



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

7-8 April 2022, Cluj-Napoca, Romania/7 - 8 avril 2022, Cluj-Napoca, Roumanie

Organizers/Organisateurs:

- Faculty of European Studies/ Faculté d'Études Européennes – UBB
- Centre for Academic Success/Centre de Réussite Universitaire – UBB
- Faculty of Communication and Public Relations – SNSPA Bucharest

7 April 2022/7 avril 2022	
9.00	<p>Welcome Addresses / Mots de bienvenue Zoom: https://zoom.us/j/92252066815 Moderator / Modératrice : Assoc. Prof. Dr. Laura-Maria Herța Vice-Dean of the Faculty of European Studies (UBB)/ Vice-doyen de la Faculté d'Etudes Européennes (UBB)</p> <p>Assoc. Prof. Dr. Adrian Corpădean, Dean of the Faculty of European Studies (UBB)/ Doyen de la Faculté d'Etudes Européennes (UBB)</p> <p>Assoc. Prof. Dr. Corina Buzoianu, Erasmus coordinator at the Faculty of Communication and Public Relations – SNSPA / Coordinatrice Erasmus - Faculté de communication et relations publiques – SNSPA</p>



9.15-9.45 - 1 st Keynote Speech			
9.15-9.45	Assoc. Prof. Dr. Audra Diers-Lawson	School of Communication, Leadership, and Marketing at Kristiania University College in Oslo	<i>Thinking beyond crisis response: A better approach to risk and crisis communication</i>
9.45-10.00	Discussions Débats		
10.00-10.30- 2 nd Keynote Speech			
10.00-10.30	Dr. Odile Perrot	Research Fellow at the IRM-CMRP, Montesquieu Centre for Political Science, Bordeaux University	<i>The idiosyncratic democracy-building process in Kosovo</i>
10.30-11.00	Discussions and break Débats et pause		
11.00-12.15 - Panel 1 (English): <i>Institutional and Corporate Communication</i> Moderator: Assoc. Prof. Dr. Delia Pop-Flanja , Babeş-Bolyai University Zoom: https://zoom.us/j/92252066815			
11.00-11.15	Huabin Wang	School of International Studies, Sun Yat-sen University	<i>To critique crisis communication as a social practice: An integrated framework</i>
11.15-11.30	Aspriadis Neofytos	University of Patras	<i>Brand Attacks as a means of Corporate Character Assassination: Comparative study in corporate crises</i>
11.30-11.45	Adrian-Gabriel Corpădean and Mihaela-Adriana Oprescu	Faculty of European Studies – UBB Cluj	<i>Covid-19 crisis communication in project management at the Faculty of European Studies (Babeş-Bolyai University). A two-year assessment</i>
11.45-12.00	Alina Andreica	Faculty of European Studies – UBB Cluj	<i>Managing online communication and education</i>
12.00-12.15	Paula Mureşan and Elena Grad-Rusu	Faculty of European Studies – UBB Cluj	<i>The discourse of the President of the European Commission on the Ukrainian crisis</i>
Discussions and break			



Parallel sessions

13.00-14.30 - Panel 2 (English): Political Communication and Ideology Moderator: Assoc. Prof. Dr. Laura-Maria Herța , Babeș-Bolyai University Zoom: https://zoom.us/j/4214494897?pwd=bTg3eEkxU3lKNitxNHlYa0liaVdVUT09			
13.00-13.15	Eszter Simon and Agnes Simon	Nottingham Trent University, UK/ Masaryk University, Czech Republic	<i>Emotion norms and crisis communication in non-crisis times: the use of the Moscow-Washington hotline by Presidents Carter and Brezhnev</i>
13.15-13.30	Radu Albu Comănescu	Faculty of European Studies – UBB Cluj	<i>“Speak softly and carry a big stick”. 2020 as a landmark in Romania’s political communication strategy</i>
13.30-13.45	Adina Bocai and Adrian Lesenciuc	Mihai Viteazul National Intelligence Academy/ Henri Coandă Air Force Academy	<i>The role of Romanian national minority organizations in managing ethnic and religious conflicts after 1990</i>
13.45-14.00	Marius Grad and Claudiu Marian	Faculty of History and Philosophy – UBB Cluj	<i>Political leadership in times of crisis. President Zelensky and internal / international mobilization</i>
14.00-14.15	Ciprian Bogdan	Faculty of European Studies – UBB Cluj	<i>Deliberation as Ideology Critique</i>
14.15-14.30	Mihăiță Ene	National University of Political Studies and Public Administration - Bucharest	<i>Analysis of DAESH’s Ideology</i>
Discussions and break			

13.00-14.30 - Panel 4 (English): Mass-media Communication Moderator: Assoc. Prof. Dr. Paula Mureșan , Babeș-Bolyai University Zoom: https://zoom.us/j/92252066815			
13.00-13.15	Erika Tőkés Gyöngyvér	Sapientia Hungarian University of Transylvania, Cluj-Napoca	<i>Digital Transformation Discourses of Large IT Companies from Cluj-Napoca During the Covid-19 Epidemic</i>
13.15-13.30	Doina Gavrilov	National University of Political Studies and Public Administration - Bucharest	<i>Social networks between managing and triggering crises. An empirical analysis of the social media impact during the Covid 19 pandemic and the war in Ukraine</i>
13.30-13.45	Raluca Moldovan	Faculty of European Studies – UBB Cluj	<i>Chronicle of a War Foretold: Reporting Russia’s Invasion of Ukraine in Western and Russian Media</i>
13.45-14.00	Raluca Luțai and Adrian Liviu Ivan	Faculty of History and Philosophy – UBB Cluj	<i>Enhancing transparency and accountability online. The case of EU’s Member States intelligence services</i>
14.00-14.15	Corina Buzoianu and Monica Bîră	National University of Political Studies and Public Administration - Bucharest	<i>Using social media listening for spotting risks and managing crisis</i>
14.15-14.30	Monica Bîră, Corina Buzoianu, Roberta Răducu, Ligia Stroe	National University of Political Studies and Public Administration - Bucharest	<i>Practices and means for social media listening in public relations 3.0</i>
Discussions and break			



Parallel sessions

15.00-16.30 Panel 3 (English): The United Nations and Conflict Resolution Moderator: Assoc. Prof. Dr. Adrian-Gabriel Corpădean , Babeș-Bolyai University Zoom: https://zoom.us/j/4214494897?pwd=bTg3eEkxU3IKNitxNHlYa0liaVdVUT09			
15.00-15.15	Emilija Jovanoska and Marina Andeva	University of American College Skopje	<i>Successes and Failures of United Nations Peacekeeping Missions</i>
15.15-15.30	T.K. Seife	<i>Afrika Speaks - Johannesburg</i>	<i>Conflict of Ideologies between Unliberated Liberators, Ethiopia as a Case Study</i>
15.30-15.45	Dorota Jurkiewicz-Eckert	Centre for Europe - University of Warsaw	<i>The return of African cultural heritage in the context of the crisis in relations between the French Republic and sub-Saharan African countries: discourse and action</i>
15.45-16.00	Laura-Maria Herța and Claudiu Aldea	Faculty of European Studies – UBB Cluj	<i>How can Regional and International Organizations enhance Peace Processes? Lessons learned from Sierra Leone</i>
16.00-16.15	Rahel Losier	University of British Columbia Okanagan	<i>Sahrawi educational migration to Cuba from the 70s-present: visualizing grassroots political friendships with the Sahrawi Arab Democratic Republic</i>
16.15-16.30	Gabriel Zvîncă	Faculty of History and Philosophy – UBB Cluj	<i>Between hope of collaboration and the protection of peace: The United Nations Peacekeeping Mechanism during the Détente Period (1973-1974)</i>
Discussions and final remarks Débats et conclusions			

15.00-16.15 Panel 5 (En.): Discourse, Crisis and Intercultural Communication Moderator: Lect. Dr. Elena Grad-Rusu , Babeș-Bolyai University Zoom : https://zoom.us/j/92252066815			
15.00-15.15	Raluca Pop and Ioana-Andreea Mureșan	Faculty of Psychology and Educational Sciences/ Faculty of Letters – UBB Cluj	<i>Norwegian Culture Emerging from the Discourse on the Russian Invasion in Ukraine</i>
15.15-15.30	Delia Pop-Flanja	Faculty of European Studies – UBB Cluj	<i>Crises, neutrality, and the Olympic Games – beyond “living together in peace, respect and harmony”</i>
15.30-15.45	Roxana-Maria Nistor	Faculty of European Studies – UBB Cluj	<i>Memetising crises: a global phenomenon bearing local value</i>
15.45-16.00	Pașcu Cătălina-Laura	Alexandru Ioan Cuza University of Iași	<i>A new framework of geopolitical analysis: The Russian identity discourse</i>
16.00-16.15	Maria-Georgiana Roman	Faculty of European Studies – UBB Cluj	<i>Modern means, traditional themes how the conflict in Ukraine reframes the relevance of national identity through crisis communication</i>
Discussions and final remarks Débats et conclusions			



8 April 2021/8 april 2022			
9.00-10.30 - Panel 6 (English): Dealing with Ethnic and Religious Conflicts. The Russian War against Ukraine Moderator: Assoc. Prof. Dr. Corina Buzoianu , SNSPA Zoom: https://zoom.us/j/92252066815			
9.00-9.15	Cătălina Tudorie and Teodora Hodorog	Faculty of European Studies – UBB Cluj	<i>24February 2022. The day that shaped the year 2022 The catastrophe that united the nations</i>
9.15-9.30	Marcela-Sabina Rusu	National University of Political Studies and Public Administration - Bucharest	<i>Conditions for war termination in Ukraine - a bargaining model perspective</i>
9.30-9.45	Claudiu Codreanu	National University of Political Studies and Public Administration - Bucharest	<i>Exploring cyber conflicts and conflict resolution: The case of the Russo-Ukrainian conflict</i>
9.45-10.00	Andreea- Amalia Stănică	National University of Political Studies and Public Administration - Bucharest	<i>Security and cooperation perspectives in the Baltics- impact of Russia's Aggression in Ukraine</i>
10.00-10.15	Georgiana Manole- Andrei and Luminița Oprea	National University of Political Studies and Public Administration - Bucharest	<i>The analysis of universities` messages during the first and the last part of the coronavirus crisis and the first part of the Ukraine crisis</i>
10.15-10.30	Adrian Ionuț Bogdan	Faculty of European Studies – UBB Cluj	<i>Putin's Discourse Analysis during the Russian-Ukrainian War</i>
Discussions and break			
11.00-12.30 - Panel 7 (English): Dealing with Ethnopolitical and Religious Conflicts Moderator: Lect. Dr. Roxana-Maria Nistor , Babeş-Bolyai University Zoom: https://zoom.us/j/92252066815			
11.00-11.15	Elena Tudor	National University of Political Studies and Public Administration - Bucharest	<i>Building the state identity of the Archaic Republic - the influence of world and regional political actors in managing secessionist tendencies and in the process of Euro-Atlantic and Eurasian integration of Armenia and Azerbaijan</i>



11.15-11.30	Diana Maria Petcu	National University of Political Studies and Public Administration - Bucharest	<i>The European Union and Conflict Resolution: Brexit</i>
11.30-11.45	Mihaela Șerpi	Faculty of European Studies – UBB Cluj	<i>Ethnic and political migration from the Transnistrian region during the first two decades after the collapse of the USSR</i>
11.45-12.00	Diana Schuler	Faculty of European Studies – UBB Cluj	<i>Misinformation, disinformation and online propaganda in the Kashmir conflict. Mass media depictions of India's decision to repeal Article 370</i>
12.00-12.15	Roxana-Cristiana Nistor	Faculty of European Studies – UBB Cluj	<i>Neoliberal Institutionalism and The Lima Group</i>
12.15-12.30	George Horațiu Bontea	Faculty of European Studies – UBB Cluj	<i>The “War on Terror” in Xinjiang and the issue of the Uyghur minority</i>
Discussions and break			
13.00-14.30 - Panel 8 (English): <i>Crisis Communication and Global Threats</i> Moderator: Lect. Dr. Monica Bîră , SNSPA Zoom: https://zoom.us/j/92252066815			
13.00-13.15	Vladimir Miloșevici	University of Bucharest, Faculty of Sociology and Social Work	<i>Conspiracy theories in the context of the COVID-19 pandemic. Counteracting various forms of fake-news</i>
13.15-13.30	Andrei Galan	National University of Political Studies and Public Administration - Bucharest	<i>The impact of the Covid-19 pandemic on the entertainment industry in Eastern Europe</i>
13.30-13.45	Andreea Dobrita	National University of Political Studies and Public Administration - Bucharest	<i>The role of political communication strategies in influencing turnout rate during the COVID-19 crisis</i>
13.45-14.00	Radu Turcescu	National University of Political Studies and Public Administration - Bucharest	<i>The importance of being prepared and react during a PR crisis</i>



14.00-14.15	Gabriela Conțu	National University of Political Studies and Public Administration - Bucharest	<i>Transparency: a mandatory pre-requisite of crisis communication</i>
14.15-14.30	Radu Gabriel Goliță	National University of Political Studies and Public Administration - Bucharest	<i>Social resilience – a key factor in managing crisis, conflicts, and other challenges</i>
Discussions and break			
15.30-17.15 - Panel 9 (français) : Les groupes rebelles dans les médias africains. Approches comparées Modérateur : Prof. Sergiu Mișcoiu , Université Babeș-Bolyai Zoom: https://zoom.us/j/92252066815			
15.30-15.45	Andreea Bianca Urs et Sergiu Mișcoiu	Faculté d'Études Européennes – UBB Cluj	<i>La menace ADF en termes de communication</i>
15.45-16.00	Joseph Benjamin Chamtcheu Djomkam	Université de Yaoundé II, Cameroun	<i>État du Cameroun versus "Ambazonia Defense Forces" dans l'espace public médiatique camerounais</i>
16.00-16.15	Adrien Bitond	Institut Supérieur Professionnel, Cameroun	<i>Crise anglophone et représentations des « Amba Boys » dans la presse écrite au Cameroun</i>
Débats et pause			
16.30-16.45	Roxana Mateș	Faculté d'Études Européennes – UBB Cluj	<i>Cameroun : qui sont les sécessionnistes selon les médias africains ? Terroristes ou forces de restauration ?</i>
16.45-17.00	Hélène Diane Nono	Université de Douala, Cameroun	<i>Jeux médiatiques dans la construction / Déconstruction des groupes rebelles en « Afrique en miniature » : cas de l'ALNK (1960-1971) et des Ambazoniens (2016-2022)</i>
17.00-17.15	Tchoudiba Bourdjolbo	Université De N'Djamena, Tchad	<i>Médias et manipulations des informations entre le gouvernement du Tchad et les groupes rebelles : Exemple des versions de faits relatant les combats ayant entraîné le décès tragique Idriss Deby Itno</i>



Debates / Débats

Closing of the Conference / Clôture du Colloque

Organizing committee / Comité d'organisation

- Assoc. Prof. Dr. Delia Pop-Flanja – UBB
- Assoc. Prof. Dr. Laura-Maria Herța – UBB
- Assoc. Prof. Dr. Adrian-Gabriel Corpădean – UBB
- Assoc. Prof. Dr. Corina Daba-Buzoianu – SNSPA
- Prof. Dr. Sergiu Mișcoiu – UBB
- Assoc. Prof. Dr. Paula Mureșan – UBB
- Lect. Dr. Elena Grad-Rusu – UBB
- Lect. Dr. Roxana-Maria Nistor – UBB
- Drd. Irina Roibu – HUFK Korea
- PhD student Gianina Joldescu-Stan – UBB

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