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# International Conference Globalization and Changing Patterns in the Public Sphere

November 12-13, 2010, Bucharest, Romania

Conference Program



National School of Political  
Studies and Public Administration



Center for Research in Communication  
Faculty of Communication and Public  
Relations



Romanian-U.S.  
Fulbright Commission

Burse doctorale pentru dezvoltarea societății  
bazate pe cunoaștere- BDSC  
POSDRU/88/1.5/S/63181

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## FRIDAY, NOVEMBER 12

09.00-10.00 **Conference registration** (main hall)

10.00-10.30 **Welcome address** (room 12)

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

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

10.30- 11.30 **Keynote addresses** (room 12)

Claes DE VREESE, Professor, Chair of Political Communication and Scientific Director of The Amsterdam School of Communication Research ASCoR at the Department of Communication Science at the University of Amsterdam

Martin LÖFFELHOLZ, Professor, Head of the Department of Media Studies at the Institute of Media and Communication Science of Ilmenau University of Technology

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

12.00-18.00 **Parallel sessions**

12.00-14.00 **Panel 1: Media, Globalization, and the Public Sphere** (room 207)

**Chair:** Marina POPESCU, Department of Government, University of Essex

Florin Constantin DOMUNCO, Bogdan IVAȘCU, *Student Life Styles in the Social Media Context* (“Ștefan cel Mare” University of Suceava, Romania; “Valahia” University of Târgoviște, Romania)

Bryan HALL, *Kant on Geniuses and Scientists in the Public Sphere* (Indiana University Southeast, USA)

Georges MADIBA, *La constitution d'un espace public tribal en milieu urbain* (University of Douala, Cameroun)

Mohd Nizam OSMAN, Muhammad Pauzi Abdul LATIF, *Developing a Conceptual Framework on Analyzing Effectiveness of Information Communication Technology (ICT) Sustainability Projects in Rural Communities of Malaysia* (University of Putra, Malaysia)

Eugenia UDANGIU, *Social Dramaturgy and Public Space Degradation* (University of Craiova, Romania)

Andra Maria VĂDUVA, *The Retouched Imagery and Social Representations. A Case Study Concerning Mass-Media Influence* (National School of Political Studies and Public Administration, Romania)

Bogdan-Laurențiu GAMALETȚ, *TV Agenda-Setting and the Economic Crisis in Romania* (National School of Political Studies and Public Administration, Romania)

14.00-15.00 **Lunch break** (main hall)

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15.00-16.30 **Panel 1: Reconfigurations of the European Public Sphere (room 207)**

Alina BÂRGĂOANU, Paul DOBRESCU, Adina MARINCEA, *Does Europe Come to "Save" Us or to "Scold" Us? An Analysis of the Media Discourse on EU Funds*, (National School of Political Studies and Public Administration, Romania)

Mălina CIOCEA, *Constructing a Cosmopolitan Public through Deliberative Journalism. The Case of Romanian Media Civic Campaigns* (National School of Political Studies and Public Administration, Romania)

Elena NEGREA, *What Makes the European Public Sphere Still a Prospective Project?* (National School of Political Studies and Public Administration, Romania)

Grigore GEORGIU, *L'age de la conjonction. Images de la mondialisation, images de l'Europe* (National School of Political Studies and Public Administration, Romania)

16.30-17.00 **Coffee break (main hall)**

17.00-18.00 **Panel 1: Reconfigurations of the European Public Sphere (room 207)**

Andra-Dina PANĂ, *Models of the European Public Sphere* (National School of Political Studies and Public Administration, Romania)

Constantin SCHIFIRNEȚ, *The Europeanization through Media in the Society of Tendential Modernity* (National School of Political Studies and Public Administration, Romania)

Fiammetta FANIZZA, *An Ethics Approach to Capitalism for a Sustainability Global Governance* (University Of Foggia, Italy)

12.00-14.00 **Panel 2: Media, Public Opinion, Political Actors (room 111)**

**Chair:** Mădălina BOȚAN, Center for Research in Communication, Bucharest

Marcus LEANING, *The Transformation of the Public Sphere, Media Technology and the Media / Social Ecology Perspective* (University of Winchester, UK)

Martin PASQUIER, Raphael VELT, *Can Virtual Communities Change Politics? A French and American Perspective on Participatory Political Social Network Sites* (Université Lyon 2 Lumière, France)

Sofia FRUNZĂ, Cătălina GRIGORAȘI, Florența TOADER, *The Influence of the Candidate's Name on the Voting Intention* (National School of Political Studies and Public Administration, Romania)

Bogdan-Alexandru HALIC, Ion CHICIUDEAN, Corina BUZOIANU, Monica BÎRĂ, *The Released Image of Political Actors Taking Part in the Electoral Process in 2008 and 2009* (National School of Political Studies and Public Administration, Romania)

Adrian-Paul APARASCHIVEI, *New Media and the Image of the Romanian Political Candidate* (National School of Political Studies and Public Administration, Romania)

Nicoleta CORBU, Mădălina BOȚAN, *Priming and Framing Effects in the Media Coverage of the 2009 Romanian Presidential Elections* (National School of Political Studies and Public Administration, Romania)

Sebastian FITZEK, *Neo-populist Elites in Romania* (National School of Political Studies and Public Administration, Romania)

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14.00-15.00 **Lunch break** (main hall)

15.00-16.30 **Panel 2: Policies: Education & Culture** (room 111)

Lee B. BECKER, Tudor VLAD, *History and Methodology of the Annual Surveys of Journalism and Mass Communication and their Relevance for Romania* (University of Georgia, USA)

Remus PRICOPIE, Nicoleta CORBU, Loredana IVAN, Valeriu FRUNZARU, *Factors Influencing School Performance in Romania* (National School of Political Studies and Public Administration, Romania)

Dan Florin STĂNESCU, Eva Alexandra PIROȘCĂ, Adina IACOB, *The Severity of Academic Dishonesty: A Comparison of Faculty Perception and Student Self-Reporting Perspective* (National School of Political Studies and Public Administration, Romania)

Andreea MITAN, *Decoding Popular Music Lyrics as a Resource for Identity Shaping* (National School of Political Studies and Public Administration, Romania)

Petru LISIEVICI, *The Attractiveness of Teaching Career: In Search of a Policy* (Spiru Haret University, Bucharest)

16.30-17.00 **Coffee break** (main hall)

17.00-18.00 **Panel 2: Policies: Education & Culture** (room 111)

Mihaela MINULESCU *Psychology of Unconscious Meanings Underneath the University Policy* (National School of Political Studies and Public Administration, Romania)

Dumitru BORȚUN, *Building a Pan-European Civic Culture. Epistemic Foundation of the Mutual Understanding between Cultures* (National School of Political Studies and Public Administration, Romania)

Ștefan STANCIU, *A Synthetic Model of the Entrepreneurial University* (National School of Political Studies and Public Administration, Romania)

Dorina GUȚU, Alina DOLEA, *Images and Nations. The Role of Cultural Institutes* (National School of Political Studies and Public Administration, Romania)

12.00-14.00 **Panel 3: Marketing and Organization Management in the Global World** (room 115)

**Chair:** Dorina GUȚU, Executive Director, Romanian-U.S. Fulbright Commission

Florina PÎNZARU, Alexandra ZBUCHEA, Cristina GALALAE, *Marketing Strategies Development within Romanian Companies in the Context of the Global Economic Crisis. Case Study: The Automobile Market* (National School of Political Studies and Public Administration, Romania)

Elena-Mădălina IORGA, Dan Florin STĂNESCU, *Explorative Pilot Study Regarding the Relationship between the Emotional Labor and Burnout in Direct Sales Representatives*, (National School of Political Studies and Public Administration, Romania)

Daniela VERCELLINO, Dragoș ILIESCU, *Lay Representations of Occupational Stress in the Romanian Culture* (National School of Political Studies and Public Administration, Romania)

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Ivona ORZEA, Constantin BRATIANU, *Knowledge Creation Determinants in Organizational Environments* (Academy of Economic Studies, Romania)

Ion CHICIUDEAN, George DAVID, *Classification Criteria of Crisis Types. Organizational Perception on the Practical Effectiveness of Crisis Types* (National School of Political Studies and Public Administration, Romania)

Cristiana Cătălina CICEI, *Globalization, Virtualization and Human Resource Management. HRM Features in Global Virtual Teams* (National School of Political Studies and Public Administration, Romania)

Carmen NOVAC, *Changements induits par la crise économique dans les fonctions du management des ressources humaines en Roumanie* (National School of Political Studies and Public Administration, Romania)

14.00-15.00 **Lunch break** (main hall)

15.00-16.30 **Panel 3: Marketing and Organization Management in the Global World** (room 115)

Irina STĂNCIUGELU, Valeriu FRUNZARU, Alexandra DÜNTZER, Sergiu STAN, *Social Amplification of Risk and Crisis Communication Planning. A Case Study* (National School of Political Studies and Public Administration, Romania)

Arthur SUCIU, *Social Interaction as Aspiration to Consumption* (National School of Political Studies and Public Administration, Romania)

Alexandra ZBUCHEA, Loredana IVAN, *Reconfiguring PR Strategies in the Romanian Museums* (National School of Political Studies and Public Administration, Romania)

Loredana BĂRLĂ, *Advertising and Branding Solutions during an Economic Crisis: The Romanian Case* (National School of Political Studies and Public Administration, Romania)

#### **New Media and the Public Sphere**

Elena – Mădălina HORDILĂ – VĂTĂMĂNESCU, *The Functions of Similarity in the Online Social Networks* (National School of Political Studies and Public Administration, Romania)

Iuliana Miron IOAN, *L'étude de l'interactivité sur les pages web roumaines pour les femmes* (National School of Political Studies and Public Administration, Romania)

16.30-17.00 **Coffee break** (main hall)

17.00-18.00 **Panel 3: New Media and the Public Sphere**

Cornelia MAXIM, *E-Tehnology and Real World* (National School of Political Studies and Public Administration, Romania)

Diana-Maria CISMARU, *The Specialization of the Romanian Blogosphere: Functional Tendencies in Social Media Development* (National School of Political Studies and Public Administration, Romania)

Raluca TUDOR, *Les blogs de tourisme – outil d'analyse de l'image de la Roumanie dans le réseau global des destinations touristiques* (National School of Political Studies and Public Administration, Romania)

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## SATURDAY, NOVEMBER 13

- 10.30-12.30     Doctoral Workshop (room 111) chaired by  
Lee B. BECKER, Professor and Director of the James M. Cox Jr. Center for International Mass  
Communication Training and Research, University of Georgia  
Tudor VLAD, Professor and Associate Director of the James M. Cox Jr. Center for International Mass  
Communication Training and Research, University of Georgia
- 12.30-13.00     Coffee break (main hall)
- 13.00-13.45     Concluding Roundtable (room 111) chaired by  
Dorina GUȚU, Executive Director of the Romanian-U.S. Fulbright Commission
- Presentation: The Fulbright Senior Postdoctoral Award  
Corina DĂNĂILĂ-GUIDEA, Romanian Program Director, Romanian-U.S. Fulbright Commission  
Special guest: Jonathan STILLO, US Fulbright-Hays Grantee, PhD Researcher in Anthropology at  
CUNY Graduate Center, New York
- 13.45-14.30     Lunch (main hall)

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