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Facultatea de Studii Europene

International Colloquium on *Crisis Communication*

The Colloquium is part of the activities carried out within the MA programme in International Communication and the Communication Club of the Faculty of European Studies, UBB

Date: 29 May 2025 **Time:** 9:00-11:00 (South African Time/CAT)

Microsoft Teams

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Meeting ID: 374 115 002 099 7

Passcode: HF2Fj2Fu

SPEAKER	TIME
Introduction- Anna Oksiutycz-Munyawiri (UJ) and Delia Pop-Flanja(UBB)	9:00-9:05
Oana Uțiu - <i>Eroding trust in the political sphere: the impact of hate speech and communication strategies used by political leaders</i>	9:05-9:20
Antonia Gubici - <i>Crisis Communication Strategies in School Shooting Cases</i>	9:20-9:35
Ana Mura - <i>The British Crown and Crises</i>	9:35-9:50
Questions and Discussion	9:50-10:05
Oarabile Benjamin: <i>Restoring the tarnished brand reputation of Balenciaga: Social Media Image Repair Strategies in the Aftermath of a Crisis</i>	10:05-10:15
Seriane Morapeli: <i>A hybrid stakeholder-inclusive and co-change-orientated communication approach to school-based alcohol prevention interventions</i>	10:15-10:30
Aniekie Motloutsi: <i>The Inclusion of ATHPS into Health Crisis Communication</i>	10:30-10:45
Questions and Discussion	10:45-10:55
Closing Remarks- Elizabeth Lubinga (UJ) and Roxana Nistor (UBB)	10:55-11:00