



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



Centre de réussite
universitaire (CRU)

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

17-18 April 2024, Cluj-Napoca, Romania / 17 - 18 avril 2024, Cluj-Napoca, Roumanie

Organizers/Organisateurs :

- Faculty of European Studies – Universitatea Babeş-Bolyai
- University of Johannesburg
- State University of New York at Cortland
- Centre d'études africaines - Universitatea Babeş-Bolyai
- Centre de Réussite Universitaire – Universitatea Babeş-Bolyai
- Agence Universitaire de la Francophonie - Europe Centrale et Orientale

Venue: Faculty of European Studies

Room *Robert Schuman*, 1 Em. De Martonne St. - keynotes and panels in English

Centre de Réussite Universitaire (304), 19 rue Avram Iancu - panels en français

17 April 2024/17 avril 2024			
Welcome Addresses / Mots de bienvenue Zoom: https://zoom.us/j/93209669895 Room/Salle Robert Schuman			
9.00	<p>Assoc. Prof. Adrian Corpădean Dean of the Faculty of European Studies (UBB)/ Doyen de la Faculté d'Etudes Européennes (UBB)</p> <p>Assoc. Prof. Laura Herța Vice-Dean for Research - Faculty of European Studies (UBB)/ Vice-doyenne à la recherche - Faculté d'Etudes Européennes (UBB)</p> <p>Assoc. Prof. Delia Pop-Flanja Head of the International Cooperation Office - Faculty of European Studies (UBB)/ Directrice du Bureau de coopération internationale - Faculté d'Etudes Européennes (UBB)</p>		
9.15-10.00 - 1 st Keynote Speech Zoom: https://zoom.us/j/93209669895			
9.15-9.45	Prof. Alexandru Balaş	State University of New York, Cortland	<i>Reflections on 20 Years in Conflict Resolution</i>
9.45-10.00	Discussions / Débats		
10.00-10.45- 2 nd Keynote Speech Zoom: https://zoom.us/j/93209669895			
10.00-10.30	Prof. Bhaso Ndzendze	University of Johannesburg	<i>Fake news, real wars: Teaching international politics in a time of real-time misinformation</i>
10.30-11.00	Discussions and coffee break Débats et pause-café		



11.00-12.30 - Panel 1 (English and French): ***Bridging Divides and Fostering Understanding:
Exploring Conflict Resolution across Borders and Communities***

Moderator: **Alexandru Balaş**, SUNY Cortland

Zoom: <https://zoom.us/j/93209669895>

11.00-11.15	Bekeh Ukelina, Tokie Laotan-Brown and Victor Bepeh	State University of New York, Cortland Nigerian Police Force	<i>Beyond Colonial Borders: Resolving Nigeria and Cameroon Conflicts through indigenous Mediation Practices</i>
11.15-11.30	Gabriel Leanca	Alexandru Ioan Cuza University	<i>De la question des Lieux-Saints à la guerre de Crimée: communication en temps de crise, échec de la médiation et malentendus au sein du Concert européen (1850-1854)</i>
11.30-11.45	Samer Sharani	Sabancı University, Türkiye	<i>Evasive Subjects: local and everyday subjects outside violent master-narratives</i>
11.45-12.00	Ştefan Cibian and Lutz Drieling	Făgăraş Research Institute	<i>Romanian Responses to the Ongoing Ukrainian Humanitarian Crisis: Inter-sector Collaboration for Community (In)Security</i>
12.00-12.15	Andreea Măierean	Wilkes University, Pennsylvania	<i>Conflict Resolution Mechanisms in the Shale Gas Sector</i>

Discussions and coffee break

13.00-14.30 - Panel 2 (English): ***Navigating Complexity:***

Corporate Diplomacy and Crisis Management in Global Contexts

Moderator: **Delia Pop-Flanja**, Babeş-Bolyai University

Zoom: <https://zoom.us/j/93209669895>

13.00-13.15	Eyal Buvilski	Condip Strategy Advisor	<i>Corporate Diplomacy: Navigating Israeli Business Reputation After the 2023 Hamas Attack</i>
13.15-13.30	Sevgi Çilingir	Dokuz Eylul University, Department of International Relations, Izmir	<i>Temporary Protection Directive and its Implementation</i>
13.30-13.45	Adrian-Gabriel Corpădean and Mihaela Oprescu	Babeş-Bolyai University, Faculty of European Studies	<i>Revisiting Ukraine's minority language dilemma: can EU member states provide solutions?</i>
13.45-14.00	Kudzai Cathrine Bingisai	Babeş-Bolyai University, Faculty of European Studies	<i>Global sustainable development and EU- Africa strategic partnership</i>
14.00-14.15	Osman Sušić	University of Sarajevo	<i>Dealing with the past – historical revisionism in post Yugoslav space</i>

Discussions and lunch break



16.00-17.30 - Panel 3 (English and French): **Truth and Transformation:**

Communication Strategies in the Modern Era

Moderator: **Ramona Neagoş**, Babeş-Bolyai University

Zoom: <https://zoom.us/j/93209669895>

16.00-16.15	Călina Părău-Olar	Babeş-Bolyai University, Faculty of Letters, Department of Foreign Languages for Specific Purposes	<i>Mediation and Subversion in the Era of Post-Truth</i>
16.15-16.30	Alina Andreica	Babeş-Bolyai University, Faculty of European Studies	<i>Face-to-Face and Distance Learning – A Comparison from Educational and E-learning Tools Points of View</i>
16.30-16.45	Roxana-Maria Nistor and Anca Kiss	Babeş-Bolyai University, Faculty of European Studies Accademia di Romania di Roma	<i>Memes and Digital Humour: Navigating Political Crises in the Age of Social Media</i>
16.45-17.00	Alexandra-Ioana Stănescu	Babeş-Bolyai University, Faculty of European Studies	<i>Crisis Communication Strategies in the Era of Social Media</i>
17.00-17.15	Delia Pop-Flanja	Babeş-Bolyai University, Faculty of European Studies	<i>Communication politique en situation de crise. Qatargate et les stratégies de réparation d'image de l'eurodéputée Eva Kaili</i>

Discussions and coffee break

18.00-19.15 - Panel 4 (English): **Global Dialogues in Crisis. From Pandemics to Social Challenges**

Moderator: **Laura Herţa**, Babeş-Bolyai University

Zoom: <https://zoom.us/j/93209669895>

18.00-18.15	Elizabeth Lubinga	University of Johannesburg, Faculty of Humanities	<i>COVID-19 and crisis communication</i>
18.15-18.30	Admire Mare	University of Johannesburg, Faculty of Humanities	<i>Digital diplomacy and the mediation of an electoral crisis: X wars in the aftermath of disputed 23 August election in Zimbabwe</i>
18.30-18.45	Anna Oksiutycz-Munyawiri	University of Johannesburg, Faculty of Humanities	<i>Crisis communication: Insights from South Africa</i>
18.45-19.00	Seriane Morapeli	University of Johannesburg, Faculty of Humanities	<i>Tackling the crisis of substance use among South African adolescents: An inclusive communication approach</i>

Discussions and final remarks



<p>11.00-12.15 - Panel 5 (Français): Perspectives sur la Justice Constitutionnelle, les Conflits Intercommunautaires, la Santé Publique et les Médias, en Afrique et au-delà Moderatrice : Andreea Urs, Université Babeș-Bolyai Zoom: https://zoom.us/j/92252066815 Salle : <i>Centre de Réussite Universitaire (304, 19 rue Avram Iancu)</i></p>			
11.00-11.15	Valéry Ntwali	Université Paris-Est- Créteil Liph-UPEC et CESTAF-UBB	<i>Juge constitutionnel et promotion de l'alternance démocratique en Afrique Francophone. Regard critique sur la pratique au Burundi, en RD Congo et au Sénégal</i>
11.15-11.30	Tchoudiba Bourdjolbo	Université Paris-Est Créteil	<i>Les conflits intercommunautaires au Sahel et leurs impacts sur le développement et la construction de l'Etat : cas de conflits agriculteurs-éleveurs au Tchad</i>
11.30-11.45	Virginia Vanessa Nkendjuo Damdjeu	Univ. Paris-Est-Créteil (Laboratoire LIPHA)	<i>La santé en Afrique subsaharienne : Un regard sur les discriminations à l'encontre des femmes et des jeunes filles</i>
11.45-12.00	Soukaina Hamamat	Université Paris Est Sup, laboratoire interdisciplinaire d'études du politique Hannah Arendt	<i>Analyse des déterminants du comportement électoral de la diaspora marocaine en France</i>
Débats et pause-café			
<p>13.00-14.00 - Panel 6 (Français): Regards croisés sur les dynamiques socio-politiques, organisationnelles et identitaires Moderatrice : Paula Mureșan, Université Babeș-Bolyai Zoom: https://zoom.us/j/92252066815 Salle : <i>Centre de Réussite Universitaire (304, 19 rue Avram Iancu)</i></p>			
13.00-13.15	Madiop Gueye	Laboratoire Interdisciplinaire d'Étude du Politique Hannah Arendt de Paris Est (LIPHA)	<i>Présentation d'un travail empirique auprès des confréries du Sénégal : entre appropriation nuancée du soufisme et rempart sociopolitique dans une quête identitaire, politico-institutionnelle, économique et sociale</i>
13.15-13.30	Nicanor Tatchim	Université de Lorraine – France, CREM Et associé au Céditec (Paris-Est Créteil)	<i>Décoloniser l'héritage national et construire la « camerounité » ? La communication politique au Cameroun face à la crise sécessionniste anglophone</i>
13.30-13.45	Iulia Macaria	Babeș-Bolyai University	<i>La presse écrite de Chișinău et ses modalités d'illustrer la réalité sociopolitique</i>
13.45-14.00	Céline Vergnac	CY Paris Université	<i>Le récit européen à l'épreuve des crises dans les pays d'Europe centrale et orientale : le cas de la Pologne, la Roumanie et la Hongrie</i>
Débats et pause-déjeuner			



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18 April 2024/18 april 2024

10.00-11.30 - Panel 1 (English): **Climate Crisis, Integration, Strategic Partnerships and Communication Strategies**

Moderator: **Roxana-Maria Nistor**, Babeş-Bolyai University

Zoom: <https://zoom.us/j/93209669895>

10.00-10.15	Dorota Jurkiewicz-Eckert	Centrum Europejskie, Uniwersytet Warszawski	<i>Cultural heritage protection in crises: what's the role of the European Union? Partner, Power, Player, Payer?</i>
10.15-10.30	Petru-Cristian Negrea and Nina Dobrojan	Babeş-Bolyai University, Faculty of Political, Administrative, and Communication Sciences	<i>Climate Crisis as a Security Challenge: Risk/Crisis Communication</i>
10.30-10.45	Horațiu Bontea	Babeş-Bolyai University, Faculty of European Studies	<i>European Integration of Bosnia and Herzegovina: structural and ethnic issues in the state-building strategy</i>
10.45-11.00	Anamaria-Florina Caloianu	Babeş-Bolyai University, Faculty of European Studies	<i>The century of Turkey, the Red Apple and discursive approaches towards the war in Ukraine and the war in Gaza</i>
11.00-11.15	Dorin Dobra	Babeş-Bolyai University, Faculty of European Studies	<i>The perpetuation of the crisis at the level of the European Union. It's time for resilience</i>

Discussions and coffee break

12.00-13.15 - Panel 2 (English): **Crisis Communication in Times of Political Upheaval and Conflict**

Moderator: **Delia Pop-Flanja**, Babeş-Bolyai University

Zoom: <https://zoom.us/j/93209669895>

12.00-12.15	Ralph Musonza and Sisipho Mbalo	University of Johannesburg, Faculty of Humanities	<i>Media-military relations: (Social) media as a strategic weapon for successful coup execution in Africa</i>
12.15-12.30	Thando Mncwango and Laurika Mashaba	University of Johannesburg, Faculty of Humanities	<i>Illicit weapons flows and crisis miscommunication: Lady R and South Africa's strained US relations</i>
12.30-12.45	Nasi-Sipho Vayeka and Buhle Mnyanda	University of Johannesburg, Faculty of Humanities	<i>Terrorism, media and crisis communication</i>
12.45-13.00	Noluthando Mncwango and Andiswa Matyolo	University of Johannesburg, Faculty of Humanities	<i>Influencers, crisis communication and mitigation: Russia-Ukraine and South Africa v Israel as case studies</i>

Discussions and coffee break



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13.30-14.45 - Panel 3 (English): **Political Landscapes: Discourse, Globalization, and Diplomacy**

Moderator: **Laura Herța**, Babeş-Bolyai University

Zoom: <https://zoom.us/j/93209669895>

13.30-13.45	Carmen Ștefania Duță	Babeş-Bolyai University, Faculty of European Studies	<i>One Country, One System: John Lee's Departure from Political Discourse to Pragmatism</i>
13.45-14.00	Lehan Li	School of International Studies, Sun Yat-sen University	<i>Media representations of Fukushima nuclear water discharge: A comparative critical discourse analysis of China and Japan's English language news reports</i>
14.00-14.15	Adela-Alexandra Cosgarea	Babeş-Bolyai University, Faculty of European Studies	<i>The Quiet Struggle: Examining Globalization's Role in Escalating Political Tensions on the Korean Peninsula</i>
14.15-14.30	Ioana Mădălina Miron	Babeş-Bolyai University, Faculty of European Studies	<i>Online political communication of the Youth Movement Nashi: The Bronze Soldier Crisis of 2007</i>
14.30-14.45	Maria-Teodora Hodorog	Babeş-Bolyai University, Faculty of European Studies	<i>Diplomacy vs. Deterrents: Assessing the Impact of UN Sanctions on North Korea's Nuclear Ambitions</i>

Discussions and coffee break

15.00-16.30 - Panel 4 (English): **Exploring Dynamics of Policy, Security,
and Communication in Contemporary Issues**

Moderator: **Elena Grad-Rusu**, Babeş-Bolyai University

Zoom: <https://zoom.us/j/93209669895>

15.00-15.15	Dana-Claudia Cojocaru	Alexandru Ioan Cuza University of Iași	<i>ESG - the emissary of environmental policies in companies</i>
15.15-15.30	Mihai Christopher Marian Radovici and Dimitrie Teofan Drăghici	Bucharest University of Economic Studies	<i>Bucharest 9 and Europe's Eastern Neighbourhood post-Ukraine – Assessing geostrategic positions within the European security architectures</i>
15.30-15.45	Mădălina-Maria Toma	University of Bucharest	<i>Strategic communication in the skies: Analyzing airline engagement on Facebook during the COVID-19 pandemic in Romani</i>
15.45-16.00	Ioana-Rebeca Rezuș	Babeş-Bolyai University, Faculty of European Studies	<i>Correctness in Political Discourses. A Case Study on Alexandria Ocasio-Cortez and Jacinda Ardern</i>
16.00-16.15	Laura Herța and Șerban Bădescu	Babeş-Bolyai University, Faculty of European Studies	<i>The coup in Sudan: how much ideology and how much warlordism?</i>
16.15-16.30	Yuliia Golodnikova	Babeş-Bolyai University, Faculty of European Studies	<i>Cultural Heritage in Military Conflict. Ukrainian Case</i>

Discussions and final remarks



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- Assoc. Prof. dr. Laura-Maria Herța - Babeş-Bolyai University
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- Prof. dr. Bhaso Ndzendze – University of Johannesburg, Faculty of Humanities
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Conference webpage: <https://euro.ubbcluj.ro/crisis-communication-and-conflict-resolution/>

