

QUALITATIVE RESEARCH IN COMMUNICATION 2017

Hosted by the **College of Communication and Public Relations**
Bucharest, October 4 - 6

- CONFERENCE PROGRAM -

Wednesday, Oct. 4, 2017

14:45-15:15 Conference registration (ground floor)

15:15-15:45 Welcome addresses (multifunctional room 1, ground floor)

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

Alina Bârgăoanu, Dean of the College of Communication and Public Relations, National University of Political Studies and Public Administration, Romania

Corina Buzoianu, Conference chair, National University of Political Studies and Public Administration, Romania

15:45-17:45 Keynote addresses (multifunctional room 1, ground floor)

The Use of Longitudinal Qualitative Research to Assess Change and Stability in Older Adults
Liat Ayalon, Bar-Ilan University, Israel

Using Discourse Analysis to Unpack Language and Racism in Educational Contexts
David Bloome, Ohio State University, USA

The Qualitative Study of Global Communication Culture: Challenges and Possibilities
David Boromisza-Habashi, University of Colorado Boulder, USA

17:45-18:00 Coffee break

18:00-19:30 Discourse Analysis workshop (multifunctional room, 8th floor)

David Bloome, Ohio State University, USA

The workshop is free of charge for QRC delegates, but registration is required by Sept. 25. Please register by email at corina.buzoianu@comunicare.ro.

Thursday, Oct. 5, 2017

09:00-10:20 (room 2, ground floor)

Communication in Inter-organizational Collaboration I

Panel head: Marta Najda-Janoszka, Jagiellonian University, Poland

The Essence of Communication in Crowdsourcing – Public Organizations Perspective

Regina Lenart-Gansiniec, Jagiellonian University, Poland

Processes of Communication with Candidates in Employer Branding

Magdalena M. Stuss, Jagiellonian University, Poland

Characteristics of Mum-preneurship in Creative Industries in Romania

Monica Bahnă, National University of Political Studies and Public Administration, Romania

Cristina Leovaridis, National University of Political Studies and Public Administration,

Romania

Foresight of Opole Voivodship as an Example of Acquisition and Execution of Goals within the Field of Balanced Regional Growth

Grzegorz Sroślak, Jagiellonian University, Poland

What Qualitative Research Can Do for Strategic Communication. Research Principles

Maria Corina Barbaros, "Al. I.Cuza" University, Romania

Exploring the Community of Practice. An Analysis of the Communication and Relational Capabilities in Romanian NGO

Marta Najda-Janoszka, Jagiellonian University, Poland

Corina Buzoianu, National University of Political Studies and Public Administration, Romania

10:20-10:30 Coffee

10:30-12:30 Qualitative research with, about and for older persons (Amphitheatre 104, 1st floor)

Panel organized together with COST 1402 Ageism from a Multi-National, Interdisciplinary Perspective

Panel head: Monika Wilińska, Jönköping University, Sweden

Welcome from Loredana Ivan, National University of Political Studies and Public Administration, Romania

The Ageing Policy and Social Innovations: Challenges to Mainstreaming and Scaling Impact in the New Member States of the European Union

Andrzej Klimczuk, Warsaw School of Economics, Poland

Involving Older Long-term Care Residents as Collaborators and Advisors in Research

Bridget Penhale, University of East Anglia, UK

Adina Burt, Norse Care, UK

Anne Killeth, Fiona Poland, Tamara Backhouse, Andrea Kenkmann, Kathleen Lane, University of East Anglia, UK

Conway Thomas, independent researcher, UK

Older People Use of Digital Media for Managing Social Relations and Everyday Situations

Mireia Fernández-Ardèvol, IN3 – Open University of Catalonia, Spain

Pedro Jacobetty, IN3 – Open University of Catalonia, Spain

Andrea Rosales, IN3 – Open University of Catalonia, Spain

(In)Visible by Design? How the Digital Inclusion of Older Adults Might Look Online

Maria Sourbati, University of Brighton, UK

"The Smiling Face": Grannies on the Net

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

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

12:30-13:20 Lunch

13:30-15:00 Special Panel of the ECREA Temporary Working Group "Why Europe?

Narratives and Counter-narratives of European Integration" (multifunctional room 1, ground floor)

Panel head: Alina Bârgăoanu, National University of Political Studies and Public Administration, Romania

The Economic and Financial Crisis: The Journalistic Narrative of the Review of Portuguese Memorandum of Understanding on Specific Economic Policy Conditionality in the Economic Press (2011-2014)

Mafalda Lobo, University of Minho, Portugal

EU's Discourse on Information Sharing: What Effects on Leaders' Perception and States' Participation in Intelligence Cooperation

Elena-Daniela Baches, "Mihai Viteazul" National Intelligence Academy, Romania

How Brexit Changes the Mainstream Discourse on Europeanization: a Comparative Study between the British and Romanian Online Media

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

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

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

The Romanian Official Narratives About the "Reforming European Union" (2015-2017)

Florin Abraham, National University of Political Studies and Public Administration, Romania

Young Europeans in Times of Crisis: Questions of Identity and Perspectives on the Future of the EU

Camelia Raluca Cârstea, National University of Political Studies and Public Administration, Romania

Georgiana Udrea, National University of Political Studies and Public Administration, Romania

“Romanians Adopt Remainians”. Interactive Media Campaigns and the Quest for a European Identity after Brexit

Bianca Cheregi, National University of Political Studies and Public Administration, Romania

Strategies of Legitimation in Political Discourse During the 2017 Romanian Protests

Florența Toader, National University of Political Studies and Public Administration, Romania

15:00-15:10 Coffee break

15:10-16:50 Exploring Media Insights and Trends in the Network Society (multifunctional room 1, ground floor)

Chair: Ioana Schiau, National University of Political Studies and Public Administration, Romania

Young People and their Practices of Access and Consumption of News in Social Media

Inês Amaral, University of Minho / Instituto Superior Miguel Torga / Autonomous University of Lisbon, Portugal

Patrícia Silveira, University of Minho/ Catholic University of Portugal / Universidade Europeia - Laureate International Universities, Portugal

Historiography and Media Policy Research: An Example

Mandy Tröger, University of Illinois at Urbana-Champaign, USA

Documentary Cinema and the Visual Public Sphere: from actor to spectator and back

Alexandru I. Cârlan, National University of Political Studies and Public Administration, Romania

Mălina Ciocea, National University of Political Studies and Public Administration, Romania

Facebook and Self: Is the Social Networking Website Consolidating or Destroying Self-esteem?

Oana Ștefăniță, National University of Political Studies and Public Administration, Romania

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

Raluca Buturoiu, National University of Political Studies and Public Administration, Romania

The Portrayal of Middle Aged and Senior Consumers in Advertising: Body Image, Cognitive Age and Preference for Ageing Models

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

Monica Bîră, National University of Political Studies and Public Administration, Romania

Networked identities constructed through the use of Facebook
Cătălina Grigorași, National University of Political Studies and Public Administration,
Romania

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Friday, Oct. 6, 2017

9:30-11:00 Capturing biographical work I (multifunctional room 1, ground floor)

Panel head: Ionela Vlase, "Lucian Blaga" University of Sibiu, Romania

Methodological Challenges in Transnational Family Research

Viorela Ducu, Centre for Population Studies, Romania

Áron Telegdi-Csetri, Centre for Population Studies, Romania

A "Displaced Nostalgia": the Communist Period in the Representation of Generations Born After 1989

Alexandra Bardan, University of Bucharest, Romania

Natalia Vasilendiuc, University of Bucharest, Romania

Mapping the Politics of Sleep – A Critical Research Agenda

Ramona Marinache, University of Bucharest, Romania

Old Age, Care and Institutions. Life Uncertainties Reflected in the Autobiographical Texts from Bratislava and Vienna

Lubica Voľanská, Slovak Academy of Sciences, Slovakia

11:00-11:10 Coffee break

11:10-12:50 Capturing biographical work II (multifunctional room 1, ground floor)

Panel head: Ionela Vlase, "Lucian Blaga" University of Sibiu, Romania

"I Still Remember My Dress...": Clothing and the Structuring of Self-Image

Marta Botikova, Comenius University, Slovakia

Women narrating migration: personal agency and linked lives

Ana Maria Preoteasa, "Lucian Blaga" University of Sibiu / Research Institute for Quality of Life, Romania

Ageism in the Context of Immigration Patterns Over Time. The Case of Elderly Immigrants in Austria

Ursula Trummer, Center for Health and Migration, Austria

Sonja Novak-Zezula, Center for Health and Migration, Austria

It Was Great, They Were All Young! Ageism in Students' Reflections on Professional Internship

Ivana B. Petrović, University of Belgrade, Serbia

Svetlana Čizmić, University of Belgrade, Serbia

Milica Vukelić, University of Belgrade, Serbia

Why Treatment Compliance of Children and Adults with Obesity Included in CNAS's Weight Loss Program Is Reduced? Assumptions about Limiting Communication with Others

Cristina Teodora Ștef, National University of Political Studies and Public Administration, Romania

12:50-13:50 Lunch

13:50-15:30 Communication in Inter-Organizational Collaboration II (multifunctional room 1, ground floor)

Panel head: Marta Najda-Janoszka, Jagiellonian University, Poland

New and Innovative Communication Channels for Polish Airports – The Current State and Potential Opportunities (A Case Study: The Use of Facebook Social Networking Site)

Ewa Grabińska, Jagiellonian University, Poland

The Role of Communication in the Support of Managers in Management

Izabela Stańczyk, Jagiellonian University, Poland

Training Practices in Romanian NGOs

Alexandra Zbucnea, National University of Political Studies and Public Administration, Romania

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

Costin Dămășaru, National University of Political Studies and Public Administration, Romania

Sergiu Stan, National University of Political Studies and Public Administration, Romania

Applicability of Agile Principles and Values to IT Solutions Providers

Carmen Novac, National University of Political Studies and Public Administration, Romania

Raluca Ciochină, National University of Political Studies and Public Administration, Romania

The Importance of Strategic Public Relations. The Case of Higher Education Institutions

Andreea Răceanu, National University of Political Studies and Public Administration, Romania

Human Centered Design Methodology as a Means for Participatory Management

Camelia Crișan, National University of Political Studies and Public Administration, Romania

15:30-15:40 Coffee break

15:40-17:10 Parallel sessions

<p>Session 1 Qualitative Approaches in Education (multifunctional room 1, ground floor) Chair: Nicoleta Corbu, National University of Political Studies and Public Administration, Romania</p> <p><i>Revealing the Factors of Success in Education and Career as Prospected During University</i> Mădălina Moraru, University of Bucharest, Romania Dan Petre, National University of Political Studies and Public Administration, Romania</p> <p><i>Mapping Professional Representations of Journalism Graduates Vs. Employers: A Longitudinal Study</i> Natalia Vasilendiuc, University of Bucharest, Romania Rodica Melinda Șuțu, University of Bucharest, Romania</p> <p><i>Fostering Reflexivity of Underachieving Students Through Decisional Turning Point Narratives</i> Dan F. Stănescu, National University of Political Studies and Public Administration, Romania Diana L. Dumitriu, National University of Political Studies and Public Administration, Romania</p> <p><i>Students' Perceptions of Loneliness in the Facebook Era</i> Georgiana Udrea, National University of Political Studies and Public Administration, Romania Oana Ștefăniță, National University of Political Studies and Public Administration, Romania Nicoleta Corbu, National University of Political Studies and Public Administration, Romania</p>	<p>Session 2 Qualitative Approaches in Health Communication (multifunctional room 2, ground floor) Chair: Alexandru Cârlan, National University of Political Studies and Public Administration, Romania</p> <p><i>"La folie est enfance". Infantilization as benevolent rejection</i> George Tudorie, National University of Political Studies and Public Administration, Romania</p> <p><i>Communication between Pharmacists and Elderly - Review of the Literature</i> Jovana Brkic, University of Belgrade, Serbia Ljiljana Tasic, University of Belgrade, Serbia Valentina Marinkovic, University of Belgrade, Serbia</p> <p><i>Narrative Approach to the Chief Complaint of a Cardiovascular Patient in Romania in Doctor-Patient Communication</i> Ioana Silistraru, University of Bucharest, Romania Valentina Marinescu, University of Bucharest, Romania</p> <p><i>First and Late Mover in the Complex Adaptive Healthcare System – Comparative Analysis</i> Teodora Bițoiu, National University of Political Studies and Public Administration, Romania Cristina-Elena Nicolescu, National University of Political Studies and Public Administration, Romania, Crina Rădulescu, National University of Political Studies and Public Administration, Romania</p> <p><i>Humor in Healthcare Interactions – A Literature Review</i> Ioana Schiau, National University of Political Studies and Public Administration, Romania</p>
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<p><i>Surplus Teachers: Employed but Unneeded Teaching Workforce</i> Ilkem Sema Ozturk, Çanakkale Onsekiz Mart University, Turkey Mehmet Ali Icbay, Çanakkale Onsekiz Mart University, Turkey Hasan Arslan, Çanakkale Onsekiz Mart University, Turkey</p> <p><i>A Comparative Study of the Level of Internationalization and Standardization of Women's Press</i> Karine Taveaux-Grandpierre, Université Paris 13, France Reisa Klein, University of Alberta, Canada Núria Aragones Riu, Barcelona University, Spain Renata Malta, Universidade Metodista de São Paulo; Universidade Estadual Paulista, Brazil Michèle Martin, Carleton University, Canada Tadashi Nakamura, Nanzan University, Japan</p> <p><i>Creative Museums: Fill in the Gap Strategies for Promoting Culture and Education</i> Monica Bîră, National University of Political Studies and Public Administration, Romania</p>	<p><i>Exploring Patient-Doctor Communication. A Qualitative Analysis of Communication Between Older Patients and Their Doctors</i> Corina Buzoianu, National University of Political Studies and Public Administration, Romania Cristina Cîrțiță-Buzoianu, "Vasile Alecsandri" University of Bacău, Romania Brîndușa Amălăncei, "Vasile Alecsandri" University of Bacău, Romania</p> <p><i>Solidarity with the Refugees: From Tragedies Involving Children to Social And Health Measures</i> Ion Chiciudean, National University of Political Studies and Public Administration, Romania Laura Patru, "V. Brătianu" School, Romania Daiana Nicoleta Toboiu, Technical College "D. Dima", Romania</p>
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