

Acta Universitatis Sapientiae

Communicatio

Volume 6, 2019

Sapientia Hungarian University of Transylvania
Scientia Publishing House

Contents

Communication Theories

Ionel NARIȚA

A Set-Theoretic Approach to Communication 7

Brand Communication

Árpád PAPP-VÁRY, Máté FARKAS

The Possible Ways of Country Brand Communication and Their
Classification Based on the POE Model 19

Laura NISTOR

Young Consumers' Fashion Brand Preferences. An Investigation among
Students in Romania. 41

Gyöngyvér Erika TŐKÉS

Service Brand Identity Characteristics of Software and IT Companies
in Cluj-Napoca. 61

Ágnes VESZELSZKI

Persuasion Strategies on Instagram in Wine Communication
and Branding. 83

Digital Literacy and Social Diversity

György MOLNÁR

Modern Digital Device Systems Supporting the Instruction of
Digital Natives. 107

Rozália Klára BAKÓ

Digital Naïves Go Online 121

András VAJDA, Gyöngyvér Erika TŐKÉS

Digital Media Use of Older Adults in Mureș County, Romania 131

Book Review

Kristóf FEHÉR

Online – A New Dimension in Social and Cultural Development
Zoltán Szűts: *Az internetes kommunikáció és média története,
elmélete és jelenségei* [Online. The History, Theory, and Phenomenon of
Internet Communication and Media] 149

