S P A R T A
Research Center

e-COMMUNICATING OF EUROPE

BOOK OF ABSTRACTS

Bucharest, December 4-5, 2015

CONTENTS

E-citizens Debating Smart Europe

Tulia CĂȘVEAN, PhD Student
University of Bucharest, Romania
tulia.casvean@gmail.com

Mihaela PĂUN, PhD Lecturer
University of Bucharest, Romania
mihaelapaunn@gmail.com

During the recent past decades, a new technology and a new kind of media emerged as an alternative instrument to encourage the two-way communication channel between governments and their audiences: social media. The development of social media challenges the traditional instruments of government public relations, offers new possibilities to the citizen and transforms the public sphere into a virtual one.

Responding to the development of information and communication technology (ICT), the platform www.debatingeurope.eu was launched in September 2011 by the Brussels-based think tank Friends of Europe and *Europe's World*, the only Europe-wide policy journal, in partnership with the European Parliament, Microsoft and Gallup, "to encourage a genuine conversation between Europe's politicians and the citizens they serve – and that means taking YOUR questions, comments and ideas directly to policy makers for them to respond"[1].

Starting from their statement, we intend to provide an accurate and deep understanding of one of the six channels of this platform, namely "**Smarter Europe** — Europe's ability to compete in the global marketplace is one of the most crucial challenges of our time. 'Smarter Europe' places education and skills, job creation, completing the internal market, economic growth, industrial change, innovation and digital revolution at the forefront of its agenda"[2].

Our study will examine the most relevant frames and issues associated with "Smarter Europe", the most commented upon topics and their relevance in accordance with the political and social problems of the European Union. Based on the framing theory, our analysis will offer an overview of ideas and concerns of the e-citizens, with responses and feedback from experts and policies makers.

---

[1] http://www.debatingeurope.eu/about, accessed on 12.11.2015.
[2] http://www.friendsofeurope.org/policy-area/smarter-europe, accessed on 19.11.2015.

Tulia-Maria Căşvean is a Ph.D. candidate of the Doctoral School of Communication Sciences, at the Faculty of Journalism and Communication Studies, University of Bucharest. With over fifteen years of experience in communication and marketing, her main areas of interest in academia are popular culture and video games. She attended various international conferences and published papers and articles on video games genres, transmediality and their applicability in education and political communication (*Serious Games: Oxymoron or Opportunity to Increase the Interest towards Education and Learning?; An Introduction to Videogame Genre Theory. Understanding Videogame Genre Framework*).

Mihaela Păun has studied journalism and mass communication at the Faculty of Journalism and Mass Communication Studies (2003) and got her MA in Management of media institutions from the University of Bucharest (2005). She also attended the training programs "Project Management" and "Management of a public image", conducted by the National Institute of Administration, Romania.

Global and Regional Perspectives
in the *Debating Europe* Platform

Cristina COMAN, PhD Professor
University of Bucharest, Romania
cristinacoman2004@yahoo.com

Alexandra BARDAN, PhD Lecturer
University of Bucharest, Romania
sandra_bar@yahoo.com

The "Framing Theory" was developed by researchers such as Gamson & Modigliani (1989) and Entman (1993). This model was soon applied by many researchers, while the number of studies based on the "Framing Theory" has continuously grown. The main idea of this theory is that journalists, the public, PR specialists, or analysts may interpret and assign meanings to events within certain cultural frames. These are "organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world" (Reese, 2001:11). As for the model proposed by De Vreese (2005), two categories can be identified in discourses: *generic frames* (ones that appear in various contexts of communication and address several issues) and *issue specific frames* (ones that are relevant for a specific event).

The comments published on the "Debating Europe" platform approach socio-political phenomena and various events which are grouped into several major thematic fields (possible generic frames). Between 2011 and 2015, the debates on the GLOBAL channel are developing around a series of recurring themes. One of the most important seems the theme concerning the enlargement of the European Union or maintaining it within its current limits, along with discussions on the capacity of Balkan countries or Turkey to meet the European requirements. For the ASIA EUROPE debating strand one can note the following debate directions: the economic crisis and the effects of the crisis on the labor market in the European Union, along with the accelerated development of Asian countries with significant potential for growth, such as China and India, in specific sectors: research, technology and sustainable development.

Correlating the main topics debated on the GLOBAL and EUROPE-ASIA debating strands between 2011 and 2015 we estimate some recurring specific frames: the opening of Europe, the economic relations with Asia, and the education.

References

De Vreese, C.H. (2005): "News framing: Theory and typology." in *Information Design Journal Document Design*. 13(1), 51-62.

Entman, R. (1993): "Framing toward classification of a fractured paradigm." in *Journal of Communication*, 43(4), 51-58.

Gamson, W., & Modigliani, A. (1989): "Media discourse and public opinion on nuclear power: A constructionist approach." in *The American Journal of Sociology*, 95(1), 1-37.

Reese, S.D. (2001): "Prologue. Framing public life: A bridging model for media research." in Reese, S.D., Gandy Jr., O.H. & Grant, A.E. (Eds): *Framing public life.* (7-31). New York: Routledge.

www.debatingeurope.eu

Cristina Coman is a professor at the Faculty of Journalism and Communication Studies, University of Bucharest, where she teaches public relations. She published several books (*Relaţii publice: tehnici de comunicare cu presa/Public relations: communication techniques with the press* (1999); *Relaţiile publice şi mass media/ Public relations and mass media* (2007, 2004); *Relaţiile publice: modele teoretice şi studii de caz/ Public relations: theoretical methods and study cases* (2009); *Comunicarea de criză/ Crisis communication* (2009)) and numerous articles in national and international journals. She has delivered training courses for the Ministry of Foreign Affairs, the Foundation for an Open Society. She is a founding member of the Romanian Association of PR Professionals and an international member of the Association for Education in Journalism and Mass Communication (SUA).

Alexandra Bardan 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 working also as a freelance graphic designer. Her research interests cover Visual Communication, Cultural Industries, Social History and Everyday Life in Communist Romania.

EU (Online) Public Sphere – Reality or Utopia?

Mihai COMAN, PhD Professor
University of Bucharest, Romania
mcoman53@yahoo.com

The literature addressing specifically the issue of an online European public sphere is increasing each year by new case studies and theoretical approaches. All scholars argue for the existence of multiple publics, therefore multiple public spheres, the existent varying public spheres depending on their scale and content. These public spheres are moving from face-to-face interaction between individuals (acting together or conversing in real time) to symbolic, or mediated public spheres, some facilitated by the "classical" or new mass media, others organizing themselves around social media outlets.

But one can ask if these online public spheres are fulfilling the main characteristic of a canonical public sphere, or if they are only arena for the expression of emotion and private interests, views, experiences. So, one can ask if these public spheres are characterized by exchanges and critiques of reasoned moral-practical validity claims, reflexivity, ideal role taking, sincerity, discursive inclusion; or if in spite of the rational-critical debate, we will find emotional flows, in spite of reflexivity, spontaneous reactions, in spite of reciprocity and empathy, just monologues and egocentrism, in spite of discursive inclusion and equality discrimination, stereotypes and even hate speech.

Mihai Coman is the Director of the Doctoral School in Communication at the University of Bucharest. He was the first Dean of the College of Journalism and Mass Communication Studies at the University of Bucharest, being considered the founder of journalism and communication education in Romania. In 2009 he was granted the *Order of Cultural Merit*, Romania's highest civilian award, for his contribution to the development of journalism and communication education in Romania. In 2003, as a synthesis of his effort to understand mass media through anthropological frames, he published with Presses Universitaires de Grenoble *Pour une anthropologie des medias*, and in 2005 he co-edited (with Eric Rothenbuhler) the pathbreaking reader *Media Anthropology* at Sage Publ. He also published 8 books in anthropology and several volumes on journalism, including *Media in Romania (A Sourcebook)*, Berlin, Vistas Verlang, 2004, and *Mass Media and Journalism in Romania* (with Peter Gross), Vistas, Berlin, 2006. He was visiting professor in Canada, France, Germany and USA and he published his studies in *Celebrity Studies, Communication Yearbook, Ethnographie francaise, ESSACHES, Journalism Studies, Reseaux, Trends in Communication* etc.

New Media and New Advertising
in the New Integral European Reality

Vasile HODOROGEA, PhD
University of Bucharest, Romania
vasile.hodorogea@gmail.com

We witness impressive technological advancements increasing the consumers' need for more innovative ways to advertise. In spite of an economic crisis started in 2009 and the yearly diminishing of the communication budgets of the brands, European companies still have to find a way to adapt to new vehicles and platforms, such as mobile applications and dynamic digital platforms (responsive websites, social-media). After investigating the new integral reality[3] in which the brands evolve, focusing on the digitalization trend that implies new types of content and content consumption, new types of exposure and new "planes of expression", the paper examines the semiotic discharge of the commercial discourses of a series of brands (that have adopted the new conversational paradigm), across European borders, using content and semiotic analyses as well as a normative-inductive taxonomy of the (culturally pre-determined) required actions of the consumers involved in the dialogue with the brands.

Vasile Hodorogea is PhD of the Faculty of Journalism and Communication Studies of the University of Bucharest with researches on intersemiotic translations that try to discover the coherence of meaning in the advertising discourses. He is also an associate lecturer at the Faculty of Letters within the same university. His main areas of interest and practice are advertising and digital communication.

---

[3] Baudrillard, J. (2005): "Violence of the Virtual and Integral Reality" in: Dr. Marilyn Lambert-Drache (Translator), *International Journal of Baudrillard Studies,* Volume 2, Number 2, July 2005, (English).

Défis et tendances actuelles dans la communication de l'innovation sociale

Luminița IOSIF, chargé d'enseignement
Université Danubius de Galati, Roumanie
iosif.luminita@univ-danubius.ro

L'innovation sociale est aujourd'hui le ferment de la transition socio-économique; ainsi, est-elle développée dans tous les secteurs et par tous les acteurs, même si le processus et les démarches en sont différents. En fait, on parle d'innovation sociale dans le domaine de la santé (Tomescu, 2009), de l'enseignement (Neagu, Mitulescu, 2009), de l'assistance sociale, mais ces recherches restent pour beaucoup méconnues.

Dans sa politique de cohésion et de développement social, l'Union Européenne a mis en place la plateforme SIE (Social Innovation Europe), la plus grande communauté d'innovation sociale en Europe. En ce sens, SIE montre qui fait quoi, à travers l'Europe, de quelle façon et pour quelle raison, en créant une Europe interconnectée – un réseau de réseaux.

Dans cette communication, je me propose de présenter les principaux responsables politiques, donneurs et fondations, organisations du secteur privé et entreprises sociales, ONG et organisations de services sociaux qui y sont impliqués et surtout la relation entre les groupes de réflexion, les centres d'innovation sociale et les praticiens.

Luminita Iosif est chargé d'enseignement à l'Université Danubius de Galati depuis 2010. Elle est rattachée au département de Communication et Sciences Politiques. Après l'obtention d'une maîtrise en sociologie (2009), elle compléta un doctorat en sociologie à l'Université „Alexandru Ioan Cuza" en 2013, avec la thèse intitulée «Frontières sociales dans l'espace urbain. Étude comparative de deux quartiers périphériques de Galaţi et Brăila». En 2012, elle a réalisé un stage de recherche à l'Université Paris 1 Panthéon Sorbonne, coordonné par Maitre de conférences Yasmine Siblot. À son actif, elle a près vingt-cinq articles en tant qu'auteur et coauteur et près de vingt conférences nationales et internationales. Elle a dirigé d'étudiants au mémoire, a participé à plusieurs comités éditoriaux de revues savantes et a siégé sur plusieurs comités d'évaluation.

"Unity In Diversity" as a Cultural Construct in the Online Debates on the European Union

Mirela LAZĂR, PhD Professor
University of Bucharest, Romania
miralazar05@yahoo.com

Raluca VIDRAȘCU, PhD Student
University of Bucharest, Romania
ralu.munteanu@gmail.com

This study investigates how representations of the EU diversity as an interconnected amalgam of values, historical references, cultural and religious heritage are discursively constructed through socially and historically situated modes of seeing and of being.

We selected the research corpus from the "Debating Europe" platform, focusing on the themed sets of posts "Quality" and "Greener". We performed a discourse analysis underlain by essential semantic categories derived from modal logic and the analytic framework of Fairclough (2003) and Wodak and Weiss (2004). The analytic categories that we propose spring from the context-dependent negotiation of meanings and ideologies assumed in the discursive interaction.

References

Fairclough N. (2003): *Analysing Discourse: Textual Analysis for Social Research*. London: Routledge.

Wodak, R. & Weiss, G. (2004): "Visions, ideologies and utopias in the discursive construction of European identities: organising, representing and legitimising Europe" in: *Communicating ideologies: multidisciplinary perspectives on language, discourse and social practice*. Peter Lang, Frankfurt am Main, pp. 225-252.

Mirela Lazăr currently works as a Professor at the Faculty of Journalism and Communication Studies of the University of Bucharest. 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 București, 2005), *Neo-Television and the Journalism Show* (Polirom, 2008), she 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).

Raluca Vidraşcu is a PhD student at the Faculty of Journalism and Communication Studies, University of Bucharest. The doctoral research focuses on the engagement of communities in the online communication and her MA studies focused on the advertising communication on social media.

Mapping the Future on the *Debating Europe* Platform

Mădălina MANOLACHE, PhD
Europe Direct Relay Bacău
University of Bucharest, Romania
manolachemadalina1982@gmail.com

Camelia CMECIU, PhD Associate Professor
University of Bucharest, Romania
camelia.cmeciu@fjsc.ro

Online debating platforms, together with blogs and wikis are considered "valuable tools for the creation and maintenance of a critical public sphere" (Barton, 2005[4]), especially if we represent the digital *cloud* through its "inherently democratic and decentralized architecture". In the case of the *Debating Europe* platform, each title of a debate triggers responses and/or comments which might convert into actions or reactions in offline contexts. In our study we will provide an insight into the debating strand *Future* on the *Debating Europe* platform. The content analysis of the 304 debates will take into account the following categories: distribution of debates across time, the EU citizens' degree of involvement through comments, and the degree of co-occurrence between transversal debates. The evolution or involution of these categories will be studied in close connection to two important issues that are recurrent on the *Future* debate strand: political communication (LIVEBLOG) and education (Debating Europe Schools).

Mădălina Manolache works as a Communication Consultant at Europe Direct Bacău Information Centre and as a postdoctoral researcher at the University of Bucharest. She has been working in the field of European communication for over seven years and holds a

---

[4] Barton, M. D. (2005): "The future of rational-critical debate in online public spheres." in *Computers and Composition*, *22*(2), 177–190.

Doctorate in Marketing, from "Transilvania" University of Brașov, Romania. Her research interests cover topics such as: conceptual mapping, social media, Integrated Marketing Communication, soft power, the EU and the citizen-consumer behaviour, visual analysis. She published articles on conceptual mapping of policies within the European Union public space and on communication instruments used within the public sphere of EU for topics like: equality, justice, rights, gender pay gap and governance.

Camelia Cmeciu is a PhD associate professor at the Faculty of Journalism and Communication Studies, University of Bucharest, Romania. She is one of the editors-in-chief of *Styles of Communication.* Her research interests cover organizational and political communication, European discourse and semiotics. She is the author of *Strategii persuasive în discursul politic (Persuasive Strategies in Political Discourse)* and *Semiotici textuale* (*Textual Semiotics*). Her work on political discourse, social semiotics and organizational discourse appears in academic journals like *Semiotica*, *Public Relations Review*, *Communication & Society*, or *Styles of Communication.*

(With and about) European Union I(nternet)-Communication

Mădălina MANOLACHE, PhD
Europe Direct Relay Bacău
University of Bucharest, Romania
manolachemadalina1982@gmail.com

Mihaela PĂUN, PhD Lecturer
University of Bucharest, Romania
mihaelapaunn@gmail.com

Before the Internet, the media representation of a company, institution or group meant visibility and news, thus the successful implementation of any activity, decision or policy depended on them. What was to become an essential divide between *offline* and *online,* was reflected in the beginning by a handful of communication platforms, such as radio, television and the World Wide Web in its developing phase, for the electronic side of the communicative sphere and newspapers and magazines, for the offline media. After the Internet, in the era of the *digital cloud* (Briscoe & Marinos, 2009), of digitalization domination and social media life, visibility is crafted from the power of on-line integrated marketing communications, digital and interactive media, and widespread Internet availability.

In the context of the European (digitalized) *global village* (McLuhan, 1964), all public institutions, especially the European Union's agencies, directorates and units need to enhance their online visibility through a complex array of communication platforms – be they websites, webcast portals, social media pages or any other type of virtual

platforms – , thus converting the offline motto "United in diversity" in a virtual unity in diversity.

At this stage in our research, our objectives present a twofold approach: taking into account that *The Commission's web presence is undergoing a massive digital transformation programme which aims at putting users' needs first* (European Commission, 2013) we shall first examine the websites and the virtual platforms of the European Union's institutions, by identifying the purpose and outlining the content; secondly, from the point of view of user-interaction vs. user-participation (Lopez-Gonzalez, 2014), we shall diachronically outline the social media platforms used by the EU institutions.

References

Briscoe, G., & Marinos, A. (2009): "Digital Ecosystems in the Clouds: Towards Community Cloud Computing" in *arXiv - Cornell University Library*.
Retrieved from http://arxiv.org/pdf/0903.0694.pdf
European Commission - Web rationalisation working group (2013): "Principles of online communication".
Retrieved from http://ec.europa.eu/ipg/basics/web_rationalisation/principles_en.htm
Lopez-Gonzalez, H. (2014): "Community building in the digital age: Dynamics of online sports discussion." in *Communication and Society*, *27*(3).
Retrieved from http://www.unav.es/fcom/communication-society/es/articulo.php?art_id=502
McLuhan, M. & Lapham, L. (2013): *Understanding the Media: The Extensions of Man*, Berkeley: GingkoPress.

Mădălina Manolache works as a Communication Consultant at Europe Direct Bacău Information Centre and as a postdoctoral researcher at the University of Bucharest. She has been working in the field of European communication for over seven years and holds a Doctorate in Marketing, from "Transilvania" University of Braşov, Romania. Her research interests cover topics such as: conceptual mapping, social media, Integrated Marketing Communication, soft power, the EU and the citizen-consumer behaviour, visual analysis. She published articles on conceptual mapping of policies within the European Union public space and on communication instruments used within the public sphere of EU for topics like: equality, justice, rights, gender pay gap and governance.

Mihaela Păun has studied journalism and mass communication at the Faculty of Journalism and Mass Communication Studies (2003) and got her MA in Management of media institutions from the University of Bucharest (2005). She also attended the training programs "Project Management" and "Management of a public image", conducted by the National Institute of Administration, Romania.

EU Current Affairs Mirrored
by *Radio Romania Actualitati* Website

Antonia MATEI, PhD Lecturer
University of Bucharest, Romania
antonia.matei@fjsc.ro

After the Treaty of Maastricht, the European Union has gained many state-like features, but these were certainly not enough to create a European public sphere. Previous studies have proved that media is still national-oriented, so the purpose of this study is to discover if this is still true or not in the case of the news published online by the national radio station, *Radio Romania Actualitati*, one of the most important names in the Romanian media market. The study analyzes all the information about the European Union, EU institutions or EU officials presented on www.romania-actualitati.ro during a month.

The research has also a qualitative component which aims at determining whether there is a low or high interest in the EU events or problems. Although this study is not representative for the entire Romanian media as a whole, we consider it important to study the image that *Radio Romania Actualitati* presents about EU through its website.

Some of the indicators analyzed are: the space dedicated to European information, the journalistic genres used, the connotations of the messages on the EU and its member states (positive, negative or neutral) and news thematic fields.

Antonia Matei 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*.

Local Identity as a Successful Way of Promoting a European Food Retailer on the Romanian Market

Mădălina MORARU (BUGA), PhD Associate Professor
University of Bucharest, Romania
madalina.moraru@fjsc.ro

This paper aims to present the way a European food retailer, Delhaize Group, came closer to the Romanian target by delivering a campaign entitled "Romanian flavors" mostly in online and in Mega Image stores. Mega Image is the Romanian supermarket chain of this Belgian retailer operating in the most important cities. The campaign in question was launched in April 2015 and consists in promoting local products under the brand "Romanian flavors", well-known on the market ever since 2009. Even if the retailer particularly commercializes Delhalze products, this campaign was meant to create a traditional atmosphere, gain customers' trust and make a difference between global and local market.

Consequently, this paper investigates the local identity as it was developed by the online campaigns between 9th of April and 26th of August 2015. The content analysis was considered the proper research method, applied on the messages posted on Mega Image Facebook. The main issues under discussion in this research concentrate on: rendering local identity, promoting Romanian lifestyles (rituals, recipes, eating habits), developing a relationship with the consumer, and, last but not least, highlighting the new entry brand "Romanian flavors". My main hypothesis refers to the fact that global brands seek to create an insight that establishes a familiarity with local consumers. Selling food represents a high responsibility and people need to feel safe in a homey environment.

In conclusion, this campaign involves an entire localization process by means of the former brand "Romanian flavors" whose image describes the current domestic market.

Mădălina Moraru (Buga) is a Ph.D associate professor at the Faculty of Journalism and Communication Studies and researcher at the University of Bucharest, Romania. Her teaching area focuses on advertising and her main interests are the anthropological and narrative approaches on national and international advertising. As a member of the Research Committee of the European Institute for Commercials Communication Education (branch of European Associations of Communications Agencies - EACA), European Communication Research and Education Association (ECREA) and ESA (European Sociological Association), she aims to be active and stay in touch with cutting-edge research worldwide. During her activity, she authored many chapters, over 20 research articles, as well as two books entitled *Myth and Advertising* (Bucharest, Nemira Publishing House, 2009) and *Advertising Stories. From Inspiration to Strategy* (Bucharest, Tritonic Publishing House, 2015).

Characteristics of Shipbuilding Texts' Translations Published in the European Commission's Journals

Anca TRIȘCĂ (IONESCU), PhD Student
"Dunărea de Jos" University of Galați, Romania
anca.ionescu25@yahoo.com

The present paper aims at identifying the most common characteristics (morphological, pragmatic, and lexical) encountered in shipbuilding documents translated from English into Romanian and published by the European Commission. The wide usage of these texts as well as their character, i.e. norms, rules and regulations for all ships that are built in Europe or navigate in European waters, determined the present study.

How various language levels are rendered into Romanian targeted for the Romanian reader (naval architects, engineers, project managers, naval architecture teachers and other specialists working in the shipbuilding field) could reveal a pattern followed by the Romanian translators working for the European Community. Besides, it might become useful for translators interested in working for the European Commission specializing themselves in naval architecture/shipbuilding translations. The data collected and analyzed in this paper can be used to predict a pattern followed by Romanian naval architecture translators when dealing with English shipbuilding texts.

Anca Trișcă (Ionescu) is a PhD student at the Department of English Language and Literature, the Faculty of Letters, "Dunărea de Jos" University of Galați. Romania. Her research interests are in the field of Applied Linguistics (Translation Studies – Naval Architecture Language in Translation). She teaches English courses at the following faculties: Food Industry, Law, Public Administration, Naval Architecture and Pharmacy. She taught seminars in Syntax and Semantics at the Faculty of Letters.

E-communicating the European Energy Market Liberalization. New Steps towards a Better Understanding and Implementation of European Policies

Andrada VĂSII*, PhD Student

National School of Political Studies and Public Administration Romania

andrada.vasii@yahoo.com

In this paper, I intend to quantify the impact of the e-communication activities exercised in the field of the European energy market liberalization. Given the fact that the liberalization policy plays a substantial role at both macro level (for the industrial consumers) and micro level (for the citizens), the European Commission has developed coherent and apprising tools in order to better educate the citizens. Although the online communities can be regarded as a new form of public sphere, they tend to differ from the traditional description stated by Jurgen Habermas, and in my opinion this represents a big challenge when trying to propagate a homogeneous message. By using the multi-criteria approach, I will be able to determine to what extent the European Commission can promote customized messages without limiting supranational directives and objectives. Moreover, this paper will establish the importance of using online communication tools – such as, briefs for meetings – in order to maintain the public up to date.

In terms of methodology, the following research is carried out using the investigation scheme in strategic sectors, such as: theorizing the e-communication framework used by the European Commission, using a multi-criteria approach in order to quantify the national impact of the communication activities (especially the way in which Romania has understood and implemented the European directives), and analyzing specific obstacles as well as communication barriers that may have led to an improper policy decoding.

Andrada Văsii - PhD candidate at the National School of Political Studies and Public Administration. She has a three years' experience as a trainer of Project Management and training methods for adults.

On *Grapinizing* -
Content Analysis of a Facebook Page Used by a MEP

Valentin VÎLCU, PhD Lecturer
University of Bucharest, Romania
valentin.vilcu@fjsc.ro

The paper analyzes, qualitatively and quantitatively, the Facebook communications from an ordinary period of time, comparing them with postings related to a dramatic event with greater emotional impact (the "Colectiv" Club tragedy), using the theory of media framing, and general recommendations for communicating in social media. The paper identifies the errors Maria Grapini, a Romanian member of the European Parliament, has made in the process of designing and writing the posts. These errors lead to a weak performance of her FB page and to a visible un-fulfillment of political objectives.

The work can be useful in capturing a moment in the evolution of new media - politician relationship and provide useful recommendations for stakeholders' communication via social networks, like Facebook.

Valentin Vîlcu - Lecturer, University of Bucharest, FJSC. Columnist, DCNews.ro. Hundreds of articles (editorials, news, interviews) in daily, weekly and monthly newspapers and magazines, participating in hundreds of radio and television debates on social matters, public politics and system reform issues. President of the Journalists Association of Medical Field (AJDM). Member of the Journalism and Communication Trainers Association, AFCOM.

Old Classics in Aid of Justifying Linguistic Phenomena on Online Discussion Fora

Szymon WACH, PhD Lecturer
Opole University of Technology, Opole, Poland &
Polish Academy of Sciences, Wrocław, Poland
szymonwach1@gmail.com

The purpose of this paper is to discuss the possibility of applying selected traditional concepts, such as the ones developed in cognitive anthropology and ethnography of communication to account for the phenomena specific for development of communication on online discussion fora, in particular in online discussions on multi-player role-playing games. The study is based on three popular game fora, including Tibia, World of Warcraft and League of Legends. During the analysis, I found that the existing approaches to describe them are unsuitable for explaining the characteristics of the discourse specific for online speech communities. Many of the ways to gain linguistic and sociological insight into the area of online fora either deal with the idea of how the sense of community is developed on online fora or focus on the linguistic novelties in this type of discourse, such as the use of acronyms, abbreviations, leetspeek, etc. Although such presentations offer interesting insights into the relations between users as well as their history and language change on online fora, there is very little interpretation of the facts noted in the presentations.

Some of the interpretations that I would like to discuss include the application of ideas put forward by cognitive anthropologists, such as semantic fields, classifications, taxonomies and paradigms (Frake, Tyler, Goodenough, Conklin, 1969) to describe the developments on such fora. Such ways of classifying phenomena can help with understanding how people organize and stratify their language according to their needs. The ideas presented in the ethnography of communication indicate the need to identify the patterns of language and subsequent discussions of the patterns in combination with the function that they play (Hymes, 1964). In addition, it is stressed that the discussion should relate to the ideas of codes used in specific domains (Saville-Troike ([1982] 2003). Finally, the old concept of an antilanguage (Halliday, 1976) offers an idea of a realm created and maintained by an antisociety, whose behavior is intended to demonstrate an opposition to the existing structure and standard. This idea was found to be most useful in interpretation of the developments in the language and structure online.

References

Crystal, D. (2010): *A Little Book of Language*. London: Yale.

Gumperz, D. & Hymes, H. (Eds.) (1964): "The Ethnography of Communication." in *American Anthropologist*, Vol. 66, No. 6, Part 2; 1-34.

Halliday, M. (1976): "Anti-languages" in *American Anthropologist*, Vol. 78, No. 3, 570–587.

Hymes, D. H. (1964): "Introduction: toward ethnographies of communication" in Saville-Troike, M. ([1982] 2003): *Ethnography of Communication*. Malden, MA; Oxford, UK: Blackwell Publishing.

Tyler, S. A. (Ed.) (1969): *Cognitive Anthropology*. New York: Holt, Rinehart, and Winston.

Szymon Wach - graduate of English Philology, Opole University; 1996; Ph.D from Wrocław University, 2012. Currently working as a lecturer, Opole University of Technology, and Secretary of Committee for Philology, Polish Academy of Sciences, Wrocław Branch, Poland. Research subjects: anthropological linguistics, ethnography of communication, contact linguistics, translation studies. 20 years of practice as a translator (12 books and 500 +papers in engineering, law).

"Made in Germany" Brand Affected by the "Dieselgate" Scandal

Alicia-Georgiana ZALUPCA, PhD student

National School of Political and Administrative Studies

Romania

aliciazalupca@yahoo.com

This article explores the relationship between the "Volkswagen Dieselgate" scandal and the German brand "Made in Germany", defines the German identity degree of Europeanization in the economic policy area, describes the content of EU-based economic policy measures against the company and explains why the actions of the main actor have impacted the trust of EU members in the strength of German economy based on a quantitative and qualitative research analysis of the most important Romanian online media. After the 18th of September 2015, when the "Dieselgate" scandal had burst out, another scandal had affected the image of the entire German Volkswagen group. This scandal is related to the pollution of the climate through the CO_2 footprints. The goal of Volkswagen is to return to the top of the automotive industry using five paradigm changes:

1. Repairing the cars which had been involved in the "Dieselgate" scandal;
2. Publishing correct further information related to this sensitive topic;
3. Repositioning of the brands on the market place through new advertising campaigns;

4. Reshaping the employees' attitude in order to be more creative and open to communicate;
5. Prioritizing the trust in quality instead of quantity.

The "Dieselgate" scandal has changed the German economic policy approach, leading many Europeans to reconsider their trust in the automotive industry. In the new European economic context, the rebranding of "Made in Germany" is highly imperative due to severe competition in the auto industry hence the image has to be rebuilt and repositioned accordingly in order to achieve big sales again.

References

Brand. apud http://www.businessdictionary.com/definition/brand.html [accessed on 25th of October 2015]

Brand awareness. apud http://www.investopedia.com/terms/b/brandawareness.asp?optm=sa_v2 [accessed on 25th of October 2015]

Brand equity. apud http://www.investopedia.com/terms/b/brandequity.asp?optm=sa_v2 [accessed on 25th of October 2015]

Brand loyality. apud http://www.investopedia.com/terms/b/brand-loyalty.asp?optm=sa_v2 [accessed on 25th of October 2015]

Cult brand. apud http://www.investopedia.com/terms/c/cult-brand.asp?optm=sa_v2 [accessed on 25th of October 2015]

Germany, closely united around Volkswagen (Reuters). apud http://www.agerpres.ro/economie/2015/10/15/germania-strans-unita-in-jurul-volkswagen-reuters--16-10-43 [accessed on 15th of October 2015]

How VW scandal propagated in Romania - Monitoring Analysis Mediafax. apud http://www.promotor.ro/masini-noi/news/cum-s-a-propagat-scandalul-vw-in-romania-analiza-mediafax-monitorizare-14818482 [accessed on 25th of October 2015]

Label. apud http://www.thefreedictionary.com/label [accessed on 25th of October 2015]

Made in Germany. Das Portal für Wirtschaft, Export und Technik. *„Made in Germany""- Historie einer Herkunftsbezeichnung apud* http://www.made-in-germany.biz/index.php?id=104&L=0 [accessed on 11th of October 2015]

Market p o s i t i o n i n g . A p u d h t t p : / / w w w . b u s i n e s s d i c t i o n a r y . c o m / d e f i n i t i o n / m a r k e t - positioning.html#ixzz3pZIKwpp1 [accessed on 25th of October 2015]

Radaelli, C. M. (2000): "Whither Europeanization? Concept stretching and substansive change." in *European Integration online Papers,* Vol. 4, Nr. 8., p.3 *apud* http://eiop.or.at/eiop/texte/2000-008a.htm [accessed on 11th of October 2015]

Toyota has maintained its leading position worldwide in the first quarter even though sales declined by 2.5%. apud http://www.mediafax.ro/economic/toyota-a-pastrat-pozitia-de-lider-mondial-in-primul-trimestru-chiardaca-vanzarile-au-scazut-cu-2-5-14145945 [accessed on 25th of October 2015]

Ulrich, K. & Kühnel, A.: *Made in Germany la 125 de ani. apud* http://www.dw.com/ro/made-ingermany-la-125-de-ani/a-16188669 [accessed on 25th of October 2015]

Volkswagen loses the first place in the top of the biggest automotive companies in the world. apud http://www.oradestiri.ro/volkswagen-pierde-primul-loc-in-topul-celor-mai-mari-constructori-auto-dinlume#. VjTmM252Es2 [accessed on 31st of October 2015])

Alicia-Georgiana ZALUPCA - PhD student at the National School of Politics and Administrative Studies - Faculty of Communication and Public Relations. A BA degree in social communication and politics marketing and a master degree in management and human resources at the same university. I had a six months Socrates Erasmus scholarship at Technische Universität Ilmenau. I had been previously working for Oracle, IBM and Tech Data GmbH in Germany in Marketing and Sales, and I am now Service Delivery Team lead at Accenture. My PhD paper is related to Germany's position and role in the European Union, and the political approach of Euroscepticism. My research is based on findings related to the growth of Germany and how its leading position in Europe is dominant. The Euroscepticism in Germany and how the AfD political party is growing in elections and the way it is viewed in the German online media are also taken into consideration.

Contact details:

Email: camelia.cmeciu@fjsc.ro

Phone: (+40)722.39.85.42

Address: Faculty of Journalism and Communication Studies, 1-3 Iuliu Maniu Bld., Complex "Leu", 6th floor, Sector 6, Bucharest, Romania