



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

Facultatea de Studii Europene

Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
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International Conference *Crisis Communication and Conflict Resolution/* Colloque international *Communication de crise et résolution des conflits*

17-18 March 2021, Cluj-Napoca, Romania/

17 - 18 mars 2021, Cluj-Napoca, Roumanie

Organizers/Organisateurs

Faculty of European Studies/ Faculté d'Études Européennes – UBB

Centre for Academic Success/Centre de Réussite Universitaire – UBB

in collaboration with/en collaboration avec:

Centre for Academic Success/Centre de Réussite Universitaire – USAMV

Zoom Meeting / Visioconférence:

<https://zoom.us/j/93209669895?pwd=UGRNVHFHam4wR3pyY1JaazRBR1JiUT09>

Meeting ID: 932 0966 9895

Passcode: 259286

17 March 2021/17 mars 2021			
9.15	Welcome Addresses / Mots de bienvenue Moderator / Modératrice : Assist. Prof. Delia Pop-Flanja - UBB Assoc. Prof. Adrian Corpădean, Dean of the Faculty of European Studies (UBB)/ Doyen de la Faculté d’Etudes Européennes (UBB) Prof. Sergiu Mișcoiu, Director of the Centre for International Cooperation (UBB)/ Directeur du Centre de Coopérations Internationales (UBB)		
9.30-10.15 - 1 st Keynote Speech			
9.30-10.00	Prof. Adrian Lesenciuc	Henri Coandă Air Force Academy, president of the Braşov branch of the Romanian Writers Union	<i>The principle of communicating vessels. Terrorism as a form of communication and its hydrodynamic balance with media</i>
10.00-10.30	Discussions and break Débats et pause		



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10.30-11.45 - Panel 1 (English): **Crisis Communication, Security and Conflict Resolution 1**

Moderator: Assoc. Prof. Laura-Maria Herța, Babeș-Bolyai University

10.30-10.45	Rita Palaghia	Henri Coandă Air Force Academy, Brașov	<i>From Traditional Conflict Resolution to NBIC Weapon</i>
10.45-11.00	Cosmina-Andreea Neculcea	Henri Coandă Air Force Academy, Brașov	<i>Information Operations – the Adequate Communication Response to Contemporary Threats</i>
11.00-11.15	Raluca Luțai and Adrian Liviu Ivan	Faculty of History and Philosophy – UBB Cluj	<i>Intelligence Services on Social Media: Explaining Citizens' Perceptions about Information</i>
11.15-11.30	Gabriel Traian Ungureanu	"Mihai Viteazul" National Intelligence Academy - Bucharest	<i>Interinstitutional Communication - An Essential Ingredient of Economic Intelligence Systems</i>

Discussions and break

12.00-13.15 - Panel 2 (English): **Crisis Communication, Security and Conflict Resolution 2**

Moderator: Assist. Prof. Ana Pantea, Babeș-Bolyai University

12.00-12.15	Adrian Daniel Stan	Faculty of History and Philosophy – UBB Cluj	<i>Ukraine's Security Sector Reform in the context of Russia's hybrid warfare</i>
12.15-12.30	Paul Popa	Faculty of History and Philosophy – UBB Cluj	<i>Applying international law on frozen conflicts. Case Study: Nagorno-Karabakh</i>
12.30-12.45	Marius Grad and Claudiu Marian	Faculty of History and Philosophy – UBB Cluj	<i>Dived we stand: NATO's member states and Turkey after 2016. A crisis communication analysis</i>
12.45-13.00	Iulia-Anamaria Ghidiu	Faculty of European Studies – UBB Cluj	<i>NATO's strategic communication and measures to counter disinformation during COVID-19 pandemic. A view from inside</i>

Discussions and break



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13.30-15.15 Panel 3 (English): Communication, Democracy and Conflict Resolution			
Moderator: Assoc. Prof. Raluca Moldovan, Babeş-Bolyai University			
13.30-13.45	Agata Włodarska-Frykowska	University of Lodz	<i>The intergroup communication between the majorities and minorities in Baltic States</i>
13.45-14.00	Laura-Maria Herța	Faculty of European Studies – UBB Cluj	<i>Can cultural heritage promote post-conflict resolution? The Case of Bosnia-Herzegovina</i>
14.00-14.15	Valeria Rosato	Roma Tre University, Department of Political Sciences	<i>Evaluating the effectiveness of online counter-messaging campaigns against radicalisation and violent extremism</i>
14.15-14.30	Dacian Duna	Faculty of History and Philosophy – UBB Cluj	<i>Explaining political violence and radicalization in the age of crises: anthropological security perspectives</i>
14.30-14.45	Ana Pantea	Faculty of European Studies – UBB Cluj	<i>The International Responses of Myanmar Coup d'état and the Possible Dynamic of a New Reconciliation</i>
14.45-15.00	Ciprian Bogdan	Faculty of European Studies – UBB Cluj	<i>Deliberative Politics as Intersectional Dialectics. A Critical Theoretical Perspective</i>
Discussions and break			
16.00-16.45 - 2nd Keynote Speech			
16.00-16.30	Prof. W. Timothy Coombs	Texas A&M University	<i>Empathy and Crisis Communication: A Critical Lesson from the COVID-19 Crisis</i>
16.30-17.00	Discussions and break		
17.00-18.30 - Panel 4 (English): Mass-media Communication			
Moderator: Assist. Prof. Delia Pop-Flanja, Babeş-Bolyai University			
17.00-17.15	Monika Kopytowska	University of Lodz	<i>Mediating terrorism and proximizing threat: an MPA perspective on contemporary presumption dynamics</i>
17.15-17.30	Raluca Moldovan	Faculty of European Studies – UBB Cluj	<i>Insurrection, or attempted coup? American media accounts of the storming of the Capitol</i>



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17.30-17.45	Corina Buzoianu and Monica Bîră	National University of Political Studies and Public Administration - Bucharest	<i>Assessing problems that lead to crises: a framework for PR & communication</i>
17.45-18.00	Romana Cramarenco	Faculty of European Studies – UBB Cluj	<i>The migration crisis in the press. Framing the news on the voiceless in UK</i>
18.00-18.15	Paula Mureșan and Elena Grad-Rusu	Faculty of European Studies – UBB Cluj	<i>First month: anticovid-19 vaccination campaign presented in Cluj-Napoca's online newspapers</i>
Discussions and final remarks Débats et conclusions			

18 March 2021/18 mars 2021			
9.00-10.45 - Panel 5 (English and French / Anglais et Français): <i>Institutional and Corporate Communication/Communication institutionnelle et d'entreprise</i> Moderator /Modératrice: Assoc. Prof. Paula Mureșan, Babeș-Bolyai University			
9.00-9.15	Adrian Corpădean and Mihaela Opreșcu	Faculty of European Studies – UBB Cluj	<i>Students first! Covid-19 communication in the admission process. Lessons learnt from the Faculty of European Studies</i>
9.15-9.30	Gianina Joldescu-Stan	Faculty of European Studies – UBB Cluj	<i>Babeș-Bolyai University's crisis management during the COVID-19 pandemic</i>
9.30-9.45	Cristina Pocol, Sergiu Mișcoiu, Romulus Terebeș,	Université de sciences agronomiques et de médecine vétérinaire - Cluj, Université Babeș-Bolyai, Université technique de Cluj,	<i>Le renforcement du dialogue université-entreprise : un outil pour le développement de la société</i>



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	Maria-Georgeta Moldovan	Laboratoire Européen d'Anticipation Politique - Paris	
9.45-10.00	Monica Burcă-Voicu	Faculty of European Studies – UBB Cluj	<i>The importance of creating a national brand identity within the national image communication strategy for Romania</i>
10.00-10.15	Horațiu Sorin Dan	Faculty of European Studies – UBB Cluj	<i>Monetary Policy Transmission via the Expectations Channel: the European Central Bank and Monetary Decisions Communication in Times of COVID</i>
10.15-10.30	Ana-Maria Coatu	Faculty of European Studies – UBB Cluj	<i>The Role of the Online Governmental Communication in the absorption process of EU funding in Romania</i>
Discussions and break Débats et pause			
11.00-12.15 - Panel 6 (English): Discourse Analysis, Crisis and Cross-cultural Communication Moderator: Assist. Prof. Monica Burcă-Voicu, Babeș-Bolyai University			
11.00-11.15	Ioana-Andreea Mureșan and Raluca Pop	Faculty of Letters- UBB Cluj, Faculty of Psychology and Educational Sciences – UBB Cluj	<i>Cross-Cultural Communication in the Norwegian Teenage Series SKAM?</i>
11.15-11.30	Roxana-Maria Nistor	Faculty of Letters- UBB Cluj	<i>Some Considerations on Teaching Ethical Communication in an ESP Class. A First Step towards Improved International Crisis Communication</i>
11.30-11.45	Delia Pop-Flanja	Faculty of European Studies – UBB Cluj	<i>Covid-19 Crisis Communication. Discourse analysis and cultural considerations in the case of France</i>
11.45-12.00	Cristina Matilda Vănoagă	“1 Decembrie 1918” University of Alba Iulia	<i>A virtual mental vaccine: The American pandemic landscape in the online literary discourse of Andrei Codrescu</i>
Discussions and break			



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12.30-14.15 - Panel 7 (English): **Students' Perspectives 1**

Moderator: **Assist. Prof. Elena Grad-Rusu, Babeș-Bolyai University**

12.30-12.45	Paul Țap	Faculty of History and Philosophy – UBB Cluj	<i>Competence vs. Intrusiveness: Explaining acceptance of state surveillance in Romania</i>
12.45-13.00	Roberta Șerban	Faculty of European Studies – UBB Cluj	<i>Ethnic conflict resolution. A critical assessment of tools, strategies and success</i>
13.00-13.15	Paul Kraft-Biriș	Faculty of European Studies – UBB Cluj	<i>The crucial link between Conflict Resolution and DDR – a comparative analysis of Liberia and Libya</i>
13.15-13.30	AnaMaria-Florina Caloianu	Faculty of European Studies – UBB Cluj	<i>Pirate Parties - a modern representation of postmaterialist values</i>
13.30-13.45	Cătălin Badea	Faculty of European Studies – UBB Cluj	<i>DG COMM during the Juncker Commission: Communication strategies and results</i>
13.45-14.00	Diana Schuler and Tudor Dan	Faculty of European Studies – UBB Cluj	<i>Discourse analysis. The first 2020 Presidential Debate: Trump vs. Biden</i>

Discussions and break

15.00-16.00 - Panel 8 (français) : **Les politiques du conflit en RD Congo**

Modérateur : **Eric Stéphane Mvaebeme, Enseignant-chercheur - Université de Dschang (Cameroun)**

15.00-15.15	Sergiu Mișcoiu et Andreea Bianca Urs	Faculté d'Études Européennes – UBB Cluj	<i>De la continuité à la rupture: une analyse discursive de la présidence de Félix Tshisekedi (RDC)</i>
15.15-15.30	Valéry Iragi Ntwali et Pascal Burume	Université Paris-Est Créteil, CERDHO-Université Catholique de Bukavu	<i>“Lois d’amnistie et retour à la paix dans la Région des Grands Lacs Africains: analyse d’une approche limitée à l’Est de la RDC”</i>
15.30-15.45	Dominique Kenge Mukinayi	Université Paris-Est Créteil	<i>Quelques pistes pour résoudre le conflit congolais et consolider la paix</i>



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Débats et pause

16.15-17.30 - Panel 9 (français) : **Discours, crises et conflits en Afrique centrale et occidentale**

Modérateur : **Prof. Sergiu Mișcoiu, Universitățile Babeș-Bolyai**

16.15-16.30	Eric Stéphane Mvaebeme	Université de Dschang - Cameroun	<i>Les droits de l'homme et la démocratie. Perspectives francophones</i>
16.30-16.45	Adama Ma Diallo	Université de Szeged	<i>Les facteurs historico-Géographiques de la crise sécuritaire au Sahel: cas du Burkina Faso, Mali et Niger</i>
16.45-17.00	Aminou Adamou	Université de Szeged	<i>Crise sécuritaire au Sahel : éviter l'effondrement ?</i>
17.00-17.15	Tchoudiba Bourdjolbo	Université de Szeged	<i>Le poids de la diplomatie militaire et de l'évolution politique du Tchad au Sahel et dans le bassin du Lac-Tchad après la chute de Mouammar Kadhafi</i>

Débats et pause

17.45-19.30 - Panel 10 (English): **Students' Perspectives 2**

Moderator: **Assist. Prof. Roxana-Maria Nistor, Babeș-Bolyai University**

17.45-18.00	Gabriel Zvîncă	Faculty of History and Philosophy – UBB Cluj	<i>COVID-19 impact on the United Nations Peacekeeping Operations</i>
18.00-18.15	Maria – Carmen Țetcu	"1 Decembrie 1918" University of Alba Iulia	<i>Political Communication during the Covid-19 Pandemic</i>
18.15-18.30	Aicha-Alexandra Kuateh	Faculty of European Studies – UBB Cluj	<i>Crisis Communication in Public Health Emergencies. A case study on Ebola and COVID-19 outbreaks</i>
18.30-18.45	Maria-Georgiana Roman	Faculty of European Studies – UBB Cluj	<i>Crisis Communication: A case study on Jacinda Ardern's response to the Covid-19 Crisis</i>
18.45-19.00	Adela-Alexandra Cosgarea and Alexandra Muraru	Faculty of European Studies – UBB Cluj	<i>China v. the USA in handling the COVID-19 pandemic: caution and denial</i>



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Debates / Débats

Closing of the Conference / Clôture du Colloque

Organizing committee / Comité d'organisation

- Assist. Prof. Delia Pop-Flanja
- Assoc. Prof. Adrian-Gabriel Corpădean
- Assoc. Prof. Laura-Maria Herța
- Prof. Sergiu Mișcoiu
- Assoc. Prof. Paula Mureșan
- Assoc. Prof. Raluca Moldovan
- Assist. Prof. Monica Burcă-Voicu
- Assist. Prof. Elena Grad-Rusu
- Assist. Prof. Ana Pantea
- Assist. Prof. Roxana-Maria Nistor
- PhD student Gianina Joldescu-Stan

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