

Center for Research in Communication
NSPSA



Institut de la Communication
Université Lyon2



Cox International Center
University of Georgia



Romanian-U.S.
Fulbright Commission



International Conference **Identity and Intercultural Communication**

Bucharest, Romania, September 26-27, 2011

Conference Program

Communicating Europe: Policies and Strategies for Increasing EU's Visibility among Member States Jean Monnet European Module 2008 – 2013



EUROPEAN COMMISSION



EDUCATION AND CULTURE



Intercultural Communication in the European Context. Construction of a Conjunctive Paradigm on the New Rapport between National Cultures and the Emergence of European Cultural Identity. National Council for Scientific Research in Higher Education grant no. 1406

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Location National School of Political Studies and Public Administration
6 Povernei Street, District 1, Bucharest

Program

MONDAY, September 26

14.00-15.00 **Conference registration** (main hall)

15.00-15.40 **Welcome addresses** (room 12)

Paul DOBRESU, Rector of the National School of Political Studies and Public Administration, Bucharest

Remus PRICOPIE, Dean of the College of Communication and Public Relations, National School of Political Studies and Public Administration, Bucharest

Alain GIROD, Directeur de l'Institut de la Communication, Université Lumière Lyon2, France

Lee B. BECKER, Director of the James M. Cox Jr. Center for International Mass Communication Training and Research, University of Georgia, USA

Mihai MOROIU, a.I. Director of the Romanian-US Fulbright Commission

15.40-16.00 **Coffee break** (main hall)

16.00- 17.30 **Keynote addresses** (room 12)

Hans-Jörg TRENZ, ARENA Center for European Studies, Norway
The European Public Sphere and European Collective Identity

Jean-Claude SOULAGES, Université Lyon2, France
L'imaginaire de l'Europe à l'intérieur des journaux télévisés français

17.30-18.30 **Dinner** (main hall)

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TUESDAY, September 27

10.00-11.30 **Panel 1: Representations of Identity in the Media** (room 207)
Chair: Mădălina Boțan, Center for Research in Communication, NSPSPA

Promoting European Identity? The Construction and Re-Construction of the European Identity Myths, Israel vs. Romania
Mira Moshe, Ariel University Center, Israel, **Nicoleta Corbu**, Center for Research in Communication, NSPSPA

Percevoir l'altérité, se sentir autre
Odile Riondet, Rectorat de Lyon

European identity and mass media consumption in Romania
Valeriu Frunzaru, **Mădălina Boțan**, Faculty of Communication and Public Relations, NSPSPA

A President in the Headlines. President Dalia Itzik as Reflected in the Israeli Media
Dalia Liran-Alper, The College of Management-Academic Studies, Rishon Letzion, Israel

11.30-12.00 **Coffee break** (main hall)

12.00-13.30 **Panel 1: Identity and Diversity** (room 207)
Chair: Mădălina Boțan, Center for Research in Communication, NSPSPA

Preservation vs. Change – Manifestations of Feminist Discourse in Commercial Family Magazines in Ultra-Orthodox Society in Israel

Orly Tsarfaty, The Max Stern Academic College of Emek Yezreel, Department of Communication
Dalia Liran-Alper, The College of Management-Academic Studies, Rishon Letzion, Israel

Communicating Religious Identity – Religious Boundaries and Cultural Membership in Romanian Society
Nicolae Dinu, Faculty of Communication and Public Relations, NSPSPA

L'image des acteurs humanitaires auprès des Haïtiens : sauveurs ou colonisateurs
Colette Djadeu, Université Lyon 2

Différenciation et discours assumé: le rôle de l'auteur dans la construction du discours autonome
Arthur Suciu, NSPSPA

13.30-14.30 **Lunch break** (main hall)



14.30-16.00 **Panel 1: Identité. Regards croisés** (room 207)
Chair: Mădălina Boțan, Center for Research in Communication, NSPSPA

Communication interculturelle provoquée: entre identité et recadrage présentiel

Christian Agbogli, Oumar Kane, Département de communication sociale et publique, Université du Québec à Montréal (UQÀM)

Art as a Metalanguage

Odette Arhip, Ecologic University Bucharest, Al. I. Cuza” University, Iași

Changing Identity in a Globalized World

Margareta Boaca, National Defense University, Bucharest

Crise de l'identité collectiviste des jeunes employés chinois dans les entreprises à capitaux étrangers

Xi Jiang, Université Lumière Lyon 2

Images figées: l'autre au musée. Le cas des minorités nationales dans les expositions muséales en Roumanie

Monica Bîră, Faculty of Communication and Public Relations, NSPSPA

16.00-16.30 **Coffee break** (main hall)

16.30-18.00 **Panel 1: Identité et Altérité** (room 207)
Chair: Mădălina Boțan, Center for Research in Communication, NSPSPA

Identité et solidarité internationale: la figure de l'étranger dans la communication des ONG

Elizabeth Vercher, Dana Popescu-Jourdy, Institut de la Communication, Université Lyon 2

The Impact of Culture in Communication: An Example from Cyprus

Elif Asude Tunca, Cyprus International University, Communication Faculty, Department of Advertisement and Public Relations

La rencontre avec l'Autre dans le discours humanitaire

Isabelle Sanyas, Université Lyon 2

(Future) EU Members or Europe's internal Others? A cross-national comparative newspaper analysis of current reciprocal perceptions between Western Balkan countries and the EU

Romy Wöhlert, Commission for Comparative Media and Communication Studies, Austrian Academy of Sciences, **Sanela Hodzic**, Mediacentar Sarajevo

Cultures des salariés vs. culture d'entreprise multinationale : communication interculturelle ou processus de régulation et de négociations sociales pour le maintien de l'ordre organisationnel ?

Fedwa Jebli, Université Lyon 2



TUESDAY, September 27

10.00-11.30 **Panel 2: The New Technologies and the Communication of Professionals' Identities** (room 115)
Chair: Mălina Ciocea, Faculty of Communication and Public Relations, NSPSPA

The Impact of New Technologies on the Journalist's Status and on Mass Communication Education
Tudor Vlad, Lee B. Becker, University of Georgia, USA

Manifestations atypiques de la satisfaction et la motivation dans le travail des immigrants roumains en Italie
Carmen Novac, Laura Paun, Faculty of Communication and Public Relations, NSPSPA

Les modèles de gouvernance des communautés open source : les choix des dispositifs techniques de communication décisionnelle et collaborative au sein de communautés transnationales
Vanessa David, Vincent Mabillot, Institut de la Communication, Université Lyon 2

Explorative pilot study regarding the role of negative affect in performing emotional labor
Elena Madalina Iorga, Dan Florin Stănescu, Faculty of Communication and Public Relations, NSPSPA

11.30-12.00 **Coffee break** (main hall)

12.00-13.30 **Panel 2: Identité, Profession, Education** (room 115)
Chair: Mălina Ciocea, Faculty of Communication and Public Relations, NSPSPA

OS-delà, de la transcendance divine au matérialisme hédoniste des environnements numériques
Vincent Mabillot, Institut de la Communication, Université Lyon 2

Déprofessionnalisation du journalisme ou retour aux sources?
Arnaud Noblet, Institut de la Communication, Université Lyon 2

Cross-Cultural Competence: Decreasing the Space between Self and Other in Educating Future Officers at USNA
Clementine Fujimura, Tim Disher, Joe Thomas, Languages and Cultures Department, U.S. Naval Academy Annapolis

Développement de la dimension européenne et de la compétence interculturelle à travers les Programmes d'Assistanat Comenius de l'Enseignement Tout au long de la Vie dans l'Enseignement Primaire et Secondaire
Cristina Ené, Argyris Kyridis, Ifigeneia Vamvakidou, Université de la Macédoine de l'Ouest, Grèce

13.30-14.30 Lunch break



14.30-16.00 **Panel 2: Identity and New Technologies** (room 115)
Chair: Mălina Ciocea, Faculty of Communication and Public Relations, NSPSPA

Anxiety and Uncertainty in Expatriate Everyday Life: Identity Boundary Regulation by Online Community of People of Estonian Origin

Kristel Kaljund, Anne-Liis Peterson, Institute of Communication, Tallinn University

The Investigation of Virtual Social Networks through the Five C Model of Similarity. The Facebook Case

Mădălina Vătămănescu, Cristiana-Cătălina Cicei, Faculty of Communication and Public Relations, NSPSPA

Identity in real world and virtual world

Cornelia Maxim, Elena Baduta, Faculty of Communication and Public Relations, NSPSPA

The Use of Social Networks for Building Political Brands: a Comparative Perspective

Diana-Maria Cismaru, Faculty of Communication and Public Relations, NSPSPA

Building the "Eurosphere" under External Pressure? The Arab Crisis Seen by www.euronews.net

Loredana Radu, Faculty of Communication and Public Relations, NSPSPA

16.00-16.30 **Coffee break** (main hall)

16.30-18.00 **Panel 2: Faces of Identity in the Media** (room 115)
Chair: Mălina Ciocea, Faculty of Communication and Public Relations, NSPSPA

Representations of the German minority in post-1989 Romanian written press

Cristian Cercel, School of Government and International Affairs, Durham University

Constructing Deliberative Practices in Romanian Media. The Case of Professional Migration Debates

Mălina Ciocea, Faculty of Communication and Public Relations, NSPSPA

Identités diasporiques, identités transnationales. Thème de recherche et variations épistémologiques

Gina Stoiciu, Département de communication sociale et publique, Université du Québec, Montréal

Is Europe the Problem or the Solution? An Analysis of Euroscepticism in Romania

Paul Dobrescu, Flavia Durach, Faculty of Communication and Public Relations, NSPSPA



TUESDAY, September 27

10.00-11.30 **Panel 3: Identity and Culture** (room 205)
Chair: Elena Negrea, Faculty of Communication and Public Relations, NSPSPA

Stéréotypes croisés et identités. Une étude empirique menée en contexte universitaire multiculturel
Anne-Marie Codrescu, Faculty of Communication and Public Relations, SNSPA

Communicating Cultures: A Comparative Perspective USA and Romania
Dorina Guțu, Alina Dolea, Faculty of Communication and Public Relations, NSPSPA

Divine Medium or Devil Measure? The Role of Latin in Shaping Otherness
Larisa Mokroborodova, Faculty of Arts Russian Language and Literature, Finland

Defining Romanian cultural identity: guidelines for an intercultural history of a theoretical quest
Grigore Georgiu, Alexandru Cârlan, NSPSPA

Communion – an Approach Towards (Re)Defining Community. The Romanian Case
Adrian Lesenciuc, Ion Teofil Cretu, Viana Popica, Faculty of Aeronautical Management, “Henri Coandă” Air Force Academy, Brașov, Romania

11.30-12.00 **Coffee break** (main hall)

12.00-13.30 **Panel 3: National vs. European Identity** (room 205)
Chair: Elena Negrea, Faculty of Communication and Public Relations, NSPSPA

European Cultural Identity and Its Challenges in Intercultural Context: An Empirical Approach
Nicoleta Corbu, Georgiana Udrea, Faculty of Communication and Public Relations, NSPSPA

National Identity versus European Identity in Romanian Advertising (POS DRU/89/1.5/S/62259)
Mădălina Buga-Moraru, College of Journalism and Mass Communication Studies, University of Bucharest

Locating postcolonial identity in Europe: Polish and Serbian examples
Krzysztof Rowiński, American Studies Center, University of Warsaw

Visibility of the EU through EU-funded Programmes and Projects. What about an Instrumental European Identity?
Roxana Dascălu, Faculty of Communication and Public Relations, NSPSPA

The European Identity and the Social Economy after the Lisbon Treaty
Mihaela Ioana Danetiu, Sebastian Fitzek, NSPSPA

13.30-14.30 Lunch break



14.30-16.00 **Panel 3: Toward a European Public Sphere** (room 205)
Chair: Elena Negrea, Faculty of Communication and Public Relations, NSPSPA

Bridging the Gap through Europeanized Media. A Content Analysis of National and Transnational EurActiv News Portals
Adina Marincea, Faculty of Communication and Public Relations, NSPSPA

Patterns on Communication in Public Space in Romania
Corina Daba Buzoianu, SNSPA, **Cristina Cirtita Buzoianu**, Romanian Academy, Iași

Towards a Europeanized Romanian Public Sphere? Media Framing of Romania's Accession to the Schengen area of free movement
Flavia Durach, **Oana Ștefăniță**, Faculty of Communication and Public Relations, NSPSPA

The Interethnic Nationalist Dialog in the Old Mures Press
Angela Măgherușan Precup, Petru Maior University Târgu-Mureș

Reading between the Headlines: How Was the Postponement of Romania's Entry to the Schengen Area Framed by the Media?
Elena Ștefania Negrea, Faculty of Communication and Public Relations, SNSPA

16.00-16.30 **Coffee break** (main hall)

16.30-18.00 **Panel 3: Identity, Profession, Culture** (room 205)
Chair: Elena Negrea, Faculty of Communication and Public Relations, NSPSPA

Coaches Discursive Identity in Press Conferences' Context
Diana-Luiza Dumitriu, SNSPA

Factuality as a Crisis Communication Tool. Case Study: Rosia Montana Gold Corporation
George David, **Ion Chiciudean**, Faculty of Communication and Public Relations, NSPSPA

Contribution of the National Theatre to the Affirmation of National Identity
Simina Ioana Siminic, NSPSPA

Encounter between the Western Gaze and the Picturesque Other in the Tourist Culture
Simona Bucsa, Faculty of Journalism and Communication Sciences, University of Bucharest

Nonverbal sensitivity and network centrality. Using our abilities to interpret emotions and become popular
Loredana Ivan, Faculty of Communication and Public Relations, NSPSPA

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