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-ARDÈVOL

Martine LAGACÉ, University of Ottawa, Ottawa, Canada
Houssen 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-ARDÈVOL, 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 socialbility in the lives of young people through the co-creation of an ICT competency project with high school teachers and students

Ana ADI, Quadriga University 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-ARDÈVOL | Approaching media as texts and practices  
(room 108, 1st floor)  
Chair: Corina DABA-BUZOIANU |
|---|---|
| Emma DOMÍNGUEZ-RUÉ, University of Lleida, Lleida, Catalunya, Spain  
Ageing and Technology: perspectives from the social sciences | Sylwia MĘCFAL, University of Lodz, Poland  
Relationships between local media and key actors in a community – qualitative case studies |
| Barbara RATZENBÖCK, University of Graz, Austria  
‘Walking Interviews’ as a Means to Investigate Experiences of Older Women with Information and Communication Technologies | Otilia ARMEAN, Sapientia Hungarian University of Transilvania, Tîrgu Mureș, Romania  
New Media Typography |
| Mădălina MORARU, University of Bucharest, Romania | Dana Mihaela RADU, National University of Political Studies and Public Administrative, Romania & Technical University of Civil Engineering, Romania  
Media discourse on religiously motivated acts in critical discourse analysis keynotes |
Reprenntations of Elderly People in Romanian Advertising

Monica BÎRĂ, National University of Political Studies and Public Administrative, Romania

Passing on our heritage: intergenerational issues related to the project of Museum of the Communism in Romania

Elena-Alexandra GORGOS, National University of Political Studies and Public Administration, Bucharest, Romania

The influence of network society on middle-aged people

Mônica PUNTÍ-BRUN, University of Girona, Girona, Spain

Jordi Bes Lozano, Journalist and Researcher, Barcelona, Spain

Online Media in Romania: the Case Study of HotNews.ro and Ziare.com

Nicolae-Sorin DRĂGAN, National University of Political Studies and Public Administration, Bucharest, Romania

A semio-functional approach of relationship attacks-defenses for presidential debates in Romania, from November 2014

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

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<td>Corința DABA-BUZOIANU, National University of Political Studies and Public Administration, Romania</td>
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15:15-16:45 Reflexive insights in qualitative methodologies (room 108, 1st floor)
Chair: Alexandru CÂRLAN

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<td>Tricia M.K. ZING, Brock University, Canada</td>
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<td>Reflexivity &amp; communication on an interdisciplinary research team: The role of collaborative autoethnography</td>
<td>George TUDORIE, National University of Political Studies and Public Administration, Romania</td>
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19:30 Gala dinner (co-hosted by ACT Project)
Noblesse Restaurant, 47A Paris Street, Bucharest

19:30 Gala dinner (co-hosted by ACT Project)
Noblesse Restaurant, 47A Paris Street, Bucharest
| Qualitative approaches in education  
(multifunctional room 1, ground floor)  
Chair: Diana-Maria CISMARU | Being part of it: participant practices in qualitative research  
(room 108, 1st 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  
*Managerial Perspectives in Higher Education in Romania in regard to Equity and Social Cohesion*  
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  
*Communication barriers between teachers, students and parents: a radiography of secondary education in contemporary Romania*  
Carmen NOVAC, National University of Political Studies and Public Administration, Romania  
Cristina VIDROIU, National University of Political Studies and Public Administration, Bucharest, Romania  
*SHRM processes in organizations in Romania: evidence from qualitative research*  
Ileana ROTARU, University of Resita, Romania  
Sorina GROZA, University of Resita, Romania  
*From blackboard to Internet – a change of the teaching perspective*  
Cristina BUZOIANU, Vasile Alecsandri University of Bacau, Romania | Andreea RĂCEANU, National University of Political Studies and Public Administration, Romania  
*University – industry professionals’ relations as an important dimension of university strategic public relations. A case study*  
Dan Florin STĂNESCU, National University of Political Studies and Public Administration, Bucharest, Romania  
*Modeling musical capabilities – guitar playing*  
Ramona MARINACHE, University of Bucharest, Romania  
*Motorcycles as dream catchers*  
Gabriel JDERU, University of Bucharest, Romania  
*Motorcycle Riding and Freedom Figuration in Socialist Romania between 1950 and 1990*  
Simona BONGHEZ, National University of Political and Administrative Studies, Bucharest, Romania  
Emad E. AZIZ, BRISK Business Inc., New-York, USA  
*WEST meets EAST: Culture shock! - Cultural intelligence in projects*  
Alexandra ZBUCHEA, National University of Political Studies and Public Administration, Bucharest, Romania  
*Volunteering and its outcomes. A perspective of the young Romanians* |
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<td>Diana-Luiza DUMITRIU, National University of Political Studies and Public Administration, Bucharest, Romania Emotions' display in the digital sport fandom discursive practices</td>
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<td>Monika VERBALLYTE, Freie Universität Berlin, Germany Emotion Economy of Media Discourse</td>
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<td>Elena NEGREA-BUSUIOC, National University of Political Studies and Public Administration, Bucharest, Romania Touching the pain, feeling the gold: metaphors of pain in social campaigns against gold mining in Romania</td>
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<td>Alexandra BARDAN, University of Bucharest, Romania Marketing Communist Nostalgia: a Case Study on Contemporary Festive Events</td>
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<td>Mălina CIOCEA, National University of Political Studies and Public Administration, Bucharest, Romania The Great Communist Bank Robbery: Reflexive Mediation of the Past across Cinematic Genres</td>
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<td>Carmen ZAHARIA, University of Bucharest, Romania</td>
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<td>Joanna FOMINA, Institute for Philosophy and Sociology - Polish Academy of Sciences, Warsaw, Poland</td>
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<td>Loredana RADU, National University of Political Studies and Public Administration, Bucharest, Romania Public Attitudes towards the EU in the context of the Ukrainian conflict. A qualitative assessment in Romania and Poland</td>
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<td>Georgiana UDREA, National University of Political Studies and Public Administration, Romania Erasmus Mobility and Its Impact on Students’ National Sense of Self</td>
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<td>Costinel ȘERBAN, National University of Political Studies and Public Administration, Bucharest, Romania Euroscepticism and populism regarding the EU economic crisis – Greek legislative elections in 2015</td>
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<td>Liliana Lupescu, National University of Political Studies and Public Administration, Romania</td>
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Emotion Work in Foreign Language Classes

Mirela Pîrvan, National University of Political Studies and Public Administration, Romania

*Media framings and topics in televised news during the 2014 EP electoral camping: Possible consequences on voter’s choice*

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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: Sırma Oya TEKVAR

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

*Diaspora engages social media to reconnect with Africa*

Sırma Oya TEKVAR, Karabük University, Karabük, Turkey

*How do Turkish Communication Agencies Engage in Social Media?*

Demetra GARBAŞEVŞCHI, 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

*An introduction to content media analysis*

**Workshop 2** (room 108, 1st floor)

Adina VLAD, Unlock Research, Romania

*Digging for insights. Qualitative research in advertising*