

Communication, society, and media in a hyper-globalizing context: A multidisciplinary and cross-historical perspective

The thematic focus of the present issue is represented by the nexus of “communication – society – media,” all represented here by the digital condition, which has become a sine-qua-non characteristic of nowadays increasingly technologized society. The publications reflect an array of topics and a diversity of methodological approaches and contributors. These factors enrich the academic potential and social contribution of this collection.

The opening article, authored by the editor (Silvia Branea) and Diana Stoica (Stan), examines gender stereotypes in digital advertising and takes L'Oréal as a case study unit and the brand's Instagram account. One of the main conclusions of this up-to-date study is that the brand fails to take distance from the traditional, hegemonic constructions of gender and that stereotypical feminine portrayals are still part of the discursive strategies of L'Oréal.

Shifting the focal point from branding is the second article, where Cringuta Irina Pelea provides a unique investigation of Japanese-language corporate blogs as digital corporate communication tools. One of the significant contributions of this study is providing a classification typology of Japanese corporate blogs, based on several specific characteristics of sociocultural, visual, and linguistic nature.

The following paper maintains the research direction and interest in organizational communication; Ines Razec explores ChatGPT as part of “the changing dynamics in terms of information diffusion between managers, employees, colleagues, and stakeholders within international corporations” in the European and American context. The findings revealed the importance of ChatGPT and its increasing popularity and usage in corporate communication.

Valentina Marinescu explores “the digitalization of personnel recruiting in Romania during COVID-19 pandemics” and questions to what extent the pandemic context changes the recruitment process. The findings of this contribution emphasized that although a significant number of candidates manifested a consistent preference for recruitment interviews to be conducted via the Internet for accessibility reasons, the managers were inclined toward face-to-face interviews, which allows more room to analyze non-verbal behavior.

The following paper, authored by Laura Radulian, traces the pedagogical and self-taught dimension of the internet among the younger generation while balancing the risks and the opportunities provided by its usage. The results revealed the young people's high level of engagement with online learning resources, which are nonetheless characterized both by a proper acknowledgment of the positive impact and also concerns regarding the potential risks.

The "social" in "social media" is punctuated by Abu Ahmad Redan who investigates the intricate impact of social media platforms on the representation of Palestinian Arab women in the labor market in the state of Israel. Regardless of "the high rates of educational literacy" exhibited by Palestinian women, they still face significant obstacles in accessing adequate employment. However, thanks to its capacity to draw attention to stringent issues representative of Palestinian women (discrimination, feminine poverty), media networking has converted into an effective tool of self-expression and free communication.

The closing contribution delves into the medicalization of sleep and investigates Romanian health policies and documents dating back to the 19th century. As such, two major dimensions depict the pre-1950s medicalization of sleep: "the rationalization and the hygienisation of sleep." Finally, the guest editor would like to express her gratitude to all the contributors for their insightful academic contributions, and their hard work and patience during the publishing process of this issue.

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