

QUALITATIVE RESEARCH IN COMMUNICATION 2015



ȘCOALA NAȚIONALĂ DE STUDII
POLITICE ȘI ADMINISTRATIVE



University of Colorado Boulder



CONFERENCE PROGRAM

Wednesday, September 23

09:30-10:30 Conference registration (ground floor)

10:30-10:45: Welcome addresses (multifunctional room 1, ground floor)

Remus PRICOPIE, Rector of National University of Political Studies and Public Administration, Romania

Alina BÂRGĂOANU, Vice-Rector of National University of Political Studies and Public Administration, Romania

Loredana IVAN, Conference chair, National University of Political Studies and Public Administration, College of Communication and Public Relations, Romania

10:45-12:40 Keynote addresses (multifunctional room 1, ground floor)

Bryan C. TAYLOR, Professor in Communication, University of Colorado Boulder, USA
Yours, Mine, and Ours: Theorizing the Global Articulation of Academic Disciplines and Qualitative Research Methods

Kim SAWCHUK, Professor in the Department of Communication Studies at Concordia University, Canada

Dare to change: Confronting digital ageism through Discursive Action Research (DARe)

Eugene LOOS, Professor at Amsterdam School of Communication Research ASCoR, Department of Communication Science, University of Amsterdam, The Netherlands

When old media were new: Lessons from technology generations for research on media use

12:40-13:40 Lunch (multifunctional room 2, ground floor)

13:40-15:30 Ageing, Communication & Technology (I) (multifunctional room 1, ground floor)

Panel head: Mireia FERNÁNDEZ-ARDEVOL

Martine LAGACÉ, University of Ottawa, Ottawa, Canada

Houssein CHARMARKEH, Université Paris-Sorbonne, Paris, France

Annick TANGUAY, University of Ottawa, Ottawa, Canada

Joelle LAPLANTE, University of Ottawa, Canada

Ageist stereotypes as precursors of the "digital divide"? The case of Canadian Seniors

Andrea ROSALES, Universitat Oberta de Catalunya, Spain

Mireia FERNÁNDEZ-ARDEVOL, Universitat Oberta de Catalunya, Spain

Older people and smartphones, beyond Whatsapp

Line GRENIER, Université de Montréal, Montréal, Canada

Ageing-together, researching together. Critical reflections on ethnographic work at Étoile des aînés

Loredana IVAN, National University of Political Studies and Public Administration, Romania

Shannon HEBBLETHWAITE, Concordia University, Canada

The Use of Social Media in Family Communication Among Grandmothers and Grandchildren

Patrik MARIER, Concordia University, Montreal, Canada

Isabelle VAN PEVENAGE, Centre for Research and Expertise in Social Gerontology, Montreal, Canada

Corey GUITARD, Concordia University, Montreal, Canada

Framing Caregiving in Canadian Media and Policy Documents

Ioana SCHIAU, National University of Political Studies and Public Administration, Romania

Humor as a Communicational Resource for the Elderly

15:30-15:45 Coffee break (multifunctional room 2, ground floor)

15:45-17:45 Digital explorations (multifunctional room 1, ground floor)

Panel head: Ana ADI

Alice PULVIRENTI, Graduate School in Social and Political Sciences, University of Milan, Italy

Francesca ARCOSTANZO, Graduate School in Social and Political Sciences, University of Milan, Italy

When news go online. A cross-media analysis of editorial logics and consumers' feedbacks in the printed, online and Facebook version of the Italian newspaper La Repubblica

Giuliana CUCINELLI, Concordia University, Montreal, Canada

Knowledge creation and technology literacy: Understanding digital media socialbity in the lives of young people through the co-creation of an ICT competency project with high school teachers and students

Ana ADI, Quadriga Univeristy of Applied Sciences, Berlin, Germany

On #publicrelations and Twitter: themes, discourses and communities

Alina-Daniela MIHALCEA, National University of Political Studies and Public Administration, Bucharest, Romania

Rodica SĂVULESCU, National University of Political Studies and Public Administration, Bucharest, Romania

ASL PLS BRB. Are members of Generation Y and brands on the same digital page?

Jean A. SALUDADEZ, University of the Philippines Open University, Los Banos, Laguna, Philippines

Digital media as agents in the accomplishment of open and distance learning

Bianca-Florentina CHEREGI National University of Political Studies and Public Administration, Romania

"Let's Change the Story!" - Nation Branding Campaigns initiated by the Romanian media

Rozália Klára BAKO, Sapientia University, Cluj-Napoca, Romania

Gyöngyvér TOKES, Sapientia University, Cluj-Napoca, Romania

Exploring digital literacy of young children

Thursday, September 24

09:00-10:30 Parallel sessions

Ageing, Communication & Technology (II) (multifunctional room 1, ground floor) Panel head: Mireia FERNÁNDEZ-ARDEVOL	Approaching media as texts and practices (room 108, 1 st floor) Chair: Corina DABA-BUZOIANU
Emma DOMÍNGUEZ-RUÉ, University of Lleida, Lleida, Catalunya, Spain <i>Ageing and Technology: perspectives from the social sciences</i>	Sylwia MEĆFAL, University of Lodz, Poland <i>Relationships between local media and key actors in a community – qualitative case studies</i>
Barbara RATZENBÖCK, University of Graz, Austria <i>'Walking Interviews' as a Means to Investigate Experiences of Older Women with Information and Communication Technologies</i>	Otilia ARMEAN, Sapientia Hungarian University of Transilvania, Tîrgu Mureş, Romania <i>New Media Typography</i>
Mădălina MORARU, University of Bucharest, Romania	Dana Mihaela RADU, National University of Political Studies and Public Administrative, Romania & Technical University of Civil Engineering, Romania <i>Media discourse on religiously motivated acts in critical discourse analysis keynotes</i>

<p><i>Representations of Elderly People in Romanian Advertising</i></p> <p>Monica BÎRĂ, National University of Political Studies and Public Administrative, Romania <i>Passing on our heritage: intergenerational issues related to the project of Museum of the Communism in Romania</i></p> <p>Elena-Alexandra GORGOS, National University of Political Studies and Public Administration, Bucharest, Romania <i>The influence of network society on middle-aged people</i></p>	<p>Mònica PUNTÍ-BRUN, University of Girona, Girona, Spain</p> <p>Jordi Bes Lozano, Journalist and Researcher, Barcelona, Spain <i>Online Media in Romania: the Case Study of HotNews.ro and Ziare.com</i></p> <p>Nicolae-Sorin DRĂGAN, National University of Political Studies and Public Administration, Bucharest, Romania <i>A semio-functional approach of relationship attacks-defenses for presidential debates in Romania, from November 2014</i></p>
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10:30-10:45 Coffee break (multifunctional room 2, ground floor)

10:45-12:45 Special panel of the ECREA TWG *Communication and the European Public Sphere* (multifunctional room 1, ground floor)

Keynote address

Introduction by Alina BÂRGĂOANU

Wieger BAKKER, Utrecht University School of Governance, The Netherlands
European Citizenship and Promoting a European Civic Culture

Presentations

Alina BÂRGĂOANU, National University of Political Studies and Public Administration, Romania

Flavia DURACH, National University of Political Studies and Public Administration, Romania

Loredana RADU, National University of Political Studies and Public Administration, Romania
Banal Europeanism in Formation: a Case Study in Romania

Denisa-Adriana OPREA, National University of Political Studies and Public Administration, Romania

Nicoleta CORBU, National University of Political Studies and Public Administration, Romania
Perspectives on European Identity: a cross-cultural approach

Elena NEGREA-BUSUIOC, National University of Political Studies and Public Administration, Bucharest, Romania

Of the people or for the people? An analysis of populist discourse in the 2014 EP elections in Romania

12:45-13:45 Lunch (multifunctional room 2, ground floor)

13:45-15:05 ACT Keynote address (multifunctional room 1, ground floor)

Introduction by Kim SAWCHUK

Julia TWIGG, Professor of Social Policy and Sociology, University of Kent

Dress, Embodiment and the Cultural Turn in Age Studies

15:05-15:15 Coffee break (multifunctional floor 2, ground floor)**15:15-16:45 Parallel sessions**

Communication and the emotion economy (I) (multifunctional room 1, ground floor) Panel head: Liz YEOMANS	15:15-16:45 Reflexive insights in qualitative methodologies (room 108, 1 st floor) Chair: Alexandru CÂRLAN
Josephine DOLAN, UWE, Bristol, UK <i>Feeling too good for anger: the emotional glossings of the Best Exotic Marigold Hotel films</i>	Shannon HEBBLETHWAITE, Concordia University, Canada Stephanie PATERSON, Concordia University, Canada Dawn TRUSSELL, Concordia University, Canada Meredith EVANS, Concordia University, Canada Tricia M.K. ZING, Brock University, Canada <i>Reflexivity & communication on an interdisciplinary research team: The role of collaborative autoethnography</i>
Constance LAFONTAINE, Concordia University, Canada David MADDEN, Carleton University, Ottawa, Canada <i>Lost Cats: Age, Animality and the Visual Expressions of Loss</i>	Fannie VALOIS-NADEAU, Concordia University, Canada <i>Practicing reflexive ethnography in a sport-spectacle milieu: an exploration of underlying tensions</i>
Romina SURUGIU, University of Bucharest, Romania Viorica-Aura PĂUȘ, University of Bucharest, Romania <i>Education, Entertainment, Emotion: A Cultural Approach to a Controversial Exhibition 'The Human Body'</i>	George TUDORIE, National University of Political Studies and Public Administration, Romania <i>Introitus ad vitam. Understanding the child in early developmental psychology and paediatrics</i>
Liz YEOMANS, Leeds Beckett University, UK Martina TOPIĆ, Leeds Beckett University, UK <i>Engagement and Empathy Discourses in Corporate Communication: The Case of "The Science of Engagement"</i>	Corina DABA-BUZOIANU, National University of Political Studies and Public Administrative, Romania Loredana IVAN, National University of Political Studies and Public Administrative, Romania <i>Qualitative Research in Romania: Obstacles and Opportunities Before and After 1989</i>
Margarida ROMERO, Université Laval, Québec, Canada <i>Intergenerational digital storytelling pairing teens as multimedia facilitators with an elder as narrative director</i>	Tulia Maria CĂȘVEAN, National University of Political Studies and Public Administration, Bucharest, Romania <i>A qualitative analyze of the "playing contract": understanding the video game genre framework</i>
Camelia CRIȘAN, National University of Political Studies and Public Administrative, Romania Mark DUNFORD, University of Brighton, UK <i>Mapping the Hero's Journey in Digital Storytelling</i>	

19:30 Gala dinner (co-hosted by ACT Project)

Noblesse Restaurant, 47A Paris Street, Bucharest

Friday, September, 25

9:00-10:30 Parallel sessions

Qualitative approaches in education (multifunctional room 1, ground floor) Chair: Diana-Maria CISMARU	Being part of it: participant practices in qualitative research (room 108, 1 st floor) Chair: Rodica SĂVULESCU
Diana-Maria CISMARU, National University of Political Studies and Public Administration, Romania Livia-Speranța POPA, National University of Political Studies and Public Administration, Romania <i>Managerial Perspectives in Higher Education in Romania in regard to Equity and Social Cohesion</i> Valeriu FRUNZARU, National University of Political Studies and Public Administration, Bucharest, Romania Denisa-Adriana OPREA National University of Political Studies and Public Administration, Bucharest, Romania <i>Communication barriers between teachers, students and parents: a radiography of secondary education in contemporary Romania</i> Carmen NOVAC, National University of Political Studies and Public Administration, Romania Cristina VIDROIU, National University of Political Studies and Public Administration, Bucharest, Romania <i>SHRM processes in organizations in Romania: evidence from qualitative research</i> Ileana ROTARU, University of Resita, Romania Sorina GROZA, University of Resita, Romania <i>From blackboard to Internet – a change of the teaching perspective</i> Cristina BUZOIANU, Vasile Alecsandri University of Bacau, Romania	Andreea RĂCEANU, National University of Political Studies and Public Administration, Romania <i>University – industry professionals’ relations as an important dimension of university strategic public relations. A case study</i> Dan Florin STĂNESCU, National University of Political Studies and Public Administration, Bucharest, Romania <i>Modeling musical capabilities – guitar playing</i> Ramona MARINACHE, University of Bucharest, Romania <i>Motorcycles as dream catchers</i> Gabriel JDERU, University of Bucharest, Romania <i>Motorcycle Riding and Freedom Figuration in Socialist Romania between 1950 and 1990</i> Simona BONGHEZ, National University of Political and Administrative Studies, Bucharest, Romania Emad E. AZIZ, BRISK Business Inc., New-York, USA <i>WEST meets EAST: Culture shock! - Cultural intelligence in projects</i> Alexandra ZBUCHEA, National University of Political Studies and Public Administration, Bucharest, Romania <i>Volunteering and its outcomes. A perspective of the young Romanians</i>

Brindusa AMALANCEI, Vasile Alecsandri University of Bacau, Romania <i>Inquiring Romanian elders' engagement in elections</i>	
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10:45-11:00 Coffee break (multifunctional room 2, ground floor)

11:00-13:00 Parallel sessions

<p>11:00-13:00 Communication and the emotions economy (II) (multifunctional room 1, ground floor) Panel head: Liz YEOMANS</p>	<p>11:30-13:00 Special panel of the ECREA TWG Communication and the European Public Sphere (room 108, 1st floor) Chair: Loredana RADU</p>
<p>Diana-Luiza DUMITRIU, National University of Political Studies and Public Administration, Bucharest, Romania <i>Emotions' display in the digital sport fandom discursive practices</i></p> <p>Monika VERBALYTE, Freie Universität Berlin, Germany <i>Emotion Economy of Media Discourse</i></p> <p>Elena NEGREA-BUSUIOC, National University of Political Studies and Public Administration, Bucharest, Romania <i>Touching the pain, feeling the gold: metaphors of pain in social campaigns against gold mining in Romania</i></p> <p>Alexandra BARDAN, University of Bucharest, Romania <i>Marketing Communist Nostalgia: a Case Study on Contemporary Festive Events</i></p> <p>Mălina CIOCEA, National University of Political Studies and Public Administration, Bucharest, Romania Alexandru CÂRLAN, National University of Political Studies and Public Administration, Bucharest, Romania <i>The Great Communist Bank Robbery: Reflexive Mediation of the Past across Cinematic Genres</i></p> <p>Carmen ZAHARIA, University of Bucharest, Romania</p>	<p>Introduction by Loredana RADU</p> <p>Joanna FOMINA, Institute for Philosophy and Sociology - Polish Academy of Sciences, Warsaw, Poland Loredana RADU, National University of Political Studies and Public Administration, Bucharest, Romania <i>Public Attitudes towards the EU in the context of the Ukrainian conflict. A qualitative assessment in Romania and Poland</i></p> <p>Georgiana UDREA, National University of Political Studies and Public Administration, Romania <i>Erasmus Mobility and Its Impact on Students' National Sense of Self</i></p> <p>Costinel ȘERBAN, National University of Political Studies and Public Administration, Bucharest, Romania <i>Eurocepticism and populism regarding the EU economic crisis – Greek legislative elections in 2015</i></p> <p>Liliana Lupescu, National University of Political Studies and Public Administration, Romania</p>

<i>Emotion Work in Foreign Language Classes</i>	Mirela Pîrvan, National University of Political Studies and Public Administration, Romania <i>Media framings and topics in televised news during the 2014 EP electoral camping: Possible consequences on voter's choice</i>
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13:00-14:00 Lunch (multifunctional room 2, ground floor)

14:00-15:00 Approaching identities in social media (multifunctional room 1, ground floor)

Chair: Sirma Oya TEKVAR

Maurice ODINE, School of Journalism & Graphic Communication, Florida A&M University, Tallahassee, Florida

Diaspora engages social media to reconnect with Africa

Sirma Oya TEKVAR, Karabük University, Karabük, Turkey

How do Turkish Communication Agencies Engage in Social Media?

Demetra GARBAŞEVSKI, National University of Political Studies and Public Administration, Bucharest, Romania

Using Grounded Theory to Explore Self-Identity Online

Alexandra-Petronela GRIGORE (ISBĂȘOIU), University of Bucharest, Romania

Consumption and Facebook: comparison between online profile and offline reality

15:00-15:10 Coffee break (multifunctional room 2, ground floor)

15:10-18:00 Parallel workshops

Workshop 1 (multifunctional room 1, ground floor) Shona HILTON, University of Glasgow, Scotland <i>An introduction to content media analysis</i>	Workshop 2 (room 108, 1 st floor) Adina VLAD, Unlock Research, Romania <i>Digging for insights. Qualitative research in advertising</i>
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