

Contents

<i>Preface</i>	<i>7</i>
Assoc. prof. Mariana Cernicova, Guest editor	
<i>Digital Storytelling. The Impact of User-Generated Content in Social Media</i>	<i>9</i>
Ana-Maria Popescu	
<i>The Analysis of Quality Standards of the Online Translations. Case of the National Centers for Information and Tourist Promotion</i>	<i>19</i>
Andreea-Cristina Badalea-Lică	
<i>Organizing the Content and Building the Relationship in Digital Communication.....</i>	<i>29</i>
Ramona-Lenuța Crișan	
<i>Personal and Professional use of social media</i>	<i>38</i>
Mihaela-Mădălina Boată	

<i>Insta-story for Personal Branding and Product Promotion.....</i>	47
Anca Jurj	
<i>Instagram, A Tool to Keep the Artists' Popularity in the Romanian Music Industry. Case Study: Smiley and Irina Rimes</i>	56
Daniela Marin	
<i>Impact Methods for New Employees' Integration.....</i>	66
Victoria-Paraschiva Debucean	
<i>Generation Z – how can digital natives be influenced through online tools?.....</i>	73
Iuliana Grazela Stroe	
<i>Digital Citizenship in Education</i>	82
Corneliu Simidreanu	
<i>Visual Rebranding in the Cake</i>	90
Flavia Mezzetti	
<i>Discursive strategies in communication of vulgarization of specialized information – communication of severe weather events</i>	107
Vlad Măräzan	