



UNIVERSITATEA BABEȘ-BOLYAI  
BABEȘ-BOLYAI TUDOMÁNYEGYETEM  
BABEȘ-BOLYAI UNIVERSITÄT  
BABEȘ-BOLYAI UNIVERSITY  
TRADITIO ET EXCELLENTIA



The poster features a world map background with two wireframe globes. The text is presented in both English and French. At the top, there is a row of logos including the University of Babeș-Bolyai, the Faculty of European Studies, and the Centre for Academic Success. The main title is 'THIRD EDITION CRISIS COMMUNICATION AND CONFLICT RESOLUTION' and 'TROISIÈME ÉDITION COMMUNICATION DE CRISE ET RÉOLUTION DES CONFLITS'. Below the title, it says '2023 HYBRID' and '11-12 MAY'. At the bottom, there are instructions for abstract submission in both languages.

**THIRD EDITION  
CRISIS COMMUNICATION  
AND CONFLICT RESOLUTION**

**TROISIÈME ÉDITION  
COMMUNICATION DE CRISE  
ET RÉOLUTION DES CONFLITS**

**2023  
HYBRID**

**11-12  
MAY**

All abstracts should be submitted to the e-mail addresses  
gianina.joldescu@ubbcluj.ro & delia.flanja@ubbcluj.ro, by 10 April

Tous les résumés doivent être soumis aux adresses e-mail  
gianina.joldescu@ubbcluj.ro & delia.flanja@ubbcluj.ro, avant le 10 avril

International Conference ***Crisis Communication and Conflict Resolution/***  
Colloque international ***Communication de crise et résolution des conflits***

11-12 May 2023, Cluj-Napoca, Romania / 11-12 Mai 2023, Cluj-Napoca, Roumanie

Organizers/Organisateurs:

- Faculty of European Studies/ Faculté d'Études Européennes – UBB
- Ege University/ Université Ege
- Centre for Academic Success/Centre de Réussite Universitaire – UBB
- Institute for International Relations and Area Studies/ Institut de Relations Internationales et Etudes Régionales



11 May 2023/11 mai 2023 Room / Salle: Robert Schuman Zoom: <a href="https://zoom.us/j/92252066815">https://zoom.us/j/92252066815</a>			
10.00-10.15	Welcome Addresses / Mots de bienvenue Moderator / Modératrice : <b>Delia Pop-Flanja</b>  <b>Assoc. Prof. Adrian Corpădean, Babeş-Bolyai University</b> Dean of the Faculty of European Studies / Doyen de la Faculté d'Études Européennes <b>Assist. Prof. Dr. Mustafa Küçük, Ege University</b> Vice-Head of the Department of International Relations		
10.15-10.45 - 1 <sup>st</sup> Keynote Speech			
10.15-10.45	<b>Prof. Florian Meissner</b>	Macromedia University of Applied Sciences, Cologne (Germany)	<i>Cyber security as an emerging issue in risk and crisis communication. A research agenda (TBD)</i>
10.45-11.00	<b>Discussions / Débats</b>		
11.00-11.30	<b>Coffee break/ Pause café</b>		
11.30-13.30 - Panel 1 (English): <b>The Conflict in Ukraine and its Impact on International Politics</b> Moderator: <b>Laura Herța, Babeş-Bolyai University</b> Room / Salle : Robert Schuman / Zoom: <a href="https://zoom.us/j/92252066815">https://zoom.us/j/92252066815</a>			
11.30-11.45	<b>Eyal Buvilski</b>	Condip Strategy Advisors Ltd	<i>Corporate Diplomacy: The Importance of Cross-Cultural Communication</i>
11.45-12.00	<b>Yuliia Golodnikova</b>	Faculty of European Studies – UBB Cluj	<i>Practices of Adult Education for Ukrainian Refugees in the European host communities: Content and learning models</i>
12.00-12.15	<b>Dana S. Trif</b>	Faculty of Political, Administrative and Communication Sciences– UBB Cluj	<i>Fighting for the International Public Sphere: Visual Communication and the War in Ukraine</i>
12.15-12.30	<b>Curtis D. Cordon</b>	Faculty of European Studies – UBB Cluj	<i>Walking the Tightrope: How Turkey's Mediation in Ukraine seeks to balance power in the Black Sea Region</i>
12.30-12.45	<b>Ayçe Sepli</b>	Karadeniz Technical University, Türkiye	<i>The European Union's Response to the Ukraine Refugee Crisis: Europeanisation of Ukraine through Discourse</i>
12.45-13.00	<b>Discussions and break / Débats et pause</b>		
13.00-13.30	<b>Book launch: Alina Andreica, <i>IT Management in the Digital Society</i>, PUC 2023 Presenter: Prof. Gheorghe Silaghi</b>		
13.30-15.00	<b>Lunch</b>		



<p>15.00-17.00 - Panel 2 (English): <b>Conflicts in Asia and the Middle East</b>  Moderator: <b>Ana Pantea, Babeş-Bolyai University</b>  Room / Salle : Robert Schuman / Zoom: <a href="https://zoom.us/j/92252066815">https://zoom.us/j/92252066815</a></p>			
15.00-15.15	<b>Yu Yang, Huabin Wang</b>	Sun Yat-sen University, The Chinese University of Hong Kong	<i>Trust Repair in Self-legitimizing Discourse: A Mixed-Method Examination of Crisis Communications in the MH370 Disappearance</i>
15.15-15.30	<b>Raluca Moldovan</b>	Faculty of European Studies – UBB Cluj	<i>Analysing Benjamin Netanyahu’s Political Discourses in the Context of the Current Israeli Crisis</i>
15.30-15.45	<b>Claudiu Aldea</b>	Faculty of European Studies – UBB Cluj	<i>From Pandemic to War: Normative Implications of Japan’s Crisis Management</i>
15.45-16.00	<b>Carmen Ştefania Duţă</b>	Faculty of European Studies – UBB Cluj	<i>Carrie Lam’s 2019-2020 communication strategy; a failure of democratic governing</i>
16.00-16.15	<b>Horaţiu Bontea</b>	Faculty of European Studies – UBB Cluj	<i>Mahsa Amini protests: The Start of a Social Movement and Progressive Hegemony</i>
16.15-17.00	<b>Discussions and break / Débats et pause</b>		
<p>17.00-19.00 - Panel 3 (English): <b>Conflict Resolution and Area Studies</b>  Moderator: <b>Laura Herţa, Babeş-Bolyai University</b>  Room / Salle : Robert Schuman / Zoom: <a href="https://zoom.us/j/92252066815">https://zoom.us/j/92252066815</a></p>			
17.00-17.15	<b>Ramona Neagoş</b>	Faculty of European Studies – UBB Cluj	<i>Identity-Based Mediation in Intractable Conflicts. The Case of EU as Mediator in the Belgrade-Pristina Dialogue</i>
17.15-17.30	<b>Maria-Georgiana Roman</b>	Faculty of European Studies – UBB Cluj	<i>Digital pop art as counterpropaganda: What we can learn from grassroots initiatives</i>
17.30-17.45	<b>Diana Petruţ</b>	Faculty of European Studies – UBB Cluj	<i>The EU and Conflict Resolution: The Case of Colombia</i>
17.45-18.00	<b>Ioana Mădălina Miron</b>	Faculty of European Studies – UBB Cluj	<i>Ethnic Conflict in post-Soviet Russia</i>
18.00-18.30	<b>Discussions / Débats</b>		



Friday, May 12 / Vendredi, 12 Mai, only online

10.00-10.45 – 2<sup>nd</sup> Keynote Speech

<https://zoom.us/j/92252066815>

10.00-10.30	<b>Prof. Altuğ Günal</b>	Ege University (Izmir, Türkiye)	<i>The United Nations' Mediation Efforts in Cyprus</i>
10.30-11.00	<b>Discussions / Débats</b>		

**Parallel sessions**

11.00-13.00 - Panel 4 (English): <b>Crisis Communication and Environmental Issues</b> Moderator: <b>Adrian Corpădean</b> , Babeş-Bolyai University Zoom: <a href="https://zoom.us/j/4214494897?pwd=bTg3eEkkxU3IKNitxNHlYa0liaVdVUT09">https://zoom.us/j/4214494897?pwd=bTg3eEkkxU3IKNitxNHlYa0liaVdVUT09</a>			
11.00-11.15	<b>Corina Buzoianu, Monica Bîra</b>	National University of Political Studies and Public Administration - Bucharest	<i>Using social media listening to explore climate change and environmental protection related topics. Preliminary results from a study in online</i>
11.15-11.30	<b>Gabriela Ciot, Liviu Vasile Şerban</b>	Faculty of European Studies – UBB Cluj	<i>Unlocking Solutions: How Negotiations and Mediation Can Drive Climate Consensus at COP Conferences</i>
11.30-11.45	<b>Ciprian Bogdan</b>	Faculty of European Studies – UBB Cluj	<i>From communication to resonance. On being in/out of tune with nature</i>
12.00-12.15	<b>Ioana Hriţcu Rus</b>	Faculty of European Studies – UBB Cluj	<i>Crise climatique en France : Évaluation d'une réponse politique indispensable à travers la Théorie Poststructuraliste du Discours</i>

**Discussions and break**

13.00-15.00 - Panel 6 (English): <b>Democratic culture and discourse analysis</b> Moderator: <b>Elena Rusu-Grad</b> , Babeş-Bolyai University Zoom: <a href="https://zoom.us/j/4214494897?pwd=bTg3eEkkxU3IKNitxNHlYa0liaVdVUT09">https://zoom.us/j/4214494897?pwd=bTg3eEkkxU3IKNitxNHlYa0liaVdVUT09</a>			
13.00-13.15	<b>Adrian Corpădean, Mihaela Opreşcu</b>	Faculty of European Studies – UBB Cluj	<i>A critical look at the invariably rigid language of the European Commission's country reports</i>
13.15-13.30	<b>Yusuf Avar</b>	Kilis 7 Aralık University, Türkiye	<i>Prime Minister Victor Orbán's Speeches Towards the Migration Crisis: How it Challenges the EU</i>
13.30-13.45	<b>Hande Nur Kutlu</b>	Izmir Katip Çelebi University, Türkiye	<i>Examining the EU's Crisis Communication Strategies during the COVID-19 Pandemic: Insights from Twitter</i>
13.45-14.00	<b>Roberta Răducu, Cristina Nicolau</b>	National University of Political Studies and Public Administration	<i>Media Generations in Romania: changes in media consuming information in times of crisis</i>

11.00-13.00 - Panel 5 (Français): <b>Conflicts et communication de crise 1</b> Moderator: <b>Delia Flanja</b> , Babeş-Bolyai University Zoom: <a href="https://zoom.us/j/92252066815">https://zoom.us/j/92252066815</a>			
11.00-11.15	<b>Madiop Gueyw</b>	Université Paris-Est Creteil LIPHA	<i>La crise politico-institutionnelle de 1962 au Sénégal et le rôle joué par les Marabouts : Entre changement de régime politique et évolution des rapports entre autorités politiques et chefs confrériques</i>
11.15-11.30	<b>Ahoumenou Jonas Sourou</b>	Université Babes Bolyai (UBB)	<i>Impact des élections sur la paix et le développement durable en Afrique : entre instabilité et consolidation des acquis démocratique</i>
11.30-11.45	<b>Toni-Giovanni Pegurri</b>	Université de Lille, CERAPS	<i>Un foncier rural en crise ? Cadrage de l'action publique et paradoxe de la communication de crise en Côte d'Ivoire</i>
11.45-12.00	<b>Tchoudiba Bourdjolbo</b>		<i>La recrudescence de nouvelles formes de conflictualité en Afrique et leurs impacts sur la cohabitation pacifique et la construction de l'Etat : Cas de conflits agriculteurs-éleveurs au Tchad</i>
12.00-12.15	<b>Iulia Macaria</b>	Université Babes Bolyai (UBB)	<i>Peut-on traduire les réclames?</i>

**Débats et pause**

13.00-15.00 - Panel 7 (Français): <b>Conflicts et communication de crise 2</b> Moderator: <b>Paula Mureşan</b> , Babeş-Bolyai University Zoom: <a href="https://zoom.us/j/92252066815">https://zoom.us/j/92252066815</a>			
13.00-13.15	<b>Nkendjuo Damdjeu Virginia Vanessa</b>	Université Paris-Est Créteil	<i>La santé en Afrique subsaharienne: Un regard sur les discriminations à l'encontre des femmes et des jeunes filles</i>
13.15-13.30	<b>Valéry Ntwali, Hubert Mwendambali</b>	Université Paris-Est Créteil Val de Marne ISDR-Kaziba/RDC	<i>De la CIRGL à l'EAC: questionner les mécanismes régionaux de règlement des conflits dans l'Est de la RDC</i>
13.30-13.45	<b>Wilfried Doumbia</b>	Université Paris-Est Créteil	<i>The EU's interventionist Retreat in the Resolution of Crisis in the DRC</i>
13.45-14.00	<b>Andreea Urs</b>	Université Babes Bolyai (UBB)	<i>Comment parler du mouvement rebelle M23 au milieu d'un conflit sanglant en cours ?</i>
14.00-14.15	<b>Hamamat Soukaina</b>	Université Paris-Est Créteil	<i>La communication de crise dans la gestion des élections législatives marocaines : enjeux et défis pour la mobilisation de la diaspora marocaine en France</i>



		Transilvania University of Braşov		<b>Débats et pause</b>			Université Paris-Est Creteil
14.00-14.15	<b>Diana Cristina Cosma</b>	Faculty of European Studies – UBB Cluj	<i>The uncomfortable necessity of political dissensus for a healthy democratic environment</i>				
14.15-14.30	<b>Adrian-Ionuţ Bogdan</b>	Faculty of European Studies – UBB Cluj	<i>The role of the war in Ukraine in changing the balance of power between the US, Russia, and China</i>				
<b>Discussions and break</b>							
15.00-17.00 - Panel 6 (English): <b>Communication, Media and Education</b> Moderator: <b>Roxana Nistor</b> , Babeş-Bolyai University Zoom: <a href="https://zoom.us/j/4214494897?pwd=bTg3eEkxU3lKNitxNHlYb0liaVdVUT09">https://zoom.us/j/4214494897?pwd=bTg3eEkxU3lKNitxNHlYb0liaVdVUT09</a>							
15.00-15.15	<b>Greta Danilavičienė, Jurgita Motiejūnienė</b>	Kaunas University of Technology Vilnius University	<i>Overcoming Communication Barriers in Crisis Situations for the d/Deaf and Hard of Hearing Communities through Audiovisual Translation</i>				
15.15-15.30	<b>Alina Andreica</b>	Faculty of European Studies – UBB Cluj	<i>Interactive and Task-oriented Teaching on Digital Society</i>				
15.30-15.45	<b>Iulia Anamaria Ghidiu</b>	Faculty of European Studies – UBB Cluj	<i>Traits and trends in contemporary cultural journalism</i>				
15.45-16.00	<b>Cristina Vănoagă</b>	Faculty of European Studies – UBB Cluj	<i>The Russian Theological Newspeak</i>				
16.00-16.15	<b>Gianina Joldescu, Alexandru Mocernac</b>	Faculty of European Studies – UBB Cluj	<i>EU representatives' discourse with regards to culture</i>				
<b>Discussions and final remarks</b>							