



Andreea **IONESCU-BERECHET**

Seasoned media professional with a very solid academic background and profound understanding of the media landscape, TV&cinema publics and the Romanian social and political reality. A published author who experienced and pioneered on both sides of the TV camera bringing a wealth of experience in social, political, and entertainment programming.

PROFESSIONAL EXPERIENCE

Associate Professor/Lecturer

Oct 2017- Present

The National School for Political and Administrative Studies (SNSPA), Bucharest, Department of Communications and Public Relations, Graduate Course on Dramatic Structures - Storytelling.

Assistant Lecturer

2014-2016

The National Academy of Film and Cinema (UNATC), Bucharest, Department of Cinematography and Media for the Narratology/Screenwriting Masterclass– Prof. Radu Nicoară

Research Fellowship Grantee, 2013-2015

Bucharest, Academy of Romania

"Doctoral and Postdoctoral Programs in Support of Research" POSDRU/159/1.5/S/136077

PhD Candidate

2012-2017

Bucharest, National Academy of Film and Cinema (UNATC)

Department of Cinematography and Media

Head of content developer

2007 - 2012

Mediavision, Buftea

Research and Development Dept.

Main activities:

- Research of the International TV Show and Formats Market researching on: prestige, ratings and costs
- Determining the consumption trends of the various markets: from small underground online shows to the TV successes that will dictate the Market
- Formulate acquisition proposals: new TV formats appearing on the international TV market, paying more attention to those who may have a value in the Romanian media
- Adaptation and rewriting for the Romanian market the "O-La-La" format. The show was a market leader.

Owner/Managing Partner

Bucharest, Art Writing

Main Activities: Communication consulting

2006 – Present

Managing Partner

Bucharest, Impact Media SA

Main Activities: Advertising production agency

2005 – 2007

Content Director

Bucharest, Prima TV

Main Activities:

- Supervision of TV productions regarding dramatic content (*e.g.* “**Big brother**” and TV drama “**In familie**”)

- Supervision other shows made by PRIMA TV Studios for other broadcasters (`The Russian Rulet/Ruleta ruseasca”, forTVR2)

Feb. 2002 – Aug. 2005

TV Host, Film Critic, Producer

Bucharest, Antena 1

Film Critic

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Sept. 1994 – Feb. 2002

Political Reporter

Mediafax

Jan 1993 – Sep 1994

ACADEMIC PROFESSIONAL ACTIVITY

Dr. Andreea Ionescu-Berechet, lector, cadru didactic asociat

Activitate de cercetare, conferințe și articole

21 oct 2022 - Participare la Simpozionul Internațional Slavistica Românească și Dialogul Culturilor <https://unibuc.ro/wp-content/uploads/2022/10/program-final.pdf>, la secțiunea Istoria Culturilor și a mentalităților, moderată de prof dr habil. Antoaneta Olteanu, cu prelegerea **A fi și a avea**

6 oct 2022- International Conference on Cultural studies and Communication Sciences: The Mask, Identity, Communication, Contagion, UNIBUC cu prelegerea **The Mask visual element and apple of discord**.

28 sept 2022- ENAS& NANAS Conference SNSPA, Cu prelegerea „**Older and Stronger, An analysis on current advertising campaigns**”

11 mai 2022 - Jubilee International Science Conference of the Faculty of Humanities at Shumen University, Shumen Bulgaria cu prelegerea reference Poles for the value systems’ dynamics in contemporary Romania and their media reflection

2021 mai – participarea cu scenariul „Pe boltă când apare luna” realizat împreună cu regizoarea Alina Teodorescu, din partea Saga Film, la concursul CNC. Scenariul a obținut nota 8.00, fiind între primele 6 cele mai bune scenarii, dar nu a obținut punctaj de producție datorită mediei efectuate cu punctajul casei de producție (Saga Film) și al regizoarei Alina Teodorescu-
<http://cnc.gov.ro/wp-content/uploads/2021/07/NoteDebut.pdf>

2020 noiembrie 27 , Participare la Conferința organizată de UNATC, „Școala online- provocări pentru pedagogia teatrală și cinematografică” cu prelegerea „Strategii de predare online a narativului din film și publicitate”

2020 octombrie, Participare la expoziția „De la aproape către departe” cu textul „Timpul suspendat” ISBN978-606-94455-1-8 publicat de tranzit.ro, București 2020

2020-ianuarie, publicarea cărții „Divele lui Stalin. De la Idolii de lut la Star Sistemul sovietic”, autor Ionescu-Berechet Andreea, editura Tritonic, București 978-606-749-468-6

2020 -ianuarie publicarea cărții „Diva socialistă. Modele feminine în cinematograful est european”, autor Ionescu-Berechet Andreea, editura Tritonic, București 978-606-749-466-2

2019- decembrie, publicarea articolului „Filmul, limbaj universal și instrument de învățare”, în ediția intitulată „Managementul grupului în pedagogia teatrală și cinematografică” și coordonată de Camelia Popa, UNATC Press, Colecția Caravana UNATC Junior ISBN 978-606-8757-58-2

2019 – 20-21 septembrie, Simpozionul internațional „Slavistica românească și dialogul culturilor 2019. 70 de ani de slavistică românească la Universitatea din București”, cu prelegerea „*Campaniile comerciale de succes din Rusia și ancorele lor culturale*”

2019 – 12 februarie, Conferință București, Facultatea de Științe Politice, Universitatea București „*Construirea unui model socialist de stat pentru artele vizuale românești : adaptări, transformări și forme colective de impunere a realismului socialist în anii 1950-1960*”, cu lucrarea „*Consolidarea canonului filmic socialist și primele dive ale RSR. Cazul Evei Cristian*”

2017 – September 28-29, Bucharest, Ethnographies of Class in Central and Eastern Europe: The Fantasies of the Middle Class

2017 – September 21-24, Bucharest, International Symposium - Days of the Slavic Cultures :« *The Yugoslav Black Wave – The true moment of the Socialist cinema* »

2017 – May 10th, Bucharest, Public Defense of my PhD. Thesis at UNATC,*Est Diva- Feminine Portrays in Eastern European Cinema*

2017 - May 4-7th, Bucharest, The Social History of Romanian Communism Conference with the paper „*Socialist Diva- social model*”. My research will be part of the book published by the Institute for the Investigation of Communist Crimes and the Memory of Romanian Exile (IICCMER) and Polirom (publishing House) at the end of this year. <https://www.iiccr.ro/call-papers-istoria-sociala-comunismului-romanesc-surse-metodologii-abordari-perspective>

2015 – June 26th, Bucharest, Scientific Session of the Post Doctoral Research Fellows of the Romanian Academy, „*Opportunity Equality in the European Cultural Realm*”

2015, May, Bucharest My article « *Divas – the blazing weapons of socialist propaganda* » was published in the *Diversité et identité Culturelle en Europe/Cultural Identity and Diversity in Europe* – coordinated by Prof. univ. dr. Petre Gheorghe Bârlea at Romanian Literature Museum Publishing House (Editura Muzeului Literaturii Române), tome 12/1 ISSN 2067-0931, pages 139-145.

2015, May, Bucharest, Romanian Academy, Ethnology and Folklor Institute ,contributed in the M1-M4 modules to establish the methodological research norms for diagnostic-analyses and synthesis work for topics related coordinated by prof. dr. Sabina Ispas and dl.prof. dr.Silviu Angelescu .

2015, May 14, Chisinau, Moldova, Filology Institute of The Moldavian Academy of Sciences, International Colloquium „*Modern Filology: Achievements and Perspectives in the European Context (IXth edition)*”, I presented “*Narrative structures in the Eastern European Socialist Cinema*” with in the „*Contemporary Theories in the Science of Text*” workshop.

2015, April 23-25, Sibiu, Romania, The International Symposium „Hermeneutic a cultural phenomenon” with „*The Yugoslav Black Wave Narratological Moment, published in „Hermeneutic a cultural phenomenon” vol 4-5* coordinated by prof.univ.Ph.D Gh Manolache ISBN 978-606-12-0992-7. pag 137-143

1995, Warsaw Poland, The Eastern European Countries Conference in Translations participated with *Romanian Cinema after 1989*.

EDUCATION

The National Academy of Film and Cinema „I.L. Caragiale” (UNATC), Bucharest- 1990-1994

- Graduate in narrative techniques- Screenwriting, prof. Dumitru Carabăț
- Graduate in multimedia-Film History prof. George Litera

Process Communication Management Trainer

Centre D'Entrainement au Coaching &Mentoring, France, December 2002

AWARDS

Dakino Film Festival 1993 – Screenwriting and Best Image Prize - “Porcelan Doll /Papusa de Portelan”

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Mediterranean Film Festival Montpellier 1994 –Screenwriting Prize- “All I loved/ Tot ce am avut mai drag”

The Romanian Association of Television Professionals (APTR)1994 Award for Entertainment with “The Stories of my Friends /Povestile Prietenilor mei”