



University of Bucharest  
Faculty of Journalism and Communication  
Studies

SPARTA Research Center



**Call for papers**

**e-COMMUNICATING OF EUROPE**

**Bucharest, December 4-5, 2015**

**Workshop**

Europe's unique cultural identity is  
“a reversible fabric, one side variegated (...)  
the other a single colour rich and deep.”  
(Alberto Moravia)

“(...) we can speak of a European public sphere,  
if and when people speak about the same issues  
at the same time using the same criteria  
of relevance and are mutually aware  
of each other’s viewpoints.”  
(Thomas Risse)

Bd. Iuliu Maniu 1-3, sector 6, Bucharest, CP 16170, ROMANIA

Tel/Fax. (40)021 / 318.15.55; 0724.390.038

Web: [www.fjsc.ro](http://www.fjsc.ro)



**University of Bucharest**  
**Faculty of Journalism and Communication**  
**Studies**



**SPARTA Research Center**

The democratic, symbolic and communication deficits related to the European Union are pervasive both in the scientific literature and in the official documents issued by EU institutions. Throughout the years, attempts have been made to bridge the gap between EU organizations and European citizens: the European Capital of Culture, the European Years, or EU's online platforms. The main aims of these attempts have been to adopt a 'bottom-up' strategy of communication where subsidiarity and decentralization prevail (Pütz, 2002). This approach has focused on listening to, communicating and connecting with citizens by "going local".

The European Union has adapted to the new social formations that have been greatly influenced by the evolution of mass-media and the internet-based technologies (Castells, 1996) which have held "the promise of reviving the public sphere" (Papacharissi, 2002) by shaping "a network society". This new form of social formation has "an infrastructure of social and media networks enabling its prime mode of organization at all levels (individual, group/organizational and societal)" (van Dijk, 2006). Nowadays online subsidiarity through which the European citizen is empowered, has become more salient within the context of digitalization and it allows the development of a new form of European citizenship.

This international workshop aims to bring together researchers presenting a broad variety of approaches to the ways in which European countries and EU institutions have (or have not) succeeded in promoting themselves online, in initiating and/or maintaining an online dialogue with European citizens.

This workshop is the perfect opportunity for young researchers and PhD students to share their scientific work in an interdisciplinary context and to take part in debates over the advantages and disadvantages of e-communicating.

Bd. Iuliu Maniu 1-3, sector 6, Bucharest, CP 16170, ROMANIA

Tel/Fax. (40)021 / 318.15.55; 0724.390.038

Web: [www.fjsc.ro](http://www.fjsc.ro)



**University of Bucharest**  
**Faculty of Journalism and Communication**  
**Studies**

**SPARTA Research Center**



## **Thematic scope of the workshop**

- EU - new media and social media;
- e-communication of European policies;
- Member States' online communication;
- European countries' online communication;
- the construction of the European Parliament Members' online (self)representation;
- online communication tools and strategies of EU citizens' empowerment;
- EU platforms as communicative spaces;
- online European elections;
- EU (online) public sphere – reality or utopia?
- etc.

## **Important Dates**

Closing date for submission of abstracts: **15 November 2015**

Notification of abstract acceptance: **20 November 2015**

## **Registration**

**No participation fee**

This workshop is supported by a grant of the Romanian National Authority for Scientific Research and Innovation, CNCS-UEFISCDI, project number PN-II-RU-TE-2014-4-0599.

## **Submission of proposals**

Please send a 250 word abstract (in English/ French) with a short bio for a 15-minute paper (max. 15 minutes of presentation and 10 minutes for discussion) at [camelia.cmeciu@fjsc.ro](mailto:camelia.cmeciu@fjsc.ro)

Paper proposals should also include the following elements: title of the paper, author(s) name, author(s) institution affiliation, address and e-mail contact.

Bd. Iuliu Maniu 1-3, sector 6, Bucharest, CP 16170, ROMANIA

Tel/Fax. (40)021 / 318.15.55; 0724.390.038

Web: [www.fjsc.ro](http://www.fjsc.ro)



# University of Bucharest

## Faculty of Journalism and Communication Studies

SPARTA Research Center



### Publication of papers

Please send your paper to [camelia.cmeciu@fjsc.ro](mailto:camelia.cmeciu@fjsc.ro) by **February 1, 2016**. After the blind review process, the papers will be published in the workshop proceedings.

### Languages of the conference

English and French

### Scientific committee

Prof. Cristina Coman (University of Bucharest, Romania - UB, RO), Prof. Piotr P. Chruszczewski (University of Wrocław, Poland), Prof. Mirela Lazăr (UB, RO), Assoc. Prof. Cristina Bădulescu (University of Poitiers, France), Assoc. Prof. Camelia Cmeciu (UB, RO), Assoc. Prof. Fathallah Daghami (University of Poitiers, France), Assoc. Prof. Tomaž Deželan (University of Ljubljana, Slovenia), Lecturer Alexandra Bardan (UB, RO), Lecturer Mihaela Păun (UB, RO), PhD Carmen Aguilera-Carnerero (University of Granada, Spain).

### Organizing committee

Tulia-Maria Cășvean (UB), Mădălina Manolache (Europe Direct Relay Bacău), Andreea Meșteru (UB), Raluca-Andreea Munteanu (UB).

This workshop is jointly organized by the Faculty of Journalism and Communication Studies and the Doctoral School in Communication Sciences.

### Conference Venue

Faculty of Journalism and Communication Studies, 1-3 Iuliu Maniu Bld., Complex „Leu”, 6<sup>th</sup> floor, Bucharest, Romania.

Bd. Iuliu Maniu 1-3, sector 6, Bucharest, CP 16170, ROMANIA

Tel/Fax. (40)021 / 318.15.55; 0724.390.038

Web: [www.fjsc.ro](http://www.fjsc.ro)



**University of Bucharest**  
**Faculty of Journalism and Communication**  
**Studies**

**SPARTA Research Center**



## **Accommodation**

Student Hostel Academica, Hotel Sir Lujerului, or Hotel Siqua.

## **Contact details**

**email:** [camelia.cmeciu@fjsc.ro](mailto:camelia.cmeciu@fjsc.ro)

Bd. Iuliu Maniu 1-3, sector 6, Bucharest, CP 16170, ROMANIA

Tel/Fax. (40)021 / 318.15.55; 0724.390.038

Web: [www.fjsc.ro](http://www.fjsc.ro)