



SPARTA  
Research Center

# **e-COMMUNICATING OF EUROPE**

# **PROGRAM**

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



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**Conference Venue:** Faculty of Journalism and Communication Studies, 1-3 Iuliu Maniu Bld., Complex “Leu”, 6<sup>th</sup> floor, Bucharest.

## FRIDAY - 4<sup>th</sup> December

9.30-10.00	<b>Registration (room 609)</b>
10.00-10.15	<b>Opening (room 614)</b>
10.15-11.00	<b>Mihai COMAN</b> EU (Online) Public Sphere – Reality or Utopia?
11.00-11.30	<b>Coffee break (room 609)</b>
11.30-13.30	<b>PANEL I (room 614)</b> ➤ <i>e-communicating EU policies &amp; issues</i> <b>Antonia MATEI</b> EU Current Affairs Mirrored by <i>Radio Romania Actualitati</i> Website <b>Andrada VĂSII</b> E-communicating the European Energy Market Liberalization. New Steps towards a Better Understanding and Implementation of European Policies <b>Luminița IOSIF</b> Défis et tendances actuelles dans la communication de l'innovation sociale



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	<p>➤ <b>e-communication - linguistic approaches</b></p> <p><b>Szymon WACH</b> Old Classics in Aid of Justifying Linguistic Phenomena on Online Discussion Fora</p> <p><b>Anca TRIȘCĂ (IONESCU)</b> Characteristics of Shipbuilding Texts' Translations Published in the European Commission's Journals</p>
13.30-14.30	<p><b>Lunch &amp; coffee (room 609)</b></p>
14.30-16.30	<p><b>PANEL II (room 614)</b></p> <p>➤ <b>online advertising - European companies</b></p> <p><b>Mădălina MORARU (BUGA)</b> Local Identity as a Successful Way of Promoting a European Food Retailer on the Romanian Market</p> <p><b>Vasile HODOROGEA</b> New Media and New Advertising in the New Integral European Reality</p> <p>➤ <b>e-communication and crisis management</b></p> <p><b>Valentin VÎLCU</b> On <i>Grabinizing</i> - Content Analysis of a Facebook Page Used by a MEP</p> <p><b>Alicia-Georgiana ZALUPCA</b> “Made in Germany” Brand Affected by the “Dieselgate” Scandal</p>



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**SATURDAY - 5<sup>th</sup> December**

**10.00-12.00**

**PANEL III**  
**(room 614)**

➤ ***EU platforms - communicational spaces***

**Mădălina MANOLACHE & Mihaela PĂUN**  
I(nternet)-Communication (with and about)  
European Union

➤ ***Debating Europe platform***

**Cristina COMAN & Alexandra BARDAN**  
Global and Regional Perspectives in the *Debating Europe* Platform

**Mirela LAZĂR & Raluca VIDRAȘCU**  
“Unity In Diversity” as a Cultural Construct in the  
Online Debates on the European Union

**Mădălina MANOLACHE &  
Camelia CMECIU**  
Mapping the Future on the *Debating Europe*  
Platform

**Tulia CĂȘVEAN & Mihaela PĂUN**  
E-citizens Debating Smart Europe