FJSC

FACULTY OF JOURNALISM
AND COMMUNICATION STUDIES

UNIVERSITATEA
DIN BUCUREŞTI
VIRTUTE ET SAPIENTIA

e-Connecting EUROPE workshop

October 14, 2016

BOOK OF ABSTRACTS

Venue – European Public Space

31 Vasile Lascăr Street, Bucharest

CONTENTS

A Comparative Analysis of the EU Citizens' Opinions about Greekxit and Brexit

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Still members of European Union, Greece and Great Britain are the main actors of the public debates on the agendas of politicians, media and citizens. Only a simple search of the keywords Brexit and Greekxit on Google Romania shows 1,333,000 results, respectively 1,440 results[1]. Starting from these two observations, we intent to compare the EU citizens' debating on public communication of Greekxit and Brexit on the *Debating Europe* Platform.

We will use a comparative approach in order to provide a map of trends regarding the citizens' and European leaders' opinions about the two countries, as well as differences and resemblances between the two subjects.

The research corpus will be selected from the *Debating Europe* platform, mainly focusing on the debates published between 2011 and 2015 on the channel SMARTER. We will use the grounded theory, namely a data-driven and inductive process and construction of abstract categories for developing a new theory, not for testing an existing theory (Hook, 2015, p. 309).

A quantitative approach is also used to measure the evolution of the opinions according to several criteria: the total number of comments, the frequency of publishing over the period under analysis, similar trends regarding specific variables, such as the greatest numbers of keywords

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[1] Results at the beginning of September 2016

gathered by a topic, or the topics for which the keywords gathered the smallest numbers of comments.

Our study could respond to the following research questions:

1. Can the debate published about each of the chosen countries, Greece and Great Britain, be structured within the frames defined by Entman (1993): a) define problems, b) diagnose causes (by identifying the forces creating the problems), c) evaluate (by expressing moral opinions / making moral judgments), and d) prescribe solutions to a problem, and if so, which are these?

2. What are the main trends regarding the citizens' opinions about the two countries, Greece and Great Britain, what differences and resemblances can be identified between the two member states of European Union in the debaters' comments?

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www.debatingeurope.eu

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communication (*Serious Games: Oxymoron or Opportunity to Increase the Interest towards Education and Learning?; An Introduction to Videogame Genre Theory. Understanding Videogame Genre Framework*).

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Beyond 'Tossing the Coin' – e-Brexiteers versus e-Bremainers

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"To remain or not to remain in the EU?" has been the question which has polarized UK and Europe. This division has been created not only by politicians and journalists, but also by citizens, as the report on the "EU Referendum Analysis 2016: Media, Voters and the Campaign" (Jackson, Thorsen, Wring, 2016) shows. As the insights into the citizens' identity, emotions, gender and social class in the section *Voters* in this report illustrate, citizens have become active prosumers of the "In" and "Out" campaign. The "Should Britain leave the European Union?" debate from the 'Debating Europe' platform, with a total of 2,015 comments, was selected for analysis.

We will employ a network analysis and a framing analysis in order to determine the degree of interaction among e-Brexiteers (legitimators) and e-Bremainers (delegitimators) and the salience of (de)legitimating frames employed by the two parties involved. The network analysis (NodeXL Pro) will help us to determine the density of interaction, the groups of debaters and the top ten debaters in terms of betweenness centrality. Starting from Sedereviciute and Valentini's holistic stakeholder mapping

model (2011) and from the 'in-degree' and 'out-degree' findings of the network analysis, we will identify the prominence of (de)legitimators as concerned lurkers or as (un)concerned influencers. Starting from the findings of two studies (Vasilopoulou, 2016; Deacon et al., 2016) in this report related to the campaign frames in the voters' minds and the news coverage of the Referendum, we will identify the Brexit legitimating and delegitimating frames used by debaters on the 'Debating Europe' platform. We will conduct a content and a cluster analysis of these (de)legitimating frames, using QDA miner, a computer assisted qualitative data analysis software. Whereas the content analysis will provide an insight into the frequency of frames used by debaters, the latter explorative analysis will reveal the types of (sub)clusters which prevail in the debaters' comments under analysis.

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Sedereviciute, K., & Valentini, Ch. (2011). Towards a More Holistic Stakeholder Analysis Approach. Mapping Known and Undiscovered Stakeholders from Social Media, *International Journal of Strategic Communication*, 5:4, 221-239.

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Framing (Mis)Trust throughout the Refugee Crisis on the 'Debating Europe' Platform

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The trust in the EU has significantly decreased throughout the last 40 years[2] (from 77% in 1975 to 54% in 2005 and reaching 40% in 2015). The question at stake is to diagnose and explain the problem(s) which have led to this lack of trust. The 'Debating Europe' platform has launched, in

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[2]   http://www.debatingeurope.eu/2015/10/20/has-the-refugee-crisis-damaged-trust-in-the-european-project/#.V_DGOsmVjIU

October 2015, the debate "Has the refugee crisis damaged trust in the European project?", thus pinpointing refugee crisis as one possible cause for the citizens' mistrust in the EU. The 262 comments of the citizens who took part in this debate will be used as our data in order to identify the (mis)trust frames used by debaters to present the refugee crisis as a social reality which may trigger a negative attitude towards the EU. This bottom-up approach implies an empowerment given to citizens who turn into frame producers and thus framing may change with the understanding of the frame producer. Using a network analysis (NodeXL Pro), we will determine the degree of interaction among debaters and the group-specific network structures.

The next step of our study is to provide a content analysis to the comments for each group determined through the network analysis. We will analyse the citizens' (mis)trust in close connection to levels of responsibility (Iyengar, 1991) and to emotions-as-frames (Nabi, 2003; Jin, 2009; Kim & Cameron, 2011), trying to determine the prominence of responsibility recipients and the types of emotional responses induced in the citizens' comments for each debate group.

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Alexandra Bardan (sandra_bar@yahoo.com) has a BA in Fine Arts at the Art Academy, Bucharest and a PhD in Information and Communication Sciences at Université Sorbonne-Nouvelle Paris 3. She is currently a lecturer at the Faculty of Journalism and Communication Studies, University of Bucharest, where she teaches courses in Press Design, Photojournalism, Digital Image Production and Desktop Publishing, while also working as a freelance graphic designer. Her research interests cover Visual Communication, Cultural Industries, Social History and Everyday Life in Communist Romania.

A Social and Environmental Transparency Index to Measure CSR Disclosure by Romanian Public-Interest Companies

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The purpose of this paper is to examine the extent of non-financial, social and environmental disclosure by the Romanian Public-Interest Companies, as defined in the Directive 95/2014/EU, and to elaborate on the maturity level of CSR reporting in Romania.

The paper provides insights into the current state of the CSR communication in Romania using content analysis of websites and reports

published online by 51 Romanian large companies, subject to the Directive 94/2014/UE (listed companies on the Bucharest Stock Exchange, banks and insurance companies) by the summer of 2016. It ranks them according to extent and quality of communication and discusses the level of relevance for the public agenda in the light of political CSR theory and communicative approach to moral legitimacy.

Dragoş Dehelean (dragos.dehelean@selenis.ro) is a public relations expert with a 17+ years experience in: marketing, copywriting, event strategy and management, public speaking, online/social media communication, training delivery, CSR & Sustainability consultancy. Starting from 2006, he has coordinated the first Romanian CSR portal, ResponsabilitateSociala.ro, which is currently the most influential source of know-how, case studies and news for all professionals involved in the sustainability field in Romania (CSR and communication professionals from companies or agencies, consultants, NGOs, public sector and other various opinion leaders). For over 13 years he has coordinated major Romanian events and festivals, especially for communication and CSR professionals ("European CSR Lessons", "Communications Olympics", "Civil Society Awards Gala", "Internetics Digital Festival" etc. Over the years he has worked with almost all the big companies in Romania, especially those that had an intense involvement in CSR/sustainability activities (ex. Orange, Vodafone, Heidelbergcement, Holcim, OMV Petrom, Rompetrol, Enel, GDF Suez, BRD Groupe Societe Generale, Erste-BCR, Raiffeisen, UniCredit, Dacia Groupe Renault, Coca-Cola Hellenic etc.).

What Makes the Visual Impact of an Online Publication

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The purpose of this research is to reveal the particulars in the layout of a publication that attract readership. The paper has a theoretical part and three case studies. Our research material has included authors and

professional designers who design publications. Guided by our experience in the media, we have collected observations and practical tips and organized them in an attempt to reveal *the* elements that lead to visual impact (which is the result of graphic communication), attract readers and stir interest. Good media literacy practices do not overlook the fact that everything is a sign of something else. It is in the nature of the human being to be influenced by image and colour. For instance, letters more closely placed suggest wholeness and a unity of purpose, thus creating the impression of relationships, belonging and warmth. Angularity can suggest harshness, aggressiveness, technical or masculine. Bright or saturated colours draw attention. More muted colours communicate subtler moods. Colours can be used to create hierarchies and links on a page between objects, logos and texts. Various design choices, sizes of type, their spacing and alignment, colours would exert subtle but important impact on the nature and quality of the communication. Designers make the layout visually attractive to the eye, and tell the story through designs and context. Online publications allow creativity and freedom of choice in searching the info in the virtual world, due to the links and hyperlinks available.

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Design Matters: Net-Based Tools for
Qualified Citizen Engagement

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Online tools (Web forums, blogs and microblogs, social networking sites etc.) consist of a variety of features, such as communication base (text-based/voice-based interaction), push-pull technology, graphic format (2D/3D), time (asynchronous/ synchronous), size of interaction (small group/mass communication) and so forth. So they all have their own structural and design combinations, and it is difficult to discuss them in general concepts. Today, from the first examples to evolved forms, many online tools are also used for deliberative practices. Diversity of online tools and their designs, require considering tools as variables to discuss potential of the Internet for deliberative citizen engagement.

This study focuses on comparing the quality of online deliberations that have the same deliberation process, concept, and discussion topics but use different net-based technologies. For this, a Web-based forum, a social networking site, and a 3D virtual world were chosen as research areas. Discussions regarding Turkey's public issues were examined by using the rationalistic (1984) and ethical criteria (1991, 1996) that come from the studies of Jürgen Habermas. Techniques of quantitative content analysis, and survey were employed for data collection. Findings suggest that instead of actions that are oriented toward the common good, competitive actions directed towards success are more commonly observed. Although it is difficult to say which media is more qualified to support deliberative public discussions, the Web-based forum stands out in terms of justification and reciprocity principles, whereas the 3D virtual environment Second Life stands out in terms of discursive equality, reciprocity, and respect.

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Participative Democracy in the Digital World
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Participation is the key to individual empowerment and active citizenship. With half the world's population expected to be online by 2019, technology could play an important role in getting people more involved in democracy and politics. The presentation aims to discuss the potential of the Internet to create more accessible ways for citizens to contribute to the decision-making process and how to implement innovative concepts for democratic and civic engagement. In the midst of this technological revolution, some questions arise – are citizens prepared for this engagement with the administration? Apart from the technical infrastructure, what is the role that education, religion or economy play in democratic societies? What are the profile of online users and their understanding of participation in a digital context? We will also discuss the challenges in implementing mechanisms, such as participatory budgeting or public consultations via social media networks but we will also look at best practices from "digitally-native" countries which created and successfully practice online democracy.

Andreea Hanganu (hanganu.andreea@gmail.com) is the co-founder of Institute for DigitalGovernment, an organization which aims to contribute to the

development of the digital capabilities of Romanian public institutions. The Institute works actively to facilitate engagement and involvement of young people in policy making and decision making processes, as well as expose youth to projects which would teach them basic digital skills and offer more job opportunities in the market. She has over 7 years of experience in PR, media relations and social media communication.

E-Debaters' Rhetoric of Religion-Based Social Exclusion in the Context of the Refugee Crisis

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In the context of the current refugee crisis, the decision of a number of EU countries to not accept Muslim refugees stirs up discussion and debate among both the European political leaders and the general public. Fears of more terrorism associated with Islam and concerns about Muslims failing to integrate into Christian societies could explain a growing xenophobic rhetoric. This paper examines how an online community on the "Debating Europe" platform discursively constructs the religious difference of the out-group of refugees leading to their social exclusion. Adopting the discourse historical perspective (Wodak and Meyer 2009; Wodak 2011), we analyze forms of delegitimization manifested through negative other-presentation strategies - acts of blaming, dehumanizing, rejecting the others. Treating Muslim refugees as a potential threat, the majority of the debaters capitalizes on public fear to put forward nominations, attributions and arguments that stigmatize the religious otherness.

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Her main areas of interest are discourse analysis, media discourse, European journalism and diasporic identity. She authored *The Newspaper in the Likeness of Television* (Editura Universității din Bucureşti, 2005), *Neo-Television and the Journalism Show* (Polirom, 2008), co-authored chapters of *Reporting and Managing European News* (Bochum/ Freiburg Projekt, 2007) and *Understanding the Logic of EU Reporting from Brussels* (Bochum/Freiburg Projekt, 2007), and she edited and co-authored *Romania and the European Integration: Journalistic Logics and Routines* (Ars Docendi, 2008).

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Brexit in the Eyes of the European Media

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The Brexit vote was a historical one. No other country has ever left the UE so far. This paper will present the results of a collaboration between 14 teams and it will focus on the way Europe's newspapers have reported Britain's decision to leave the European Union on June 26th 2016. The *European Journalism Observatory* conducted a content analysis of the print editions of three daily newspapers in each of the 12 European countries and also in the United States. 1638 articles about Brexit published between June 25th and July 1st were analyzed and most of them presented Brexit as having a negative impact for the future of the EU and Britain. Also, one of the major themes was that Brexit brought to the surface some of the most important problems that the European Union faces right now.

Coding was based on the predominant theme that framed each article. Each article was interpreted as negative (anti-Brexit), positive (pro-Brexit) or neutral on questions regarding: the impact of Brexit upon the EU and

upon the national interests of member and non-member states; whether the EU was better off with, or without Britain; if members were in favour of leaving or remaining in the EU and also on the perceived impact of Brexit upon the UK.

Antonia Matei (antonia.matei@fjsc.ro) is a PhD. lecturer at The Faculty of Journalism and Communication Studies, University of Bucharest. She was, for over a decade, editor at the public radio station and has a broad journalistic experience in many domains. She has also hosted different live shows including *Europa mai aproape, Obiectiv, Romania* or *Lumea noastră*. She is an editor of the Romanian European Journalism Observatory (EJO).

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Researching Corruption across the EU Media:
A Comparative Approach

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This presentation analyzes the frequency, diversity and content of the news articles on corruption in twenty-eight newspapers from seven EU countries: UK, France, Italy, Hungary, Slovakia, Latvia and Romania. The study was conducted within the working package Media and Corruption, developed under the international project Anti-Corruption Policies Revisited (http://anticorrp.eu/work_packages/wp6/). The project investigates how corruption is reflected in the media, what trends emerge in corruption coverage and the way they are related with international and national strategies against corruption.

The presentation points out that corruption representations are country based. Each country under analysis has specific conditions and cases that trigger the coverage of corruption and that are deeply rooted in national political cultures and in specific situations, cases and events involving and affecting the different national communities. Also, the major focus on political corruption and corruption in public administration that features the newspapers in Hungary, Italy, Latvia, Romania and Slovakia is dependent on the closer relationship that ties together news media and politics in these countries. It stands to reason that the newspapers are featured by a higher level of partisanship (Mungiu-Pippidi, 2003; Bajomi-Lazar, 2015). There are no relevant different representations of corruption by centre-leftist newspapers and centre-rightist ones. Nevertheless they have a partisan attitude towards corruption that seems to emerge just in connection with the specific cases and actors on which they focus.

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"Proud to be Romanian." National vs European Messages on Facebook during 2014 EP Election

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The political parties in Romania, as main actors of representative democracy, have used internet and new media in 2014 to communicate their electoral platforms. This study analyzes the online channels – especially the social networks – through which the most important political parties conveyed their electoral messages during the 2014 euro-parliamentary elections. I have investigated the induced messages and the image that the candidates have promoted on their personal accounts and official Facebook pages. Thus, I was able to establish the extent to which the messages of the mainstream parties and of the outsiders have promoted European Union values (such as solidarity, subsidiarity, supremacy of the communitarian law over the national law) or nationalist values (autochthonism, isolationism, ethnic or religious exclusivism).

Antonio Momoc is an Associate Professor at the Faculty of Journalism and Communication Sciences, Department of Cultural Anthropology and Communication, University of Bucharest. Since 2008 he has a PhD in Sociology from the University of Bucharest. During October 2010 - March 2013, he had an EU postdoctoral research scholarship studying in Rome, at LUISS University – School of Government, the relationship between neo-populism and new media. During July 2013 – August 2013, he had a Study of United States Institute scholarship on Journalism and Media in Athens, at University's Scripps College of Communication, Ohio University. Selected publications include: *Web 2.0 Communication. New media, participation and populism*, Ed. Adenium, Iaşi, 2014; *The political traps of interwar sociology. Gusti's Sociology School between Monarchy and Legionary Movement,* Curtea Veche Publishing, Bucureşti, 2012; *Petty activists. Life-stories* (with Zoltán Rostás), Curtea Veche Publishing, Bucureşti, 2007; *The black marketers, the ones who managed, and the survivors*, Curtea Veche Publishing, Bucureşti, 2013. He also published articles on political sciences and political communication in international data-base indexed reviews.

Have the Great Expectations Placed
on the European Citizens' Initiative Been Met?

Bogdan MUNTEANU
Foreign and EU Affairs Journalist

I would try to explain what the European Citizens' Initiative (ECI) is, as stipulated by the Treaty of Lisbon and described by Regulation 211/2011, and how it works, giving examples of successful and failed initiatives. EU citizens have been eager to embrace this participatory democracy tool, yet they may feel disappointed that the European Commission is not legally bound to actually propose legislation, only to answer to the petitioners.

A bilingual journalist (English/Romanian) since 2003, **Bogdan Munteanu** (dlbogdanmunteanu@gmail.com) is specialised in Foreign and EU Affairs, also dealing with economic, social, science & technology and social media issues, while approaching most journalistic genres, from interviews and reportages to blog posts.

He currently writes for *Regio*, a publication of the Ministry of Regional Development and Administrative Reform, while also being the editorial director of *The Art of Living*, a high-end customer lifestyle magazine. He was editor at the Foreign Desks of *Gândul* (2005-2011) and *Adevărul* (2004-2005), and associate analyst with an English language weekly, *The Romanian Review* (2003). He has been participating in some 90 events as public speaker on topics such as EU institutions, European citizenship, democratic processes, the economic impact of EU Accession on Romania, volunteering and multilingualism. An accredited trainer, he practiced his public speaking skills in front of various audiences: from primary school children to university students, teachers, public sector employees, NGO workers, local political leaders, pensioners etc.

In 2011, he gave 46 interactive lessons about the EU to children aged 6 to 18 in the information campaign "*Europe, our home*," carried out by Chelgate Ltd UK on behalf of the European Commission Representation in Romania. In 2010 he gave presentations and moderated debates in a series of 23 events entitled "*Europe, in dialogue with the citizen*", organised by the National Association of Citizens Advice Bureaux. In 2008-2009, he held a similar role during four *Citizens' Forums* organised by the European Parliament's Information Office in Romania. Bogdan Munteanu was awarded a *Chevening Fellowship* by the United Kingdom's Foreign

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Mediatization of Emotions - From Journalistic Discourse to Online Public Sphere. Case study: Brexit in the Romanian Media

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In a world torn by war and terrorism, in which modern technologies facilitate the globalization of communication and create the immediate response of the citizen journalism, emotions overflow the media. My research focuses on how to identify the emotions used by journalists in their news and compare them with those that appear in the public discourse. Using quantitative and qualitative techniques in an online content analysis, this research proves that emotions that were involved in the Brexit scenario move from the journalistic discourse to the online public sphere, adapt and continue to grow in a more immediate and intertwined communication between journalists and their publics. The research analyzed Romanian online media for a week after the Brexit referendum in Great Britain as part of an international research performed by the European Journalism Observatory in 13 countries plus the United States of America.

Anamaria Neagu (neaguanamaria@yahoo.com) is a Romanian journalist and visiting lecturer at the Faculty of Journalism and Communication Sciences (University of Bucharest). She worked in print media (Gazeta Sporturilor) and TV (Realitatea TV, Prima TV, TVR) and finished her PHD with a thesis about emotions in the media. She is an editor of the Romanian European Journalism Observatory (EJO).

Identité 2.0.
L'importance des médias sociaux dans les organizations
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Il n'y a pas de définition officielle de ce qui est une organisation 2.0. Il est une étiquette mise aux organisations qui ont une culture d'innovation et ont une façon différente de comprendre le pouvoir. Ce sont des organisations innovantes où le pouvoir est distribué et où l'innovation est l'élément clé. Actuellement, le processus de numérisation est impératif pour toute entreprise et est pratiquement inimaginable de trouver une marque qui n'est pas en quelque sorte représenté par réseau, aujourd'hui. Par ce travail, j'ai l'intention de présenter les aspects théoriques liés à l'identité organisationnelle, identité de marque, web 2.0, organisations 2.0, Social Media, en illustrant certains cas représentatifs pour le monde des entreprises 2.0. Le but de cet article est de mettre en évidence les similitudes et les différences entre les deux entreprises roumaines: TELEKOM et RCS & RDS, en faisant une analyse comparative. Ce travail montre l'importance des médias sociaux dans l'élaboration de l'identité organisationnelle, basée sur un guide d'entretien. L'étude vise à répondre à la question: Comment les entreprises façonnent leur identité? J'utilise l'analyse du contenu, j'identifie les caractéristiques particulières de chaque entreprise par rapport à leur identité en mettant l'accent sur les aspects comparatifs, dans une grille d'analyse. En outre, sur la base du guide d'entrevue je réalise une analyse comparative SWOT pour aider à concevoir une vue d'ensemble des entreprises étudiées.

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e-Constructing a European Culture of Gender Equality on Facebook: The Cases of EIGE and the FEMM Committee

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Despite the broad disagreement on what it entails in practice, it is relatively common for EU institutions and EU Member States to consider 'gender equality' as a fundamental part of an overarching European identity (Verloo, 2007; Siim and Mokre, 2013). This paper aims to present a comparative case study analysis of how two different EU-related bodies, the European Institute for Gender Equality (EIGE) and the Committee on Women's Rights and Gender Equality of the European Parliament (FEMM Committee), participate in the discursive construction of 'gender equality' as a fundamental European value through their Facebook pages.

A small sample of Facebook posts from both accounts will be hand-coded to detect the most commonly circulated discursive formations and then closely scrutinized through discourse-centered online ethnography (Androutsopoulos, 2008). The two profiles are expected to be relatively homogenous in terms of what is posted and in the meaning of 'gender equality' therein constructed. A substantial part of the posts on both profiles are expected to have a self-promotional character, advertising on the initiatives undertaken by either of the two bodies. Another substantial share of the posts will have a pedagogical/informational character, representing thus a corpus of what these two EU bodies regard as 'knowledge' on gender equality. Finally, most of the posts are expected to aim at engaging in conversation about gender equality with the public. Despite this, however, public engagement with the two profiles is expected to be fairly limited.

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