

A. TRENDS IN THE ETHICAL AND SPIRITUAL FORMATION OF NEW GENERATIONS

1. THE ROLE OF NEW GENERATIONS IN RESETTING DIPLOMACY

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Abstract

For these generations, managing international relations, access to exchanges and travel abroad, access to other cultures, jobs and leisure opportunities, are all part of the daily diet. For them, this diplomacy means: facilities and openings, cultivating compatibilities, communication and transnational understanding. They instinctively refuse to live in a cocoon from which to slowly spin the silk thread and weave the future career. For them, the diplomacy of the 21st century is not that of the future, of perspective. It is the one that, in order to overcome its crisis of credibility and public validation, is currently subject to an increasingly visible, gradual reset by the new generations and will respond to their profile of values, interests, expectations. The strength of these generations comes from 1) openness to new technologies, 2) critical treatment of the bureaucracy ossified in traditional institutions, 3) absorption of transformational energies both socially and technologically. What can we do to respond, in the given circumstances: Let us recognize that the distribution of actors on the diplomatic scene has expanded and diversified: Along with heads of state, prime ministers, governments, corporations, NGOs, local, ethnic or cultural communities, and youth groups have come to the fore. Communication remains the key to understanding, but it is only the discreet whisper, in the ear, between politicians hugging in the corridors or on the red carpet, nor the statements from the tribune, the podium or in front of the cameras. Social media platforms and portable megaphones in the market emit and influence.

Keywords: *new generations, diplomacy, international relations.*

2. EUROPE AND „FALSE DEMOCRACY”: THE TRUMP MOMENT, THE CRUEL MIRROR AND THE END OF BRUSSELS ILLUSIONS

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Abstract

There are political documents that check a bureaucratic obligation and there are documents that, by their way of speaking, cause an earthquake. The United States Security Strategy published by the White House in early December 2025 belongs to the second category: a text short in pages, but heavy in implications. Not because it brings spectacular technical details about weapons systems, but because it pronounces a moral and civilizational verdict on Western Europe. In the section dedicated to the continent, the document states that the European economic decline risks being „eclipsed” by the prospect of a „civilizational erasure”, and the causes invoked relate to sovereignty, political freedom, migration, birth rate, censorship and the suppression of the opposition. The weight of the moment lies not only in the words, but in the Political Authority behind them. If such an

attack had come from a regime hostile to the West, it would have been classified as propaganda (North Korea, Venezuela, IRAN or even RUSSIA or CHINA). Here, however, the shock comes from within: the message is issued by the American Administration led by President Donald J. TRUMP, and the international press immediately noted the sharp and controversial nature of the language, noting that it sparked strong reactions precisely because it touches on topics considered taboo in the Western establishment.

Keywords: *Europe, false democracy, Trump.*

3. FROM INSTITUTIONAL RELIGION TO PERSONALIZED RELIGION (BUFFETT RELIGION)

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Abstract

Massive digitalization has inevitably invaded spiritual life as well. The isolation favored by the internet seems to have made young adults in many Western countries less religious than older generations. Their participation in rituals, the statement that religion is "very important" to them, or their identification with a traditional religious affiliation are increasingly unlikely. Generations Z and Alpha see religion rather pragmatically – as a resource for moral or psychological support – than as a system of traditional values to be followed without question. There are tendencies to retreat towards other faiths from which they gather those ethical values, other than traditional religious ones, that fulfill their personal needs according to the Warren Buffett model. Romania seems to be the most religious of the 34 European countries, a situation that could explain, according to some authors, its lagging position in the EU economy. Young Romanians, especially digital natives, tend to be less connected to religion, compared to older generations – especially in traditional forms of religious practice. Although belief in God remains high, a more personalized or less formal style of spirituality is emerging than in previous generations.

Keywords: *institutional, religion, Buffett.*

G. COMMUNICATION IN THE POST-TRUTH ERA: CHALLENGES, STRATEGIES, AND SOCIAL RESPONSIBILITY

1. DIPLOMACY IN THE POST-TRUTH ERA

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Abstract

In the post-truth era, when emotions tend to prevail over facts, and disinformation and propaganda distort the image of the real world, diplomacy also acquires specific characteristics. Increasingly present in everyday life, artificial intelligence influences diplomatic processes, touching the subliminal substrates of human understanding. A possible antidote would be to appeal to the subliminal element, through methods such as musical diplomacy, with its nonverbal, universal language. This changing global environment also affects Romanian diplomacy, which, as a component of the EU-USA-Japan trilateral, is seeking new valences to adapt to the new context, as is evident from the MFA's Institutional Strategic Plan, developed in 2024. More than in other spheres of daily life,

diplomacy, called to combat wars, be they hybrid or media wars, can and must adapt its methods and techniques to the post-truth era, through skillful counteraction of the harmful effects of disinformation and assumption of specific responsibilities.

Keywords: *diplomacy, post-truth, artificial intelligence, disinformation.*

2. POST-TRUTH IN MILITARY VERSION?

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Abstract

In armed confrontations, post-truth proves to represent an adoption and modelling platform for the techniques and technologies based mainly on communication, aimed at deceiving the opponent and at diminishing / cancelling the kinetic effort dedicated to achieving various goals. The new approaches refer to the "mental capturing" of the employers and their "voluntary" engagement in the performance of tasks in a manner similar to that in judo where the opponent's energy is used in order to prolong one's own effort. The interpenetrations with other non-kinetic/kinetic techniques and technologies are exploited. They precede the actual confrontation, constituting a favourable fire preparation. The new typology of the "Fifth Column" built on emotions and feelings induced through communication makes us see the dual use of social networks that states are not prepared to deal with. We are forced to observe more than an enrichment of the panoply of propaganda and the arsenal of weapons dedicated to disinformation, witnessing the "establishment" of a new type of war – the cognitive one, a place where the post-truth platform operates by sliding controlled information. The post-truth platform also offers challenges to war or major social changes.

Keywords: *military confrontation, post-truth, social networks, dual usage, induced emotions, cognitive war.*

3. MEMORIA MAGAZINE – AN EXAMPLE OF SOCIAL RESPONSIBILITY IN THE POST-TRUTH ERA

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Abstract

In the 35 years of continuous publication, the magazine Memoria remains a true example of good media practices, a model of advocacy for memory, dignity and justice, for the knowledge of the sacrifices of recent history, this singular publication being also a proof of stoic resistance in the written press market invaded by entertainment ephemera. In the post-truth era, in the context of an amnesic society obsessed with the hedonism of the present, the collection of the magazine Memoria offers an entire archive of collective memory, unique documents that address all those who wish to find out the historical truth about the Romanian gulag. From the difficulties of the debut in 1990, when Banu Rădulescu came up with the idea of initiating a magazine of "arrested thinking" until today, 35 years of uninterrupted activity of a singular publication have been completed, which has advocated for memory and for the knowledge of the sacrifices of upright Romanians. The fact that part of the archive is digitized allows easy and quick access to all the information gathered in the pages of the magazine, facilitating the scientific investigation of communism, a necessary step for a democratic world, open to knowledge and the reconstruction of historical truth.

Keywords: *Memory, elites, responsibility, reconstruction of truth.*

4. "POST-TRUTH" OR "FAILURE OF THE NOTION" OF TRUTH?!

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Abstract

„A kind of cultural chasm is opening up before us that will put on one side those who will continue to believe in the idea of truth, in the idea of goodness and fairness, and on the other side everyone else, who will say that these are nothing more than cultural, political and social constructs that we should overcome. When these discussions last for decades, when politicians or journalists see that some academics question the existence of truth as an objective notion, they are sure to be bewildered and eventually begin to believe in these very dangerous fictions, in alternative facts and post-truth”, stated Professor Mircea Dumitru. Starting from the quote above, the paper aims to investigate truth in the post-truth era, the recent connotations such as “post-truth”, “alternative facts” or “the failure of the notion of objective truth” as well as the need for “critical thinking” as a recourse to the Greek philosophers Socrates, Plato and Aristotle, an approach analyzed from the perspective of social responsibilities.

Keywords: *Memory, elites, responsibility, reconstruction of truth.*

5. COMMUNICATION IN THE POST-TRUTH ERA: CHALLENGES, STRATEGIES AND SOCIAL RESPONSIBILITY

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Abstract

The post-truth era poses significant challenges to scholarly communication, undermining trust in expert knowledge and academic institutions. In this context, universities are increasingly required to act not only as knowledge producers but also as responsible communicators and trust-building actors. This paper argues that international academic cooperation represents a strategic response to post-truth communication challenges, particularly when combined with responsible artificial intelligence (AI) use and Open Science principles. Drawing on communication theory, recent research on generative AI in university communication, and insights from the EUA webinar Navigating the Future of Scholarly Communication, Open Science and AI, the paper examines how AI can both support and threaten scholarly credibility. It further contextualizes these challenges within current European policy priorities, including the EU's strategy for AI in science and the future of Erasmus+. The paper concludes that cross-border academic collaboration functions as an epistemic and communicative infrastructure for rebuilding trust in a fragmented information environment.

Keywords: *post-truth era, communication, universities.*

6. EDUCATIONAL COMMUNICATION AND SYMBOLIC POWER IN REPRESENTING STUDENTS WITH SPECIAL EDUCATIONAL NEEDS

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Abstract

In the context of promoting inclusive education, educational discourse plays an essential role in constructing social representations associated with students with special educational needs (SEN). From the perspective of communication sciences, the language used in the school environment does not only have a descriptive function, but also actively contributes to defining identities, configuring

social relations and legitimizing forms of recognition or symbolic marginalization. The paper aims to investigate the mechanisms through which educational communication participates in constructing the image of students with SEN and to highlight the impact of discursive representations on school inclusion processes. The theoretical foundation of the research is represented by the concept of symbolic power developed by the French sociologist Pierre Bourdieu, according to which language and social classification systems contribute to the production and perpetuation of often invisible, but deeply influential power relations in social life. The analysis focuses on the discourses and communication practices specific to the educational environment, including the language used by teachers, institutional documents, interactions between students and representations promoted in school activities. The ways in which labeling, stereotyping or, on the contrary, valorization of difference influence the social and educational integration of students with SEN are investigated. The approach highlights the fact that representations constructed through communication can generate both subtle mechanisms of symbolic exclusion and opportunities for affirmation and active participation in the school community. In this sense, the research supports the need to develop a model of inclusive educational communication, focused on the resources, skills and potential of each student, to the detriment of defining it exclusively through the prism of limitations or diagnosis. The conclusions emphasize that the success of school inclusion depends not only on legislative measures and curricular adaptations, but also on the way in which educational actors construct, through discourse and communication practices, social meanings associated with diversity. Thus, educational communication becomes a strategic tool in promoting equity, participation and social recognition of students with special educational needs.

Keywords: *educational communication, educational discourse, symbolic power, social representations, students with special educational needs, school inclusion.*

7. SOLITUDE - A PATH TO HEALING SOCIAL LONELINESS

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Abstract

In the context of contemporary society, where interactions take place mainly through social networks, solitude acquires an essential therapeutic value for healing the loneliness felt by digitally hyperconnected individuals. Although virtual environments offer the illusion of closeness, they often favor the shallowness of relationships and constant comparison, which intensifies the feeling of emotional isolation. Solitude, as an intentional practice of detachment from the digital flow, thus becomes a necessary space for restoring authenticity and reconnecting with one's own interiority. By suspending artificial social stimuli, the individual can analyze their real emotional needs and assess the impact of online validation addiction on their mental balance. Solitude facilitates the rediscovery of the capacity for self-reflection, diminished in the age of information speed, contributes to the development of a stable identity, independent of the reactions of others, and promotes affective autonomy, essential for healthy relationships. Detached from the pressure to perform socially, the individual can cultivate internal resources such as creativity, introspection and resilience. Therefore, solitude is not a break from the world, but a form of self-discovery, which allows for the reconstruction of authentic human connections, and for people excessively connected to social networks, it becomes a necessary and effective way to heal the loneliness generated by superficial digital interactions.

Keywords: *loneliness, solitude, social networks, communication, self, introspection.*

8. COMMUNICATION IN THE CONSPIRACY PARADIGM IN THE POST-TRUTH ERA: A SOCIAL CONFLICT

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Abstract

In this paper, we analyze the main Conspiracy theories in Romania (the government wants to replace the population with migrants, vaccines cause autism, vaccines contain chips, the climate change is a lie, Covid vaccine causes infarct, there was no Holocaust, George Soros conspiracy, the Earth is flat, people never reached the Moon, the elections were a fraud, the president is Jew, Vidraru Lake was emptied because it had Dacian gold beneath, UE wants to empty and demolish accumulation lakes and so on). The conspiracy theories thrive in this country, mainly because the trust in the state institutions is the lowest from UE countries, according to Truedem (2025). The experts in disinformation even discuss a campaign of destabilization of trust in the current government. The point of the paper is that one cannot argue with conspiracy theorists, even if we talk about scientific theories. The physicist Cristian Presură states for Europa Liberă in the project Smartjob that any pseudoscience theory will have a conspiracy explanation for thing they cannot scientifically argue. Moreover, social conspiracy theories are even harder to argue with, as it is shown in this paper. The main causes of conspiracy theories (political manipulation, pseudoscience, human evilness, the desire for social validation, the social proof behavior) as well as plans to counteract them are also discussed here.

Keywords: *communication, conspiracy, post-truth era.*

9. GOOD FAITH IN THE POST-TRUTH ERA: LEGAL PRINCIPLE AND PUBLIC COMMUNICATION REQUIREMENT

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Abstract

In the post-truth era, public communication is faced not so much with the absence of information as with a crisis of the criteria that confer it credibility and legitimacy. The study analyzes good faith as a general principle of law, enshrined in art. 14 of the Civil Code, and as a fundamental requirement of responsible public communication. Starting from its legal and axiological dimension, the paper highlights the role of good faith in tempering the excesses of public discourse and in maintaining a relationship of trust between the issuer and the receiver. In a context dominated by the relativization of truth and persuasive strategies, good faith is interpreted as a criterion for delimiting legitimate information and symbolic manipulation. The conclusion of the study emphasizes that the reaffirmation of good faith is not only an ethical option, but a normative necessity for protecting the public space and the social responsibility of communication.

Keywords: *post-truth era, communication, information.*

10. THE SOROS NETWORK - THE BLACK BALL OF CONTEMPORARY COMMUNICATION

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Abstract

My communication from the current edition of the Congress has as its debut the documentary on Romania TV, a rare journalistic genre for them – a documentary about how Romania was taken over by the Soros network. It is, from my point of view, the SRI's reply to the unsalted joke thrown by Recorder into the fan with which public opinion is being sprayed. There was a very threadbare discussion, that is, publicly, but aimed only at those in the know, about a reconciliation between the mogul Sebastian Ghiță and Florian Coldea and Kovesi. Most likely, if he did it, he did it at the request of the SRI, with whom I am convinced that he maintains contact and for whom he remains a more precious asset than Coldea.

Keywords: *Romania TV, Soros network, Recorder.*

11. THE IMAGE OF ORGANIZATIONS WITH A NATIONAL VOCATION

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Abstract

This essay analyzes the importance of the image of organizations with a national vocation for their functioning within society, emphasizing the fact that internationally, most of the time, their image is associated with the image of the country. Often, in international practice, the perceived image of states has been one of the elements that determined the substantiation of political, economic, military-strategic decisions towards them. Free access to information, the real affirmation of freedom of expression of the mass media and the multitude of information sources impose the need for a scientific approach to the image of organizations in general, and of public institutions in particular. The essay illustrates the fact that the image of organizations with a national vocation is very important for their functioning within society, as they can be perceived as viable, reliable social partners or as unviable social partners that waste society's resources, without substantial results for its benefit. Therefore, managing the image of organizations must be conceived as a function of their management, in order to ensure their normal functioning, to avoid communication dysfunctions within organizations and between organizations and their external environment.

Keywords: *image, organizations, national vocation.*

12. STAKEHOLDER COMMUNICATION AS A STRATEGY IN CRISIS MANAGEMENT

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Abstract

The document analyzes the essential role of stakeholder communication in organizational crisis management. In a complex socio-economic context, crises are almost inevitable and affect the reputation, strategic mission and organizational culture. Effective crisis management involves prevention, identification of endogenous and exogenous risk factors, the existence of a crisis plan and a clear, rapidly implemented communication plan. Crisis communication must be transparent, coherent and adapted to the type of crisis, in order to maintain trust and image capital. A major emphasis is placed on analyzing and managing stakeholders, by assessing their influence and interest and adapting messages. Success depends on leadership, planning, dialogue, sincerity and solid relations with the media. between organizations and their external environment.

Keywords: *stakeholder communication, strategy, crisis management.*

13. COMMUNICATION CHALLENGES IN THE POST-TRUTH ERA

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Abstract

Communication in the post-truth era emphasizes the emotional side to the detriment of verifiable information. Thus, fake news is much more interesting for the public than real news. This is also due to the decrease in trust in specialists, public authorities and journalists. Also, there is the addition of photo-video content and fake texts created with the help of AI, very difficult to analyze from the perspective of veracity

Keywords: *challenges, communication, fake-news, era, post-truth.*

14. PSYCHOLOGICAL ASPECTS OF USING ARTIFICIAL INTELLIGENCE TOOLS

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Abstract

The rapid integration of Artificial Intelligence (AI) tools into everyday life, education, and professional environments has brought significant psychological implications for users. This article examines the key psychological aspects associated with the use of AI tools, focusing on cognitive, emotional, and behavioral dimensions. It explores how AI influences human decision-making, problem-solving processes, and attention, as well as users' perceptions of autonomy, trust, and control. Particular attention is paid to psychological phenomena such as cognitive offloading, overreliance on AI systems, and changes in motivation and creativity. The article also discusses emotional responses to AI use, including anxiety, reduced self-efficacy, and the development of emotional attachment or dependence on intelligent systems. Furthermore, ethical and social psychological concerns, such as privacy perceptions, algorithmic bias, and the impact of AI on interpersonal communication are analyzed. This study aims to provide a comprehensive understanding of how AI tools shape human psychological functioning. The article concludes by emphasizing the importance of developing psychologically informed guidelines for the responsible and balanced use of AI technologies.

Keywords: *stakeholder communication, strategy, crisis management.*

15. PUBLIC DEBATE IN TRADITIONAL AND NEW MEDIA: IMPLICATIONS AND RESPONSIBILITIES OF PARTICIPANTS

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Abstract

Public debate is an alternative method of examining and analyzing topics of major/general interest, initiated with the aim of identifying solutions to reduce their impact or even to resolve them definitively. The respective modality projects the problem/conflict situation in virtual communication spaces, created on open communication platforms, to which the broad masses of people have access and can connect, regardless of age, education, gender, nationality, social status, etc. Currently, the most frequently used platforms for conducting public debates are traditional audiovisual media, primarily television stations, and social networks. Despite the fact that they are designed according to the same rules, the relational frameworks and dialogic spaces specific to television debates and those on social networks have distinct identity characters, a fact that is reflected both in the categories and number of participants, as well as in the behavioral and communication manner.

Keywords: *communication platform, public debate, traditional media, new media, problem, distinct character, participants.*

16. COMMUNICATING WITH THE LABOR MARKET IN THE MEDIA SECTOR: FROM TRAINING TO EMPLOYMENT

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Abstract

The research analyzes the communication methods between specialized educational institutions and the labor market in the media sector, following the transition from university education to the professional integration of graduates, as well as the feedback of media institutions for the implementation and development of a new form of education in higher education institutions – dual

studies. The material highlights the main skills required by employers, the mechanisms of institutional and professional communication, as well as the role of partnerships between academia and the media industry. The study discusses the existing gaps between training and employment and proposes directions for optimizing communication for a better adaptation of study programs to the dynamics of the labor market. The research results emphasize the importance of a constant and structured dialogue between the actors involved, in order to increase employability and professional relevance in the media sector.

Keywords: *communication, labor market, media sector.*

17. EMERGING PARADIGMS IN DUAL JOURNALISM EDUCATION: CRITICAL REFLECTION, PROFESSIONAL PRACTICE AND AI-ASSISTED LEARNING

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Abstract

The paper examines the emerging paradigms that are redefining dual journalism education in the context of the transformations generated by artificial intelligence. The current formative model integrates three complementary dimensions: critical reflection, professional practice and AI-assisted learning. Critical reflection remains the foundation of the ethical and conceptual evaluation of algorithmic tools, providing future journalists with the ability to analyze the risks, biases and implications of using AI in editorial processes. Professional practice, specific to dual education, facilitates the direct application of skills in real editorial environments, where students interact with current digital flows. AI-assisted learning introduces new opportunities for documentation, prototyping and personalized feedback, strengthening professional autonomy. The synergy of these paradigms outlines an integrated training model, adapted to digitally augmented newsrooms.

Keywords: *paradigms, journalism, education.*

18. MULTIMEDIA AND DIGITAL ARTS: RECONFIGURING CREATIVITY IN THE AGE OF TECHNOLOGY

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Abstract

The digital revolution has influenced numerous fields and systems, from social, cultural, educational, to creative industries, leading to the emergence of new specializations adapted to current technological realities. In this context, the Bachelor's degree in Multimedia Production and the Master's degree program in Digital Arts in Creative Industries represent a direct response to digital transformations, providing students and master's students with the skills, tools and vision necessary to create and innovate in the contemporary digital environment. Considered a modern and promising direction within the State University of Moldova, these directions emphasize the training of professionals capable of integrating digital arts with new technologies, contributing to the reconfiguration of creativity in the information age. Communication highlights the defining elements of the study programs and emphasizes its potential to meet the requirements of an increasingly digitalized and innovation-oriented society.

Keywords: *multimedia, digital, arts.*

19. THE INSTITUTIONAL AND FUNCTIONAL CHALLENGES OF THE MEDIA OMBUDSMAN IN PUBLIC AUDIOVISUAL IN THE REPUBLIC OF MOLDOVA

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Abstract

The technological evolution based on artificial intelligence is changing the paradigm of how a newsroom operates. In this context, the reporter/producer/editor is adapting his/her work according to the new trends of AI. In our scientific study, we will analyze the integration of AI-based applications into editorial flows, highlighting the impact of these technologies on the efficiency, quality and diversity of journalistic content. We must also take into account the human factor, that is, the editorial team, which, based on certain prompts, AI-based algorithms, contribute to the design and development of media products. This article presents the aspects that AI facilitates in the rapid transcription of interviews, the analysis of complex data and the moderation of user comments on digital platforms. Another, equally important landmark of the study, also refers to the development of the editorial team's competencies in the use of artificial intelligence-based tools. In this vein, the data presented in the article will be collected from several newsrooms in the Republic of Moldova, analyzed and publicly displayed in order to see the trend of working with the help of AI in media institutions.

Keywords: *artificial intelligence, digital, media institutions.*

20. THE PARADOX OF KNOWLEDGE IN THE POST-TRUTH ERA. GAPS IN THE PERCEPTION OF CYBERBULLYING OF STUDENTS IN THE REPUBLIC OF MOLDOVA

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Abstract

The study examines the perception of cyberbullying among 314 students of the State University of Moldova (4% of the total of 7784 students), conducted in October-November 2025. The research identifies three significant gaps: between the declared familiarity and the actual understanding (84.4% vs. 29.3%), between the use of social media as a source of information and the credibility given to it (77.4% vs. 10.2%), and between trust in specialists and access to formal education (71% vs. 17.8%). These gaps indicate a discrepancy between exposure to the concept and the practical ability to identify and manage digital bullying, in a national context where 53.4% of young people report cyberbullying experiences. The study proposes the development of educational resources adapted to the digital environment, the integration of education about online safety in university curricula and the creation of specialized support mechanisms, thus contributing to the understanding of the influence of post-truth communication on the perception of digital risks in the Moldovan academic environment.

Keywords: *cyberbullying, education, digital.*

21. CITIZEN JOURNALISM AND THE ROLE OF DIGITAL TOOLS IN ADDRESSING ENVIRONMENTAL PROBLEMS

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Abstract

Citizen journalism is becoming increasingly visible in the information landscape of the Republic of Moldova. The active and constant presence of ecological content creators on digital platforms (Youtube, Facebook, Tik tok) denotes the constant concern for the ecological problems faced by fellow citizens. They contribute to the formation of public opinion and to the focus of the media and decision-makers on hidden or ignored problems, managing to use digital networks for community mobilization. The distributed content becomes, through concrete examples and experiences, a tool for ecological education for consumers and promotes a sustainable lifestyle. In this scientific endeavor, we aim to investigate the forms of manifestation of civic journalism in relation to debates in the public space of ecological imbalances and threats, aspects that traditional media do not always

manage to elucidate promptly. To this end, we analyzed the groups „Platforma Salvăm Chișinăul verde”, „Hai Moldova” (the largest civic movement in Moldova) and „Eco Moldova” on Facebook, which facilitate participatory journalism practices.

Keywords: *Citizen journalism, digital platforms, ecological problems.*

22. THE EFFECTS OF THE INTERNET ON CONTEMPORARY JOURNALISM

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Abstract

Contemporary communication in virtual space knows a certain continuity and, at the same time, a continuous innovation. Irrevocably connected to the processes marked in the spirit of globalization, journalism manifests itself fully in social and political life, seeking answers to the challenges of the time and always relating to the transformations that have occurred. Consequently, the dynamics of journalism development outlines a multivalent landscape of constantly changing environments, involving the spectacular emergence of new media forms and paradigms.

Keywords: *communication, journalism, internet.*

23. DOCUMENTARY FILM IN THE POST-CINEMA ERA (COMPARATIVE APPROACH)

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Abstract

The concept of post-documentary film includes contemporary audiovisual structures that transgress the boundaries of the classical documentary. The filmmakers do not count on “capturing reality in the act” (Dziga Vertov), but talk about a reinterpretation, reconstruction or even problematization of yesterday’s or today’s events through an agglutination of audiovisual genres/formats, cinematographic styles and, of course, technologies for assembling the circulated content. The premises for the emergence of post-documentary film were determined by the crisis of the idea of “objective truth”, the influence of the postmodernist current of thought, the emergence of the digital revolution and the subjectivity of the process of representing recorded reality. The case study will examine, from a comparative perspective, two non-fiction films from recent years: „Siberia from Bones” (OWH Studio 2019, directed by Leontina Vatamanu), focused on the drama of Bessarabians deported to Siberia between 1941-1949, and „Spruce Forest” (directed in 2025 by director Tudor Giurgiu), which reconstructs the fate of a Romanian community from Northern Bukovina in a desperate attempt to find refuge in the motherland.

Keywords: *documentary film, audiovisual, filmmaker.*

24. RE-READING THE WORK OF IOAN CREANGĂ IN THE AUDIOVISUAL VISION

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Abstract

Ion Creangă is one of the great classics of our national literature, a leading figure in 19th-century Romanian literature. His work was nourished by the sources of the people’s millennial traditions. Being ranked with Ion Luca Caragiale, Ioan Slavici and Mihai Eminescu, Creangă stands out for his language, his specific way of seeing and rendering the world. Artists always address the work of the classic, placing his work and interpreting it through various modalities and languages. In this context, theater and cinema directors impose themselves, who propose their vision of interpreting Creangă’s creation. Although critics have repeatedly mentioned the theatricality of his work, its translation into an audio-visual language nevertheless becomes a touchstone for creators. Only the

most daring dare to try their hand at the work of the Great Classic. This year marks the 150th anniversary of the publication of the stories: *Dănilă Prepeleac*", *Povestea porcului*", *Punguța cu doi bani*". The communication will highlight audiovisual works inspired by Crenga's work.

Keywords: *Ion Creangă, communication, audiovisual.*

25. COMMUNICATION IN THE POST-TRUTH ERA: CHALLENGES, STRATEGIES AND SOCIAL RESPONSIBILITY

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Abstract

The purpose of the research is to analyze the challenges of intercultural communication in the Republic of Moldova. The theoretical basis of the study is based on the Intercultural Contact Theory, which emphasizes the conditions and beneficial effects of contact between diverse cultural groups. According to it, prejudices and conflicts can be reduced if the interaction is carried out in conditions of equal status, cooperation, common goals and institutional support. However, in practice in the Republic of Moldova, these situations are applied differently depending on the linguistic and cultural context of the region. The problems identified include the dissatisfaction of the Romanian side related to the non-compliance with the state language, as well as the requests from minorities for the official recognition of several state languages in the Republic of Moldova (Romanian, Russian, Gagauz, Bulgarian), with reference examples such as Switzerland or alternative proposals such as the establishment of the Esperanto language for equality. The realities of Moldova broadly confirm the potential of the intercultural contact theory, developed by Gordon Allport. But achieving authentic intercultural communication requires education, coherent social policies and political stability.

Keywords: *post-truth era, intercultural, communication.*

26. COMMUNITY PRESS IN THE POST-TRUTH ERA: THE ROLE OF LOCAL COMMUNICATION IN CONSOLIDATING SOCIAL COHESION AND CIVIC RESPONSIBILITY

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Abstract

The article focuses on the analysis of the role of community media in strengthening social cohesion and civic responsibility in the context of the post-truth era. The objectives of the study identify the main manifestations of post-truth in the information space of the Republic of Moldova; examine the communication strategies used by community media to counter disinformation; evaluate the contribution of community media to strengthening public trust and civic participation; highlight the particularities of community media in the Republic of Moldova in relation to national and international media. The hypotheses of the theoretical-empirical study support that community media demonstrate a higher level of social responsibility compared to generalist media, due to their proximity to the local public; constant consumption of community media is associated with a higher level of social trust and civic involvement; narrative and participatory strategies of community media reduce the effects of information fragmentation, specific to the post-truth era. The results of quantitative-qualitative analyses demonstrate that in the Republic of Moldova, community media contributes to strengthening social cohesion, especially in communities affected by informational, institutional and migration vulnerabilities.

Keywords: *community media, post-truth era, communication.*

27. FROM GESTURE TO ALGORITHM: AN INTERDISCIPLINARY APPROACH TO NONVERBAL COMMUNICATION AND ARTIFICIAL INTELLIGENCE

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Abstract

The paper explores the convergence between the study of nonverbal communication and recent advances in the fields of machine learning and computer vision, focusing on how nonverbal cues are translated into complex datasets to train algorithms capable of recognizing and interpreting human affective states, with the main goal of improving human-machine communication and facilitating the development of more empathetic and socially efficient artificial intelligence systems. The paper examines the ethical and practical implications of this technological symbiosis, with a focus on human-robot interaction and cybersecurity, also addressing the current limits of technology in capturing the cultural and situational context of communication. The conclusions emphasize that, although algorithms can achieve remarkable technical precision, replicating "computational empathy" remains the great challenge of contemporary research.

Keywords: *artificial intelligence, nonverbal communication, human-computer interaction.*

28. FROM FAKE NEWS TO COLLECTIVE RESPONSIBILITY: REBUILD TRUST IN CONTEMPORARY COMMUNICATION

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Abstract

Fake news presents a major challenge to contemporary societies, as false information spreads rapidly through the digital environment and can influence the perception, opinions and behaviours of individuals. This phenomenon contributes to disinformation, social polarisation and the decline of trust in public institutions and credible sources of information. In this context, combating fake news becomes a collective responsibility, involving the active participation of all members of society. Citizens must be critical, verify sources of information and avoid distributing unverified content. At the same time, the education system has the role of developing media literacy and critical analysis skills. Mass media and digital platforms must promote effective standards and mechanisms for verifying information. Through collaboration between individuals, institutions and the online environment, an information space based on truth, responsibility and respect for the public interest and fundamental democratic values can be created.

Keywords: *fake news, responsibility, communication.*

29. MANIPULATION OR FREEDOM

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Abstract

The theme of the relationship between manipulation and freedom highlights the challenges faced by the individual in contemporary society. Although people enjoy the freedom to inform themselves and express their opinion, this can be affected by various forms of influence and manipulation. Mass media, social networks, advertising and persuasive speeches can shape public perceptions and behaviors, sometimes without them being aware of this process. Manipulation techniques designed to influence the decisions and attitudes of individuals in the interests of groups or individuals, thus limiting the autonomy of thought. In order to preserve their authentic freedom, citizens must develop critical thinking, the ability to analyze and discern in evaluating information. Education and access

to credible sources contribute to the formation of independent and responsible opinions. Thus, freedom does not imply the possibility of choice, but also the ability to identify and reject attempts at manipulation, protecting autonomy.

Keywords: *manipulation, freedom, education.*

30. VISUAL COMMUNICATION IN THE POST-TRUTH ERA. CASE STUDY

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Abstract

The paper presents how, in the post-truth era, visual communication shifts the primary purpose of images from reflecting objective reality to conveying emotional resonance. Images, once treated as indisputable evidence of truth, are now inherently subjective and easily manipulated, prioritizing emotional impact over verifiable facts. Visual materials are therefore designed for an instant psychological effect, to bypass critical thinking and trigger immediate outrage, empathy, or validation of pre-existing prejudices. In a post-truth landscape, images act more like "affective artifacts." They are used to reinforce specific narratives rather than clarify events, so manipulated or out-of-context images can easily influence public discourse and misinform. Navigating the universe of visual media, we chose to analyze for the case study visual communication in the post-truth era through the covers of The Economist magazine created for the year 2025. Recognized as one of the most influential weekly news and international affairs publications in the world, especially for its objective analyses, global perspective and promotion of economic liberalism, free markets and globalization, The Economist maps in an original manner through the proposed images the geopolitical uncertainty and disruptive transformation of the world, largely determined by a new wave of American protectionism and technological changes, especially the expansion of artificial intelligence.

Keywords: *post-truth era, communication artificial intelligence.*

31. INFRASTRUCTURAL VULNERABILITIES AND SOCIAL RESILIENCE IN THE REPUBLIC OF MOLDOVA: SOCIOLOGICAL ANALYSIS

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Abstract

The aim of the paper is to examine the resilience of community infrastructure in the Republic of Moldova by investigating respondents' opinions on the capacity of households to cope with natural and social disasters. It was established that the population is not confident in the capacity of institutions to manage crises. Despite the fact that electrical networks, buildings and roads are in the process of renovation, a large part of the respondents are doubtful about the ability to quickly restore critical infrastructure in exceptional situations. The study highlights the vulnerability of individual housing in low-income households, large families and people with disabilities. The research concluded that integrated public policies are needed to reduce disparities and increase the resilience of community infrastructure in the Republic of Moldova.

Keywords: *infrastructural vulnerabilities, social resilience, community infrastructure.*

32. THE ROLE OF INFORMAL SOLIDARITY IN THE RESILIENCE OF COMMUNITIES IN THE REPUBLIC OF MOLDOVA

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Abstract

This study examines informal support networks, civic participation, and trust in formal institutions, focusing on the role that social solidarity plays in increasing community resilience. The research establishes that state institutions, non-governmental organizations, city halls, and churches are considered limited sources of support in difficult situations, while friends, relatives, colleagues, and neighbors provide the most support. The results show that solidarity and collaboration are higher in rural areas compared to urban ones. To improve the situation in this area, it is essential to strengthen social capital and streamline institutional systems to increase community resilience.

Keywords: *support networks, social solidarity, community resilience.*

33. MEDIA EDUCATION AS A SOCIAL RESPONSIBILITY TOOL IN FIGHTING POST-TRUTH

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Abstract

The post-truth phenomenon constitutes one of the most complex challenges of the contemporary communication ecosystem, generating significant transformations in the processes of production, circulation and reception of information. In the context of the expansion of digital platforms and the multiplication of information sources, the delimitation between truth, opinion and manipulation becomes increasingly difficult, with direct effects on the quality of public dialogue and the democratic functioning of society. The paper aims to analyze media education from the perspective of its role as an instrument of social responsibility, highlighting its contribution to the development of critical skills necessary to evaluate information and combat disinformation. The research examines the mechanisms through which media education favors the formation of a culture of informational discernment, responsible civic participation and ethical behavior in the digital environment. The conclusions highlight the need to strengthen media education programs as a public interest strategy, capable of supporting society's resilience in the face of post-truth phenomena and contributing to the promotion of democratic values based on truth, responsibility and critical spirit.

Keywords: *post-truth, communication, media.*

34. REALITY, REMIXED: HOW MEANING IS MADE

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Abstract

In a post-truth environment, reality is less discovered than **assembled**. Facts circulate alongside emotions, identities, algorithms, and power interests, constantly edited, reframed, and "remixed." This presentation explores how communicative architectures operate as mechanisms for regulating visibility, credibility, and plausibility, rendering meaning provisional, contested, and strategically malleable. Drawing on real-world case studies from politics, media, health, and digital platforms, we aim to reveal how reality is not simply distorted, but strategically re-authored through subtle framing, selective omission, coordinated propaganda, and algorithmic amplification. By making these processes visible, the analysis helps explain why certain narratives gain authority, broad acceptance, and persistence, despite weak empirical grounding, while others struggle to circulate or are dismissed altogether, even when supported by robust evidence. The findings offer conceptual and analytical tools for critically engaging with contemporary information ecosystems and for understanding how power operates through everyday communicative practices in post-truth conditions.

Keywords: *post-truth, communication, information.*

35. ADEVĂR ȘI POST-ADEVĂR ÎN COMUNICAREA DIGITALĂ

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Abstract

This presentation analyzes the transformation of the status of truth in the context of contemporary digital communication, starting from the premise that the phenomenon of post-truth does not represent only the proliferation of false information, but a structural mutation in the way of validating public knowledge. The study adopts an interdisciplinary perspective, integrating the philosophical analysis of the concept of truth with communication theories and research on digital media. Based on a conceptual approach and recent case studies, the article shows that the digital environment favors the transition from factual validation to emotional validation of information, determined by the algorithmic logic of platforms, the fragmentation of attention and identity polarization. In this context, truth loses its role as a stable epistemic criterion and becomes a strategic tool in the discursive competition between political, institutional and media actors. The conclusion of the research is that post-truth must be understood as an emerging epistemic ecosystem, in which the relationship between knowledge, power and technology redefines the very social function of truth. Through this perspective, the study contributes to developing a more nuanced understanding of the impact of digital communication on democracy and contemporary public discourse.

Keywords: *post-truth, social epistemology, digital communication, public trust, political polarization, social validation of information, Michel Foucault, Steve Tesich.*

36. FALSE-TRUTH AND POST-TRUTH NARRATIVES IN SOCIAL CONSTRUCTION

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Abstract

The dominant competitive character adopted by the person or society has allowed and at the same time imposed a multivalent battle in order to reach the apex of certain objectives, regardless of the ethical-moral character of the decisions adopted, the paths followed or the techniques used. Initially, radio, then television and more recently, the internet, through the density and frequency of the news broadcast, no longer allowed the identification of correct vectors or the dissociation of truth from fiction. Thus, the credible, in fact the plausible is more easily accepted than the truth. In this context, subjectivism and personal intuition frequently replace realistic terms of verification of data promoted on media supports. Through these techniques, „cognitive demagogy” can invade all subareas of social existence, explaining non-existent successes, severe attitudinal or system confusions. The fabrication and systemic dissemination of false, dominantly negative information can bring substantial damage in all areas of representation. These can evolve on a schedule that is difficult to predict because there are no objective criteria for identification, quantification, intervention and sanction, signal criteria that need to be developed.

Keywords: *false-truth, post-truth, narratives.*

37. OPTIMIZING COMMUNICATION THROUGH DIGITAL MARKETING

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Abstract

Artificial intelligence and virtual reality (VR) are of paramount importance to online communication specialists. The Internet of Things (IoT) is within our reach, and the huge amount of data it will

produce intrigues even experts. The idea is that the fourth wave, with all its disruptive technology, is already within our reach. Online content creators, communicators or marketers must adapt to this change, otherwise they will be destroyed by it. The latest trend in the field of digital business is what is often called the Internet of Things. The most commonly used term today is the Internet of Things. What is the difference? The Internet of Things (IoE) "brings together people, processes, data, and things to make networked connections more relevant and valuable than ever before, transforming information into actions that create new capabilities, richer experiences, and unprecedented economic opportunities for businesses, individuals, and countries. (Cisco 2013)" The Internet of Things (IoT) is the network of physical objects accessed over the Internet. These objects contain embedded technology to interact with their internal states or external environment. The IoE, with four pillars – people, processes, data, and objects – builds on the IoT, with a single pillar – things. In addition, IoE enhances the power of the Internet to improve business and industry outcomes and, ultimately, improve people's lives, contributing to the advancement of the IoT. In other words, IoE is a broader concept with deeper implications. It is a strategic concept, not simply a marketing one. Examples range from the simple, such as using telemedicine to meet with patients, to more complex applications that use technology to predict customer preferences. However, IoT is now a major concern for marketers. It is present in many of our products and is already starting to produce an enormous amount of data for marketing purposes. Digital disruption is the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services.

Keywords: *communication, digital marketing, internet of things, virtual reality.*

38. INVESTIGATIVE JOURNALISM AND CIVIL SOCIETY

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Abstract

The 20th century, as an era of ethnic and social progress, has substantially modified the process of selecting, processing and disseminating information. The oral written word, the TV image reach the most remote corners of the world and penetrate the most diverse social spheres in very narrow terms. Social structures that are increasingly complicated and technological, increasingly sophisticated, require more and more information. Information has become, as N. Naistbtt shows, "the fuel of contemporary society". It is that matter that ensures the functioning of various systems, and even the evolution of mankind in general. The social activity of people is influenced and modified, in large part, by the informational process - the result of the activity of the mass media. Influencing life positions, opinions, consciousness and individual behaviors, the mass media contribute to changing public opinion, social consciousness and behavior, as well as to the creation of new social concepts. The mass media, through its information activity, interpretation of events, creates certain realities in which man, later, carries out his activity or on which he influences through the result of his activity. The mass media programs the emotions of the information consumer, his thoughts, and even his way of perceiving the world. The relationship between the press and politics, in a modern state, is determined by a mutual dependence of the two systems, by the freedoms and constraints of one towards the other, being simultaneously under the conditions of democracy. At the current stage, an intense increase in the dependence of all spheres of life on the mass media is observed. Thus, the political system is at an advantage over the press, constituting one of the instruments for achieving political goals. "The current consumer of information is no longer the product of the school or the family, but rather the product of the mass media, which sometimes influences and manipulates him without wanting to. In most cases, he does it intentionally."

Keywords: *communication, journalism, informational process, investigation, mass media.*

39. PUBLIC COMMUNICATION RESPONSIBILITY IN THE POST-TRUTH ERA

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Abstract

The post-truth era has generated profound transformations in the way information is produced, circulated and received, significantly affecting the functions and responsibilities of public communication. In an informational context characterized by media oversaturation, the proliferation of disinformation and the predominance of emotions over verifiable facts, public communication becomes a space vulnerable to manipulation, distortion of reality and amplification of social conflicts. Under these conditions, the issue of the responsibility of the actors involved in the communication process acquires particular relevance from both a social and legal perspective. This presentation analyzes the responsibility of public communication in the post-truth era through an interdisciplinary approach, located at the intersection of communication sciences and law. The approach highlights the ethical and legal implications of the dissemination of inaccurate or manipulative information, as well as its effects on the legitimate rights and interests of individuals. Special attention is paid to the legal dimension of the phenomenon, by reporting to the institution of civil liability, in situations in which public communication causes moral or material damage. The analysis reveals the need to strengthen accountability standards and legal protection mechanisms, in order to ensure a balance between freedom of expression, the right to information and the protection of the fundamental values of the person in a democratic society.

Keywords: *post-truth era, information, public communication.*

40. FROM EXPERIMENT TO ARGUMENT: CHEMICAL MYTHS, SCIENTIFIC REALITIES AND THE ROLE OF THE TEACHER IN COMBATING MISINFORMATION

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Abstract

In the context of contemporary society, marked by the rapid circulation of unverified content and the relativization of factual truth, sciences are often reduced to myths and erroneous perceptions. This presentation explores the role of experimental education and evidence-based argumentation in dismantling chemical myths and strengthening students' critical thinking. Didactic strategies that capitalize on the experiment as a tool for scientific validation, as well as the clear communication of complex concepts in accessible language, are analyzed. We also aim to highlight the teacher's responsibility in training informed citizens, able to distinguish between pseudoscientific claims and validated knowledge. Our conclusions indicate the importance of a reflective pedagogy, oriented towards argumentation and scientific literacy, as an educational response to disinformation.

Keywords: *chemical myths, teacher, misinformation.*