

PERSONAL INFORMATION



Ludmila Lazarev

📍 111 Mateevici, of.307, MD-2014, Chisinau, RM

☎ (+373) 79 66 33 77

✉ ludmila.lazarev@amtap.md

WORK EXPERIENCE

- July 2021 - Present
Head of the Department of Social and Humanistic Sciences and Modern Languages, *Academy of Music, Theatre and Fine Arts, Chisinau, RM*
- September 2018- June 2021
Associate professor, *Department of Social and Humanistic Sciences and Modern Languages Academy of Music, Theatre and Fine Arts, Chisinau, RM*
- September 2008 - August 2018
Associate professor, *Faculty of International Affairs, Political Sciences and Journalism, Free International University of Moldova, Chisinau, RM*
- September 2006 - September 2008
Chief of Communication Sciences Chair *Faculty of Journalism and Communication Sciences Free International University of Moldova, Chisinau, RM*
- March 2001 - September 2006
Chief of Philosophical Sciences chair, *Academy of Music, Theatre and Fine Arts, Chisinau, RM*
- September 1998 - March 1999
Vice-Rector, *State Institute of Arts, Chisinau, RM*
- November 1993 - March 2001
,Associate professor, *State Institute of Arts, Chisinau, RM*
- November 1989 - November 1993
superior lecturer, *State Institute of Arts, Chisinau, RM*
- November 1986 – November1989
lecturer, *State Institute of Arts, Chisinau, RM*

EDUCATION AND TRAINING

- 1995
Diploma of Associate professor in Social sciences *National Council of Accreditation and Attestation*
- 1983 –1986
Post-graduate: PhD, *Institute of History, Academy of Sciences of Moldova,* Diploma of Doctor in History;
- 1978 -1983
Graduate: University Degree in History and Social Sciences, *Faculty of History, State National University of Moldova* Diploma of Higher Education with **Highest Honour**;

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
French	C2	C1	C1	B2	B2
English	B1	B1	B1	B1	B1
Russian	C2	C 2	C 2	C 2	C 2

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

Communication skills ▪ good communication skills gained through my experience as a Professor

Organisational / managerial skills ▪ leadership - I am the head of a department which is involved in organizing teams to carry out various projects from international conferences and seminar to publications. I have experience in organization and coordination of many international conferences.

Computer skills ▪ good command of Microsoft Office™ tools

Other skills ▪ Certificate in Cultural Management and Marketing
▪ Certificate in First Aid
▪ Certificate in Translation Proficiency in Romanian

ADDITIONAL INFORMATION

Specializations/
Improvement courses

Mobility Erasmus+, Danubius University of Galati (Romania, December 2015)
Professional stage, University Jean Monnet Saint-Etienne (France, April May 2011);
Research stage, Romanian Cultural Institute (Paris, December 2010);
Teacher Training Center, internship in educational systems (Jerusalem, Israel, November 2004);
Professional stage, University Steven the Great from Suceava (Romania, 1999);
Research stage, National Library of Russia (Moscow, 1987);
Business-course "Cultural management and marketing" (Eurasia foundation, Chisinau, 1996);

Awards

The Medal of ULIM for outstanding achievements in science-teaching activity (June 2016, Chisinau);
The anniversary medal "ULIM 15 years" for outstanding achievements in science-teaching activity;
Chisinau, October 2007);
Diploma of Excellence for outstanding achievements in science-teaching activity (May 2011, Chisinau)
Honorary Diploma of the Ministry of Education (February 2022)

Memberships

International Union of Francophone Journalists, member

Publications/References Over 80 scientific articles

Urban landscape: aesthetic and identity valences. In: *Învățământul artistic – dimensiuni culturale*. 15 aprilie 2022, Chișinău.:Notograf Prim SRL, 2022, pp. 157-162.

Contribuția disciplinelor socio-umaniste în dezvoltarea competențelor civice europene la tineretul creator (The contribution of socio-humanistic disciplines in the development of European civic competences to the creative youth.. In: *Studiul artelor și culturologie: istorie, teorie, practică*. 2022, nr. 1(42), pp. 140-143. ISSN 2345-1408. DOI: 10.55383/amtap.2022.1.25

The impact of artistic communication through the media. The experience of the pandemic crisis. In: *Un-bordering disciplinarity. Trans-/cross-/post-disciplinary approaches to linguistic and literary research*, III-IV. Milano: Rediviva Edizioni,2021, pp.113-123.

Arta ca experiență comunicativă în gândirea estetică contemporană (Art as a communicative experience in contemporary aesthetic thinking). În: *Conferința științifică internațională "Învățământul artistic- dimensiuni culturale"*, 15 mai 2020, Tezele comunicărilor, vol.2.,pp.68-69.
Accesibil la: http://amtap.md/wp-content/uploads/2020/05/Vol.-2-Teze-AT_AP_SSU_FINAL.pdf

Searching for a New Economic and Democratic Model for Media. In: *Mass-media in Moldova*. December, 2019, pp.23-26. Available on: http://media-azi.md/sites/default/files/MMM_decembrie_2019_EN-2.pdf

Provocări mediatice în procesul de integrare europeană a Republicii Moldova (Media challenges in the process of European integration of the Republic of Moldova). In: *Intertext*, nr.3/4, Chișinău: ULIM, 2018, p.261-272. (categoria B+) Accesibil la: http://icfi.ulim.md/volume/Intertext_N3-4, 2018.pdf

Cultura dezbaterii și a dialogului în predarea disciplinelor socio-umane (The culture of debate and dialogue in teaching socio-human disciplines). În: *Studiul artelor și culturologie: istorie, teorie, practică – nr. 2 (33)*, 2018, pp.90-94. Accesibil la: <http://revista.amtap.md/2019/11/01/cultura-dezbaterii-si-a-dialogului-in-predarea-disciplinelor-socio-umane/>

Creativitatea în contextul construirii identității europene. Cazul Republicii Moldova (Creativity in the context of building a European identity. The case of the Republic of Moldova). In: *Identita Europea e alterita nazionale. La conferenza annuale scientific internazionale del facolta di lettere dell'universita Spiru Haret*. Milano, Rediviva Edizioni,2017, pp.544-553.

Cultura europeană: o reevaluare a identității (European culture: a reassessment of identity). În: *Studiul artelor și culturologie: istorie, teorie, practică*. Nr.2(31),2017. Chișinău, Notograf Prim, 2017. pp. 167-172.

The media sistem in the Republic of Moldova: an entropic ensemble? În: Ralf Hohfeld, Ralph Kendlbacher, Oliver Hahn (eds). *Freedom of the media-Freedom Trough Media?* Freiburg:Bochrum, 2015, p.110-118.

Ethical dilemmas of public communication. În: *Mass-media in Moldova*, June 2015, p.15-17. Accesibil pe: <http://media-azi.md/sites/default/files/MM-Iunie-2015-en.pdf>

Abordarea echilibrată a genului în mass-media (A balanced approach to gender in the media). Curriculum. Chișinău: CJI,2014.20p.

Public communication and moral values in the contemporary society. In: *International Journal of Communication Research*, vol.4, issue 4, October-December 2014, p.373-376.

Comunicarea publică și valorile morale în contextul crizei contemporane. (Public communication and moral values in the context of contemporary crisis). În: *Problema omului în filosofie și știința economică: aspecte metodologice, epistemologice și axiologice*. Culegere de lucrări științifice. Chișinău, Editura ASEM, 2013, p.175-182.

Reflectarea conflictului etnopolitic în mass- media (Media Coverage on Ethnopolitical conflict): Curriculum. Chișinău, CJI, 2012. 1,0 c.a. (in colab. cu V.Enachi)

Media as mediator of intercultural communication in the age of globalization. În: *International Journal of Communication Research*, vol.2, issue 4, October-December 2012, p.291-294.

Ideea europeană în reflecția filosofică a lui Ortega y Gasset (The European idea in the philosophical reflection of Ortega y Gasset). În: *Itinerarios hispánicos. Interculturalidad a través de la traducción, la lingüística y la literatura = Itinerarii hispanice. Interculturalitatea prin prisma traducerii, lingvisticii și literaturii: Colocviu internațional*, 8 aprilie 2011 Ch.: ULIM, 2011, pp.300-309.

Receptarea alterității în dialogul intercultural (Receiving otherness in intercultural dialogue). In :Cultură și comunicare în spațiul unitar European. Iași, Editura Universității „Al.I.Cuza”, 2010,p.75-79.

Limitele libertății de expresie în mass media (Limits of freedom of expression in the media), in: Intertext,2010,n1-2, Chisinau, ULIM,pp.204-210.

Etica în activitatea de relații publice între necesitate și oportunitate (Ethics in public relations activity between necessity and opportunity), in Științele socio-umanistice și progresul tehnico-științific.Chişinău, Editura UTM, 2010,pp.88-94.

Leadership feminin între realitate și stereotip,(Female leadership between reality and stereotype) în Parcursurile feminine. Intelectuala .Chişinău, ULIM, 2009,pp.88-94.

Etică și deontologie în jurnalism: experiența franceză(Ethics and deontology in journalism: French experience), In Francopolifonia:limbă și cultură franceză în Europa de Sud-Est. Chişinău, ULIM, 2009,pp.88-94.

Provocările comunicării în epoca contemporană: viziune baudrillardiană(Challenges of communication in contemporary age: baudrillardian vision), in La francopoliphonie: Les valeurs de la francophonie.Chişinău,ULIM,2008, pp.52-60.

Probleme ale educației valorice în contextul învățământului universitar,(Problems of value education in the context of higher education) in Intertext.Rev.științifică,nr.3/4,2007.

Dificultăți ale comunicării interculturale în Republica Moldova (Difficulties of Intercultural communication in the Republic of Moldova). In :Româna ca limbă străină- între metodă și impact cultural. Iași,Casa editorială Demiurg, 2008,pp.692-697.

Artistul și dilema europeanizării(The artist and dilemma of Europeanization). In: Integrarea europeană: Filozofie, politică, cultură. Materialele conf. internaționale, 19-20 noiembrie, 2004. – Chişinău, USM, 2005.

Participations in national and international conferences

The most recent:

- International Scientific Conference “Artistic Education-Cultural Dimensions”, Chisinau,AMTAP, April 7, 2023, Communication::Culture as a tool for strengthening European identity;
- International Congress "Preparing for the future, promoting excellence". Iași, Romania, “Apollonia” University of Iași, February 27 - March 1, 2023. Communication: European Cultural Identity: Conceptual Aspects;
- International Scientific Conference • Gender Equality: Global Challenges and Perspectives, May 12- 14, 2022, București, Universitatea Dimitrie Cantemir;
- International Scientific Conference “Artistic Education-Cultural Dimensions”, online, Chisinau, AMTAP, April 23, 2021, Communication: Ecological Aesthetics and Its Dimensions;
- International scientific Conference "A-Delimitation of discipline. Trans- / cross- / post-disciplinary approaches in linguistic and literary research", 4th Edition (Bucharest, Spiru Haret University, May 19-20, 2021) online, communication: The potential of cultural heritage in identity construction;
- International scientific conference "Artistic education-cultural dimensions". Chisinau, AMTAP, October 23, 2020, communication: Art as a communicative experience in contemporary aesthetic thinking;
- International Conference "A-Delimitation of discipline. Trans- / cross- / post-disciplinary approaches in linguistic and literary research", 3rd Edition (Bucharest, Spiru Haret University, on May 14-15, 2020), online, with communication: Artistic communication through the media. The experience of the pandemic crisis;
- Scientific conference with international participation “Universitas Europaea: towards a knowledge society through Europeanization and globalization”, Chisinau, ULIM, October 16-17, 2019, communication: Functions of communication in the context of new media: theoretical aspects;
- National Conference "Phenomena and Trends in Audiovisual" State University of Moldova, October 8, 2019, Communication: Audio-visual Communication and Cultural Values;

- International Colloquium "(Inter) cultural manifestations through the semantics of language-cultures". Chisinau, ULIM, May 15-16, 2019, Communication: Dimensions of intercultural communication in the audio-visual space: from tradition to experiment;
- International Conference on Un-Bordering Disciplinarity. Trans- / Cross- / Post-Disciplinary Approaches to Linguistic and Literary Research, 2nd edition, Bucharest, Spiru Haret University, May 16-17, 2019, communication: Fashion as a means of intercultural communication;
- International Scientific Conference Artistic Education-Cultural Dimensions. Academy of Music, Theatre and Fine Arts. Chisinau, April 20, 2018. Communication: Media functions in the context of European integration;
- International Colloquium Multilingualism, Contrastivity and Intercultural Communication. Chisinau, ULIM, April 7-8, 2017, communication: Culture of dialogue in the audio-visual space of the Republic of Moldova;
- Lumen NASHS International Conference 2017. Chisinau, June 8-10, 2017, communication: Dimensions of intercultural communication in the online environment.
- International Scientific Conference "European Identity and National Alterity" (Bucharest, Romania, May 2016. Communication title: Creativity in the context of building European identity;
- International scientific conference "Freedom through the media?" October 2-4, 2014, University of Passau, Germany. Communication title: The media system in the Republic of Moldova: an entropic ensemble? (In collaboration with Al. Bohanțov);
- International Scientific-Practical Conference "European Approaches to Research and Innovation", October 12, 2014, USEM, Chisinau, Communication: Media Challenges in the European Integration Process of the Republic of Moldova;
- International Congress "Preparing for the future, promoting excellence". Iasi, Romania, "Apollonia" University of Iasi, February 27 - March 1, 2014. Communication: Balanced reflection on gender in the media space of the Republic of Moldova - a challenge in the Europeanization process
- International Scientific Conference "Artistic Education - Cultural Dimensions", AMTAP, April 25, 2014. Communication: A European Perspective on Intercultural Communication.

Participations in national

and international projects

Erasmus+, 101085561 - TEIDCIPEI - ERASMUS-JMO-2022-HEI-TCH-RSCH (2022 - 2025), project manager
Erasmus+ Teaching Mobility, Danubius University of Galati (Romania, December 2015)
European project Tempus IV "Cross media and quality journalism" (2012-2015);
The project "Changing the perception of women in society through the media", Center for Independent Journalism (September 2013-September 2014);
The project "Reflecting the conflict in the media", regarding the elaboration of the curriculum, Center for Independent Journalism, (November 2011-March 2012);
AENEAS European project "Brain Net-working" (2008-2010).

