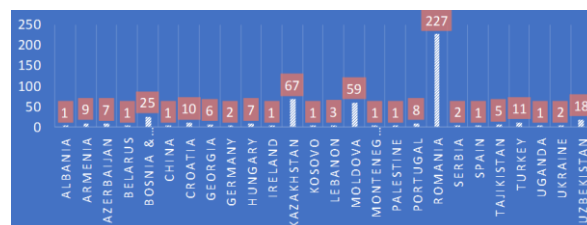
The presentations on the conference sections respectively "Media and Information Literacy" – 14 papers, and "Information Science and Technology" – 18 papers, came next, under the careful coordination of the chair of the organizing committee, Prof. Dr. Eng. Dr. Marketing Angela Repanovici.



Workshop on 3D printing: INNO3D Project

The workshop is organized within the Erasmus+ INNO3D+ project.

In the second part of the event, on 12 March, the registered participants benefited from the information and activities carried out in an online workshop dedicated to 3D printing technology, a special event within the Erasmus+ project "3D Printing Support Service for Innovative Citizens - INNO3D", each of them receiving a digital certificate attesting to this participation. There were 552 participants from 26 countries.



Finally, another point of interest was the workshop dedicated to doctoral students, where over 12 presentations reflected the high level of the research topics approached by the authors. The papers in extenso of the international conference will be published in a collective volume, indexed through the services of Sciendo, a subsidiary of De Gruyter Publishing House.

Prof. Dr. Eng., Dr. Marketing Angela REPANOVICI,
Chair of ICISIL 2021 Organizing Committee

Assoc. Prof. Dr. Victor BRICIU,
Office of Marketing and Image

THE INTERNATIONAL STUDENT SYMPOSIUM "CADET INOVA'21", SIBIU

The international student symposium "The International Student Innovation and Scientific Research Exhibition - Cadet INOVA'21" took place at Sibiu between 15 and 17 March 2021 (<https://cadetnova.ro/index.php/ro/>). This event was promoted by "Gl. mr. Nicolae Uscoi" Cadet Corps and "Nicolae Bălcescu" Land Forces Academy of Sibiu, under the High Patronage of the Romanian Inventors Forum, aiming to support innovation and scientific research at national and international level in the young researchers' vision. Forty-four scientific papers were submitted to this scientific event, which were evaluated by a jury of researchers and experts in various fields.



Within this event, the students Roxana Gall and Eugenia Filimon, in the 2nd study year at the Faculty of Furniture Design and Wood Engineering, Transilvania University of Braşov, participated with the papers: "Application of X-Ray Computed Tomography in geometrical analysis on the design", supervisors: Assoc. Prof. Dr. Eng. Mariana Domnica Stanciu, Assoc. Prof. Dr. Florin Dinulică, Assoc. Prof. Dr. Alina Nauncef, and "Research regarding the vibration analysis of heritage violins versus new violins", supervisors: Assoc. Prof. Dr. Eng. Mariana Domnica Stanciu, Assoc. Prof. Dr. Eng. Alina Nauncef, Prof. Dr. Eng. Silviu Marian Năstac.

Their presentations can be accessed here: https://www.youtube.com/watch?v=9opcf_AhKuc; <https://www.youtube.com/watch?v=HvVXLGBZCKk>.

The topics of the papers, the high scientific level and the way of presentation were appreciated by the jury, our students obtaining three prizes:

- Gold Medal Award - the equivalent of the first prize;
- Silver Medal Award (second prize);
- Award of the Romanian Inventors Forum.



The researches were conducted within the project "Innovative models of violins acoustically and aesthetically comparable with patrimony violins – MINOVIS", code PN-III-P2-2.1-PED-2019-2148, contract no. 568PED/2020, in which students participate voluntarily, and the video recording was made with the support of the company A.P. Studio Braşov.

Assoc. Prof. Dr. Eng. Mariana Domnica STANCIU
Faculty of Mechanical Engineering

■ CONTENTS

3D PRINTING CENTRE COORDINATED BY VOLUNTEER STUDENTS AT TRANSILVANIA UNIVERSITY

Transilvania University of Braşov inaugurated on the Day of Transilvania University, on 1 March, a free 3D printing centre, dedicated to students, which is located on Colina Campus, in A building. The idea to inaugurate this centre came from the need to offer students the production service and the space where to print the 3D components required in the realization of various teaching and research projects. The university management equipped the centre with eight 3D printers, laptops, a 2D printer and furniture for the proper conduct of the activities.



The organization of the centre and the printing services are provided by seven volunteer students from the Faculty of Product Design and Environment, specializations Mechatronics and Medical Engineering, and one student from the Faculty of Electrical Engineering and Computer Science.

All UNITBV students have free access to these printers, and the consumables will be provided by Transilvania University of Braşov. They only need to send to the email address of the centre

inno3D@unitbv.ro a print request approved by the coordinating professor of the project.

The eight printers, Prusa model, print objects in 3D format, with polymers - plastics. The maximum size of a printable object is 20 centimetres.



The students are coordinated and assisted by the team of professors from the Faculty of Product and Environment Design, members of the project *3D Printing Support Service for Innovative Citizens – INNO3D*, project *ERASMUS+ Strategic Partnerships for Higher Education*, 2019-1-IE02-KA03-000693.

Guides for 3D printing, videos with simulations of the printing process and the curriculum needed to train the staff who want to develop 3D printing services have been made within the project

Prof. Dr. Eng., Dr. Marketing Angela REPANOVICI
Project Coordinator INNO3D

■ CONTENTS

START-UP FUNDING. FINANCING SOLUTIONS IN SUPPORT OF ENTREPRENEURSHIP

On the occasion of the day of Transilvania University of Braşov, the team of ITA UNITBV Technological and Business Incubator organized the virtual meeting on the financing of start-ups, entitled "Start-up funding. Financing solutions in support of entrepreneurship".



The event was honoured by the presence of two distinguished guests. These are Roxana Mînzatu, an expert in non-reimbursable financing, and Bogdan Merfea, an expert in banking and non-banking financing. The two guests' vast experience was proven by their stories, dense in useful information, and consequential especially for young people who want to engage in business or who want to start a new business.

The meeting was opened with a welcome from the university management, through the Vice-Rector Carmen Buzea, who emphasized the usefulness of such information in the process of cultivating the entrepreneurial spirit among students and graduates.

Mrs. Roxana Mînzatu presented in detail Innotech Student programme, bringing a whole series of additional details to those interested, as a result of her expertise in the Startup Nation non-reimbursable financing programme.

Mr. Bogdan Merfea reviewed several banking and non-banking sources of business financing. His expertise as a professor at Transilvania University of Braşov (from which he detached himself in 1999), along with the complex banking and non-banking business development activities carried out in the meantime also led to a dense presentation in information, very useful for young entrepreneurs.

The ensuing extensive discussions were meant to highlight details that were considered important for young entrepreneurs or for those thinking of taking the step towards starting a business.

The presentation given by Roxana Mînzatu, as well as the recording of the whole meeting can be found at:

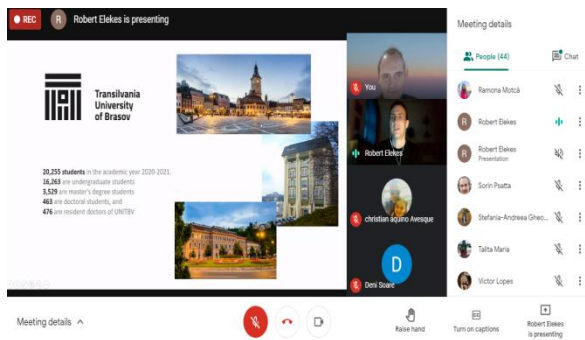
<https://www.roxaminzatu.ro/finantari/granturile-ue-pentru-antreprenoriat-dedicate-studentilor-masteranzilor-doctoranzilor.html>

Assoc. Prof. Dr. Eng. Laurenţiu-Aurel MIHAIL
Director of ITA-UNITBV

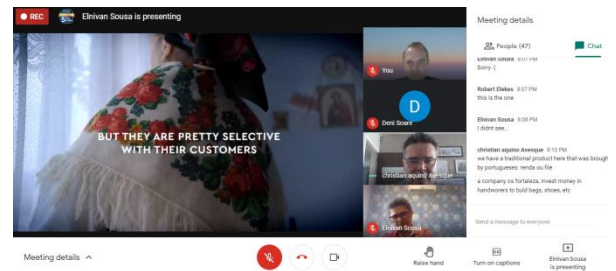
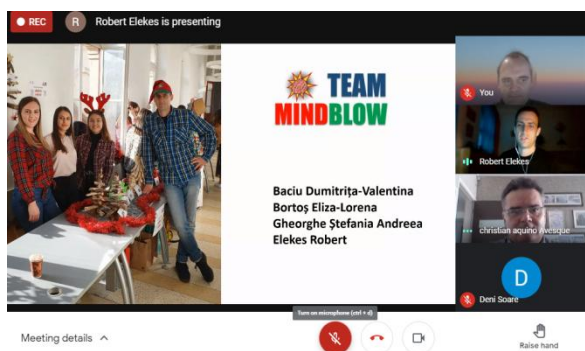
■ CONTENTS

CREATIVE ADVERTISING CAMPAIGNS IN ROMANIA AND BRAZIL

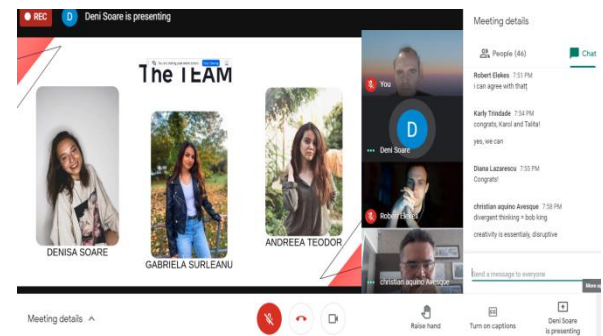
After the *4Branding Challenge* event of 24 November 2020, another online duplex was created between Transilvania University in Braşov, through the Faculty of Sociology and Communication, and UniChristus University in Fortaleza, Brasil, on 30 March 2021.



If at the last joint meeting, four months ago, the topic was branding, now the topic of online dialogue between Romanian and Brazilian students focused around creative advertising campaigns in the two countries.



The previous format was kept, respectively two presentations of the Brazilian students and two presentations of the Romanian students, the change occurring only at the level of the group of participating students: 1st-year students at the master's study programme Branding Campaign Management, and 3rd-year students at the programme Communication and Public Relations.



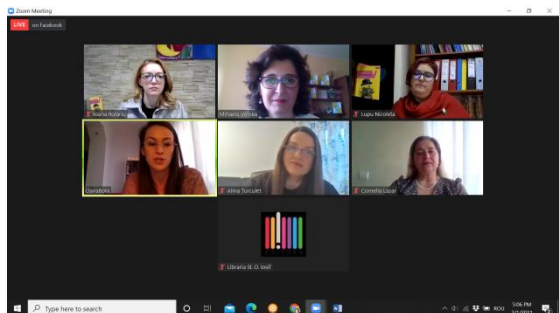
Moreover, the event was also attended by students in various study years at the bachelor's degree programmes Communication and Public Relations and Digital Media. A guest from outside the two universities was Sorin Psatta, former Director of strategy at the first international advertising agency established in Romania, Graffiti BBDO, and associated Professor at the Faculty of Journalism and Communication, University of Bucharest. He also talked about his experience as a volunteer in Rio de Janeiro almost a decade ago.

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

■ CONTENTS

THE WAY TO THE BEST VERSION OF OUR SELF IN...*DIALOGUES ABOUT EDUCATION*

Critical thinking and emotional self-regulation are two characteristics of a mature personality, towards which we tend in our daily effort towards fulfilment.



From whom can we learn how to obtain them, if not from those who deal with the education (training and development) of these characteristics, namely from the professors of the Faculty of Psychology and Education Sciences?

That is why, this year's edition of the *Dialogues about Education*, held on the occasion of the Day of Transilvania University of Braşov, together with one of the established partners of our faculty, Şt. O. Iosif Library, had as its theme of debate two interesting and topical works through the issues addressed: critical thinking and emotional education.

The possibility of forming critical thinking, models of critical thinkers, the benefits and risks of assuming

critical thinking were the main topics of reflection, which Lect. Dr. Oana Alina Bota submitted to attention, together with Assoc. Prof. Dr. Mihaela Voinea, the author of the book "Critical thinking- Metacompetence for the society of the future", released by the Publishing House of Transilvania University of Braşov.

An equally intensely debated topic was the one related to emotional education, analysed based on the book coordinated by Alain de Botton: "An Emotional Education" from Vellant Publishing House. The professors involved in dialogue – Lect. Dr. Cornelia Lazăr, Lect. Dr. Alina Turculeţ and Lect. Dr. Nicoleta Lupu - analysed the diversity of emotional states in relation to self, others and education.

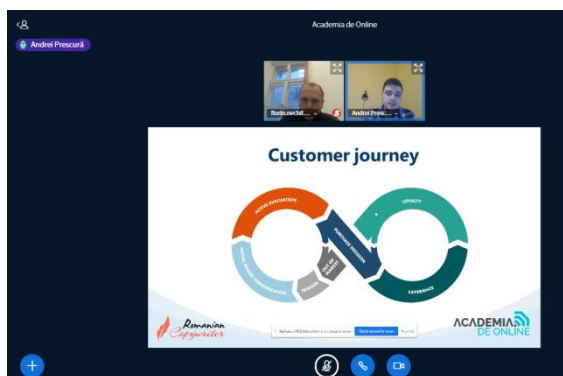
Even though the debate took place online, the number of participants confirmed that there is preoccupation dialogue, for education and for "helping each other to evolve towards the best version of ourselves." (Botton, 2020, p.192).

Assoc. Prof. Dr. Mihaela VOINEA
Faculty of Psychology and Education Sciences

■ CONTENTS

LAUNCH OF THE THIRD EDITION OF THE ACADEMY OF ONLINE

The Faculty of Sociology and Communication, in partnership with the agencies *The Pharmacy* and *Romanian Copywriter* of Braşov launched on 3 March 2021 the third edition of the Academy of Online, a free introductory programme in digital marketing, which offers its attendants the opportunity to interact with experienced specialists.

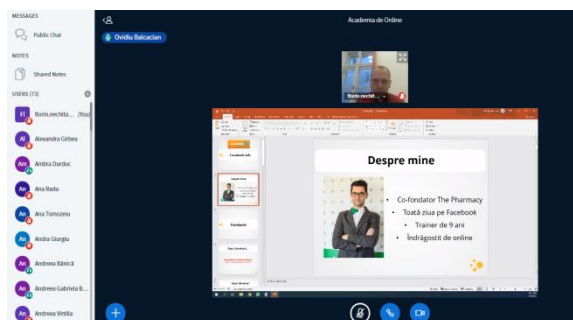


If last year we managed to have two physical courses, and the following eight were online because of the pandemic, at this year's edition, organized in four modules of two courses extending over eight weeks, the courses will be organized 100 % online.

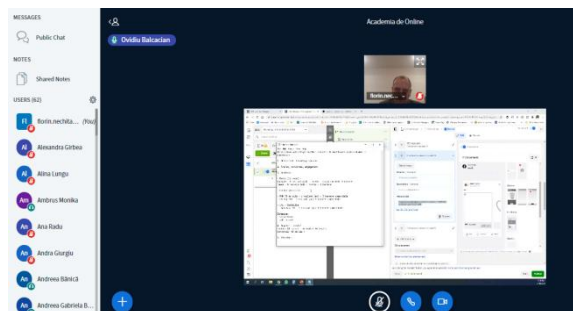


The courses are taught by four marketing specialists and entrepreneurs, graduates of Transilvania University of Braşov, who currently work in the two local agencies: Ovidiu Bălcăcian, co-founder of *The Pharmacy*, whereas from *Romanian Copywriter* - Cătălin Ionaşcu (Project

Manager), Andrei Prescură (SEO & Content Strategist) and Zoe-Larisa Bădoiu (Copywriter).



The examples and exercises included in the course come from the experience of the trainers themselves, who have been involved in digital marketing for over eight years.



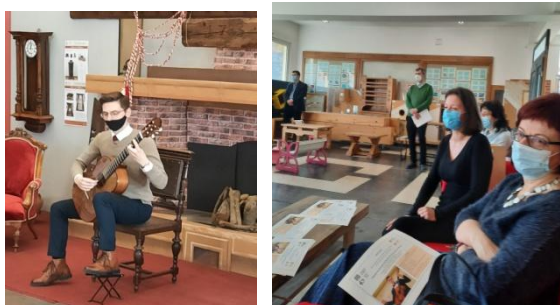
During the courses, the practical component is successfully combined with the theoretical benchmarks, and at the end of the programme the students will have the opportunity to apply all the knowledge acquired in a mini-project that will be evaluated to obtain a diploma.

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

■ CONTENTS

MUSIC COMBINED WITH FURNITURE DESIGN AND RESTORATION

On 2 March 2021, on the occasion of the Day of Transilvania University of Braşov, the Faculty of Furniture Design and Wood Engineering brought together two events in its exhibition site: the concert of classical guitar given by Zsombor Filip and organized by "Norbert Detaye" Media Library of Transilvania University of Braşov; the exhibition for the restoration of wooden objects, organized by the Faculty of Furniture Design and Wood Engineering and coordinated by Prof. Dr. Chem. Maria Cristina Timar.



Zsombor Filip began his studies at *Mikes Kelemen* Theoretical High School, and from the 9th grade he was a pupil of *Plugor Sándor* High School of Arts in Sfântu Gheorghe, class of the teacher Kakasi Zsolt, and he regularly attended the guitar courses of the teacher Costin Soare (Bucharest). He participated in master classes in the country and in Hungary with teachers such as Costin Soare (Ro), Kónya István (Hu), Csáki András (Hu), Gabriel Bianco (Fr), Pavlovits Dávid (Hu), Pusztai Antal (Hu), Cătălin Ştefănescu (Ro), Javier Villafuerte (Es), Liviu Georgescu (Ro) and Antoine Moriniere (Fr). He has performed as a soloist of Georgius Chamber Orchestra (conductor Werner Gábor, Budapest) and gave recitals in Braşov, Sfântu Gheorghe, Arcuş Cultural Centre, Miercurea Ciuc, Târgu Mureş, the Hungarian Institute in Bucharest, Suţu Palace of Bucharest, the Romanian Athenaeum. He is a multiple winner of various national and international Olympiads and competitions. In the academic year 2018–2019 he was an Erasmus grantee at Ferenc Liszt Academy of Music in Budapest, in the classical guitar class of Professor Csáki András. He is currently a fourth-year student in the class of Prof. Dr. Corneliu Voicescu, within the Faculty of Music of Transilvania University of Braşov.



The programme offered was original and precious, being at the same time a complex and representative vision of his musical personality: Agustín Barrios Mangoré (1885–1944): Waltz op. 8, no. 4; Dan Dediu (1967–): Zembrude (of the cycle "Invisible Cities"); Dávid Pavlovits (1973–): Prelude no. 3 – "The Hawk"; Prelude no. 4 – "The Blue One"; Prelude no. 5 – "Bagatelle"; Isaac Albéniz (1860–1909): "Mallorca" (Barcarola), op. 202; Andrew York (1958–): "Home"; João Pernambuco (1910–1947): Sons de Carrilhoes.

The restoration exhibition included furniture objects, as well as other wooden objects restored by students, under the coordination of the team led by Prof. Dr. Chem. Maria Cristina Timar, being completed by pieces of furniture - original creations of the students, as well as by five chairs representative for the design of contemporary furniture belonging to "Modern Classics" collection of "Norbert Detaye" Media Library. The event took place physically; the public access was free, all applicable preventive measures were observed, and physical distancing was ensured.

Through this action, it has been demonstrated, once again, that music combined with design and restoration can produce a much-needed state of well-being and comfort during this period, and true healing begins when live music returns, as stated by one of the great friends of "Norbert Detaye" Media Library and of Braşov, the musician Paul Brandes: "The greatest healing will be when live music comes back".

Assoc. Prof. Dr. Eng. Alin M. OLĂRESCU
Faculty of Furniture Design and Wood Engineering

DAY OF TRANSILVANIA UNIVERSITY AT THE FACULTY OF ECONOMIC SCIENCES AND BUSINESS ADMINISTRATION

During the events held on the occasion of the Day of Transilvania University of Braşov, the undergraduate and graduate students at the Faculty of Economic Sciences and Business Administration were invited to participate in a creativity contest, which has already become a tradition.

This year, the theme of the contest was adapted to the pandemic conditions, the students being invited to write a funny (or not!) short poem themed on "Student in pandemic... at the Faculty of Economic Sciences and Business Administration".

The poems were posted on the Facebook page of the faculty and the winners were designated according to the number of received appreciations (likes).

Fourteen poems written by both undergraduate and graduate students were entered in the competition.



The winning poem was "Student in pandemic", authored by Teodora Măciucă, a second-year student at the programme International Affairs.

Congratulations to all participants!

Assoc. Prof. Dr. Ioana CHIŢU, Vice-Dean
Faculty of Economic Sciences and Business
Administration

■ CONTENTS

ORGANIZATION OF CULTURAL AND SPORTING EVENTS

The first event in the series of actions organized by the Faculty of Sociology and Communication to mark the Day of Transilvania University focused exactly on... "event planning".



And because this topic is addressed in the various courses that the future Public Relations specialists take during college, three professionals experienced in organizing events were invited to a place that some of the present students had not seen yet, Patria Hall - the headquarters of Braşov Philharmonic.



The theme, place and guests had been established since January as a way for the students in Communication and Public Relations, and Digital Media to be attracted by the perspective of practice and active involvement in the communication of the prestigious cultural institution of Braşov.

And because we knew that students were missing major music festivals, the first speaker was Doru Rusănescu, Head of Marketing & Sales at *Electric Castle*. He captured the interest of the audience not only by the reputation of the festival, but also by the description of some elements behind the scenes related to the good organization of such mega-events. Of course, there were questions and answers about the challenges facing the field of organizing events during the pandemic.



The second speaker, who came from Bucharest especially for the meeting with the students from Braşov, was Lorand (Boţi) Balint, Director of the Romanian branch of *Publicis Sport & Entertainment*, agency that is part of the network *Publicis Groupe*, one of the largest networks of advertising agencies in the world (the third largest).

Ioan-Dragoş Dumitriu, Director of Braşov Philharmonic, concluded the series of presentations; and the fact that at this moment a team of 10 students of our faculty are part of the PR and communication team of this cultural institution is a proof that he convinced the audience that there is not much difference between *cool* and *cult*.

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

■ CONTENTS

DAY OF THE UNIVERSITY AT THE BASTION OF "PR-ISTS"

On 2 March 2021, the Weavers' Bastion of Braşov became the "PR-ists' Bastion", for a few hours.



The second event organized within the actions proposed by the Faculty of Sociology and Communication, dedicated to the Day of Transilvania University of Braşov targeted the freshmen in Communication and Public Relations. The 5-6 Celsius degrees outside were not an impediment for them (since the audience consisted exclusively of students), and the participation in the ambiance offered by Bastion was the perfect setting for discussions that focused on organizing events, public relationships and personal brand construction.



The programme was structured in two parts and had two guests: Marian Gîlea, founder of Days and Nights, and Fanzin Cultural Association, and the historian Nicolae Pepene, Manager of the Braşov County Museum of History.



The first guest spoke about the short-film competition for young people, *Dracula Digital*, but also about the internship opportunities within Days and Nights press group and about the numerous cultural events organized in which many students of our faculty were involved. The historian Nicolae Pepene gave a lecture on an endearing topic, Queen Maria of Romania, this time from the perspective of public relations and personal brand construction



The logistics of the event was provided free of charge by *EF Events*, the company of the two graduates of our faculty, Filip George Pircan and Eduard Dodoi, core members of the first team involved in the activity of Radio Campus Transilvania.

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

■ CONTENTS

MEETING BETWEEN THE GRADUATES AND THE CURRENT STUDENTS OF THE FACULTY OF LAW

1st of March – the Day of our University - was the occasion for the Faculty of Law to host, in the online format caused by the constraints of the current pandemic context, the meeting that has already become a tradition, between the successful graduates of the faculty and the current students.



Thus, in this event in which the students showed a keen interest, as evidenced by their large participation, Andreea Boriceanu, trainee prosecutor in the Prosecutor's Office attached to Onești Court and Bianca Bucur-Brînză, trainee judge at Pașcani Court, class of 2018 - Faculty of Law, shared their experiences related to the exam for the admission to the profession, presenting to students useful information about their training within the National Institute of Magistracy, respectively about the current activity carried out as trainee magistrates.

The introductory speech belonged to Assoc. Prof. Dr. Roxana Matefi, Vice-Dean; in laudatory terms, she evoked the commitment and seriousness shown

by the two graduates during the four years of college, recalling that they completed their years of academic training as valedictorians.

The session, moderated by Assist. Prof. Dr. Bianca Spîrchez, was interactive, the students asking questions related to the training programme and even to the strategies used to ensure the success in the entrance exam in magistracy, to the adaptation to the demands of the formative activity within the Institute, to the motivations for accessing this position of public dignity, respectively to the elements that outline the magistrate's profile.

Although late in a demanding work day in court and at the prosecutor's office, the two graduates showed their willingness and patience to answer all these questions, formulating, in a relaxed and friendly note, practical recommendations that can be observed by those who want a legal career.

At the concluding level, it was emphasized, once again, the constant effort necessary to be made, from the first day of faculty, for the assimilation, but especially the understanding of the complex mechanisms of Law.

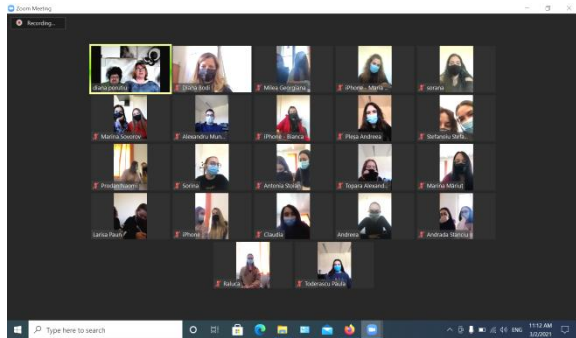
Assoc. Prof. Dr. Roxana MATEFI, Vice-Dean
Faculty of Law

Photo source: <https://drept.unitbv.ro/ro/>

■ CONTENTS

A SPRING TOKEN OF JOY

As every year, the students of the Faculty of Sociology and Communication, the study programme of Social Work, abode by the tradition, and marked the Day of Transilvania University of Braşov and the arrival of spring, at a centre for elderly people.

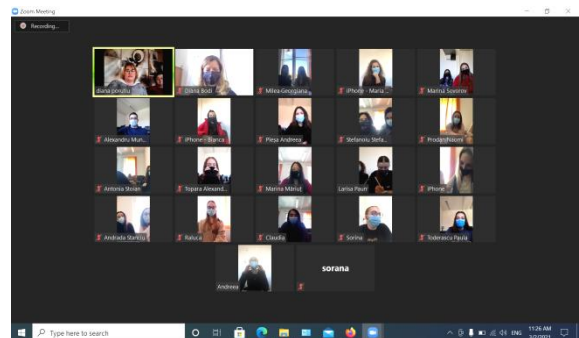


This year, due to the conditions and restrictions imposed by the pandemic, the event "Token of Joy" took place online, at Nikodemus House Residential Centre for the Elderly, Sânpetru.



The students were able to interact with the elderly, but also with the social worker and other employees of the centre.

The students offered, virtually, spring tokens to the elderly and on this occasion engaged them in a discussion about what it means to be an elderly person in today's society and about the activities in the centre, which offers them a decent life, and values their skills and experience gained throughout life.



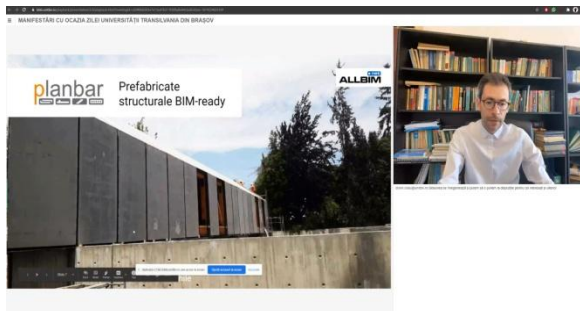
Furthermore, the students learned from the social worker of the centre a lot of information about what his work with the elderly beneficiaries means and what are the satisfactions and challenges of such a profession.

Lect. Dr. Diana-Cristina BÓDI
Faculty of Sociology and Communication

■ CONTENTS

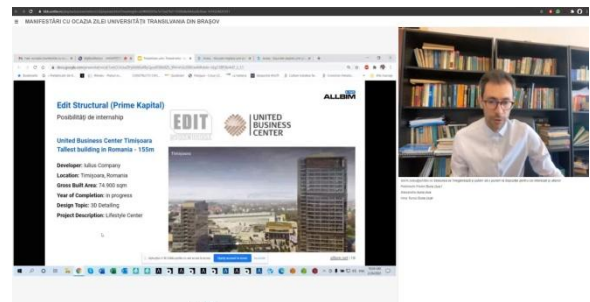
A SERIES OF THREE EVENTS AT THE FACULTY OF CIVIL ENGINEERING

Between 25 February and 1 March 2021, the Faculty of Civil Engineering organized a series of events on the occasion of the Day of Transilvania University of Braşov. Thus, on 25 February, the retired colonel Ion Bratu gave the presentation “Transfăgărăşan as it was”, a presentation that generated several discussions about the achievement of this unique work.

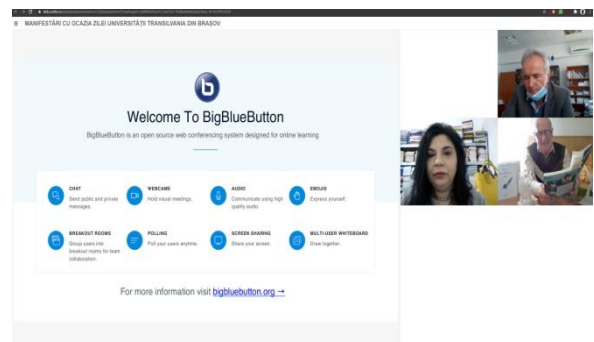


Moreover, on 26 February, Eng. Adrian Ghencea gave the presentation “Smart Learning, Smart Planning. Online from A to Z in the construction industry. Insight into the technique of software applications”.

Several applications in the design of constructions and construction installations, on practically possible models, using the BIM technology, were presented (*Building Information Modelling*).



On 1 March, the 12th-grade pupils at Emil Racoviță College of Natural Sciences in Braşov were invited to the premises of the Faculty of Civil Engineering to meet with the professors of our faculty. During these meetings, the most pleasant moments were the interactive debates on the attractions and opportunities of the profession of installation civil engineer.

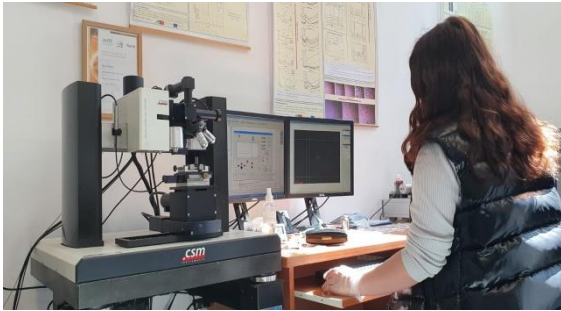


Lect. Dr. Eng. Dorin RADU, Vice-Dean,
Faculty of Civil Engineering

■ CONTENTS

VISIT OF THE FIRST-YEAR STUDENTS TO THE TWO RESEARCH CENTRES OF THE FACULTY OF MATERIALS SCIENCE AND ENGINEERING

The events organized at the level of the Faculty of Materials Science and Engineering on the occasion of the Day of Transilvania University aimed to familiarize the first-year students, and not only, with part of the research infrastructure within the faculty.



The students were involved in various activities, from the use of robots and other classical welding processes, 3D printing, testing of mechanical properties, to high-sensitivity analysis of materials, including the characterization of thin layers and nanometric structures.

The students were encouraged to determine the hardness of commonly used materials, including personal phone screens, and to discuss the differences between different models and brands.



Moreover, they actively participated in making heat treatments, including induction heating followed by hardening.

Following this visit, the students expressed their desire to spend as much time as possible and to join the activities carried out within the presented research centres.

Lect. Dr. Eng. Daniel CRISTEA
Faculty of Materials Science and Engineering

■ CONTENTS

VIRTUAL WELDING – COMPETITION DEDICATED TO THE STUDENTS OF TRANSILVANIA UNIVERSITY OF BRAȘOV

On the occasion of the Day of Transilvania University of Brașov, the Faculty of Materials Science and Engineering organized the third edition of the virtual welding contest addressed to UNITBV students.

Since 2018, the students of SIM Faculty and not only, have benefited from a new teaching concept through a virtual simulation equipment, able to faithfully reproduce the main welding processes.



The *Virtual Welding* simulator is a system designed to train and improve the practical skills needed by the students in the specialization of Welding Engineering.



The competition organized on 01.03.2021 was attended by the students at the bachelor's programmes of the Faculty of Materials Science and Engineering. The competition consisted of two virtual welding tests: procedure 135 (MAG) and position PA, the winner being designated based on the total score obtained in the two tests.

The winner of the competition was Robert Petruț, a 1st-year student in Welding Engineering within the faculty of SIM; and the second and third places were occupied by Dragoș Spridon, respectively Edith Moldovan, 4th-year students in Welding Engineering.



This virtual welding competition has become a tradition within Transilvania University of Brașov; and from next year the competition will take place at inter-university level.

Prof. Dr. Eng. Alexandru PASCU
Faculty of Materials Science and Engineering

■ CONTENTS

"HAVING A TALK WITH..." 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.

Extracurricular activities, marketing and how they can be combined were the topics discussed with Assoc. Prof. Dr. Florin Nechita, Vice-Dean of the Faculty of Sociology and Communication, in a new edition of the show "Having a talk with...", on 11 March 2021, which addressed, in addition to the aforementioned topics, other development opportunities for students, such as, for example, the *Student Show*.



For a start, we approached topics mainly referring to the fundamentals of marketing, precisely because it is a topic of high professional interest for the guest of the show. To the question "what is quality marketing?" we received the following answer: "marketing = common sense". What does it refer to? When we talk about common sense in marketing, we mean making the activities all about the customer. We need to focus on the needs of those to whom we deliver the product.

Then we discussed extracurricular activities, which are some of the most important and targeted issues, especially when it comes about placing the new generation on the labour market. Extracurricular activities enrich skills, competencies and establish connections with the external environment. The two projects, *Radio Campus Transilvania* and *Student Show*,

are just some of the activities that students can experience during their studies. Towards the end, we received the most useful advice: to do things



The importance of teamwork, the integration of members were some of the topics discussed in the next edition of the show, on 18 March 2021, with Andrei Benea, student and coordinator of the team *Transilvania Star Group* (TSG), as well as with the team members, who talked to us about their projects, the practical opportunities and why TSG is not just IT.

TSG is a group of students who set out to modernize the university by creating software applications to improve the IT system of Transilvania University of Braşov and by facilitating relations with the economic environment. The team also promotes opportunities of personal and professional development for students through internal communication channels and through the opportunity to practice within the team. The most useful application used by students is undoubtedly the mobile student application *student@UNITBV*, which helps students to better organize their activities at the faculty, the application having various useful functions.

Student life definitely becomes unique when students get involved and implement their ideas.

Arina-Codrina TACU,
Radio Campus Transilvania
2nd-year student, Communication and Public
Relations

■ CONTENTS

LISZT AND THE ROMANTIC ORGAN

The Music Centre of Transilvania University of Braşov has been hosting the most modern digital organ in the country for several years; therefore, the presence on the stage of "Sergiu T. Chiriacescu" Aula of this instrument, during the Concert Season, is, for performers and audience, an exceptional event with a pronounced festive aura.



Moreover, the significance and place of the organ in the cultural evolution of Braşov are of prime relevance, as we can consider it a motivation and a catalyst for young performers who, at the moment, are in full formative approach.

For certain, the above words also include the two performers who held the concert on 3 March 2021, Iulia Reitu and Geanina Sălăgean – the first graduates of the organ class within the Faculty of Music, coordinated by Assoc. Prof. Dr. Steffen Schlandt, already an authority and a valuable exponent of Braşov tradition in the multifaceted field of the organ.

The programme proposed reference works belonging to the romantic repertoire for organ: Franz Liszt and Gustav Merkel, the latter a refined continuator of the Bach tradition, less known to the general public due to the specificity of his compositions. In fact, the performance of the entire recital was marked by denotative or connotative references of this great master of the organ who was Johann Sebastian Bach, in the first instance through the very substance of the chosen repertoire: *Prelude and Fugue* on the melogram *B-A-C-H*, performed by Iulia Reitu (4th-year, Bachelor's degree), respectively *Variations on a basso continuo from the Cantata "Weinen, Klagen, Sorgen, Zagen"* performed by Geanina Sălăgean (2nd-year, Master's degree), both works composed by the well-known romantic piano virtuoso, Franz Liszt.



Both the latter ones and Sonata op. 30 for organ, four hands and four feet, by Gustav Merkel, aroused from the performers a deep effort to internalize the semantics encoded in the score, to concentrate and support the interpretive dynamics, as well as to technically render the passages with a high degree of difficulty, through the adaptation to the desideratum of virtuosity demanded by Liszt's scores, and through the perfect coordination imposed by Merkel's Sonata. With the fulfilment of these desiderata, the proof of which is attested in the recital of 3 March 2021, the two performers proved that they acquired, within the institution of Braşov, the accomplishment necessary to access as successors of their professor and of the rich local tradition, a continuation on which the prevalence and the permanence of our cultural space depend, from this perspective.

We hope that the digital organ on the Aula stage, also through the advantage conferred by the versatility of the event space, is a symbol of the university which meant for Iulia Reitu a motivation towards continuous improvement, and for Geanina Sălăgean, already a graduate of the doctoral cycle of the University of Music in Bucharest, a catalyst for performance.

Moreover, we are also convinced that the two graduates are pioneers on a wide way reserved for the organ class of Professor Steffen Schlandt, a way outlined by the imperative of excellence which is always confirmed during the events of the Concert Season.

Drd. Magdalena LAZĂR
Music Education Workshop of the Faculty of Music

■ CONTENTS

DAY OF TRANSILVANIA UNIVERSITY OF BRAȘOV. GALA OF MUSIC DOCTORAL STUDENTS

The Music Centre organized a special concert this year as well, to mark the anniversary of the Day of Transilvania University of Brașov: *Gala of Music Doctoral Students*, an event in which the evolution of doctoral students in the field of Music could be watched.



The spectators of the event which was broadcast online in the afternoon of 1 March 2021, on the University's website and on the Facebook page of the Music Centre, could listen to splendid vocal pages created by composers such as Giuseppe Verdi, Jules Massenet, Giacomo Puccini, Ruggero Leoncavallo, Alfredo Catalani, Erik Satie, Emerich Kalman or Franz Lehar, in the top-level performance of the sopranos Edith Adetu, Emilia Calefariu, Anda Pop and Renata Vari. The delicate phrases of *Romance in F major*, op. 50 by L. van Beethoven shone in the performance proposed by Radu Ropotan (violin) and Ana-Maria Negrea (piano). One of the most famous works of the composer Pablo Sarasate, *Zigeunerweisen*, presented during this event in the performance of Magdalena Lazar Boros (violin) and of Botond Szocs (piano), impressed by the virtuosity of the execution and the depth of the interpretation. *Concerto in C major for bassoon and*

orchestra by J. F. Fasch stood out due to the elegant and refined interpretation of the two performers.



Laurențiu Darie (bassoon) and Shwan Sebastian (piano). *Tarantella* from *Suite no. 2 for two pianos* by Serghei Rachmaninov was performed by the pianists Alina Bercu and Botond Szocs, the two artists' exceptional technique, doubled by their musical intelligence, allowing them to offer the audience a special version of this difficult work due to the virtuosity it requires from both performers.

The beauty and depth of the works presented in this concert were highlighted due to the high quality performances, the goals of the Music Centre being achieved this time as well: the presentation of a wide range of musical styles, materialized in the selection of representative works and the promotion of exceptional artists in events that meet the highest musical standards.

Associated Prof. Dr. Noémi KARÁCSONY
Faculty of music

■ CONTENTS

RHYTHM, MELODY AND HARMONY IN A MUSIC WORKSHOP

With the arrival of spring and after a long break from social activities, the students of the Faculty of Music, together with their professors, celebrated the Day of Transilvania University of Braşov in a music education workshop. The workshop was coordinated by Prof. Dr. Madalina Rucsanda and Lect. Dr. Alexandra Belibou; and, despite masks, physical distance and restrictions, students and professors alike became children again for a few hours, and music was a source of joy.



During the workshop, the students (future music teachers) learned about musical exercises in different education systems, especially for the primary cycle. These exercises focused on the three constituent elements of music: rhythm, melody and harmony. The rhythmic exercises focused on body percussion, and the melodic-harmonic ones were performed vocally and instrumentally - on glockenspiel and Boomwhackers (tuned PVC tubes). With the help of colourful musical scores, using

fragments from the creation of great composers, the students sang in groups and / or individually, in harmony and polyphony.



The purpose of the workshop was to remind us that musical exercises in which students are actively involved are the most effective, and musical play ensures the development of creativity, stimulates imagination and encourages teamwork.

At the end of this day, the students left with valuable information that will help them in their future career. Although the musical expression was simple and childish, the workshop had an immense educational value.

Ştefan MILUTINOVICI,
1st-year student, Faculty of Music

■ CONTENTS