Book of Abstracts

International Conference

QUALITATIVE
RESEARCH
IN COMMUNICATION
2015

23rd -25th September
Bucharest - Romania

QRC II

ȘCOALA NAȚIONALĂ DE STUDII
POLITICE ȘI ADMINISTRATIVE

act
agenție · comunicare · tehnologie

University
of Colorado
Boulder

Panel: *Ageing, Communication & Technology (I)*

13:40-15:30

Ageist stereotypes as precursors of the "digital divide"? The case of Canadian Seniors

Martine LAGACÉ, University of Ottawa, Ottawa, Canada
Houssein CHARMARKEH, Université Paris-Sorbonne, Paris, France
Annick TANGUAy, University of Ottawa, Ottawa, Canada
Joelle LAPLANTE, University of Ottawa, Canada

Although more and more seniors have access to information and communication technologies (ICT), there still persists a gap between young and old in terms of usage ability, referred to as the "digital divide". Previous studies have shown that low levels of ICT access and usage are correlated with decreased social capital and increased feelings of loneliness among seniors. However, few studis have examined the role of ageist stereotypes as one psychological factor that may explain why seniors are still not as connected to ICT as their younger counterparts and most importantly, not as comfortable in using them. Hence, the goal of this study is twofold: a) determine the extent to which seniors subscribe to ageist views as well as assess the impact of such views on ICT access and usage competency; b) in turn, in light of previous studies, evaluate how levels of ICT access and usage competency influence feelings of loneliness as well as social capital. To do so, a total of 172 Canadian seniors completed a questionnaire comprised of concepts under study. Results of data analysis suggest that the integration of ageist stereotypes by seniors does negatively impact ICT usage competency; in turn, this negative impact enhances feelings of loneliness and decreases social capital. Theoretical implications are discussed, notably in light Social Identity Theory, Implicit Ageism and Second Level Digital Divide, as well as practical implications, in respect to the pervasiveness of age-based stereotypes and their impact on seniors.

Key words: digital divide, ageism, social capital, loneliness, stereotypes.

Older people and smartphones, beyond Whatsapp

Andrea ROSALES, Universitat Oberta de Catalunya, Spain
Mireia FERNÁNDEZ-ARDÈVOL, Universitat Oberta de Catalunya, Spain

This paper analyzes smartphone use(s) by means of a combined methodology. Our aim is to contrast the quantitative results obtained by tracking mobile apps usage with the experiences reported by active smartphone users aged 60+. We will discuss selected quantitative results in three focus groups to be conducted in April 2015. Triangulation will allow us, first of all, to approach age-related stereotypes around ICT by looking at real life experiences and discussing them with older users. Secondly, we will critically reflect on how tracked data helps in understand causality.

We tracked an incidental sample of Spanish smartphone users during a month in winter 2014 (270 individuals, aged 20 to 76 years-old). The mobile app tracking brought interesting results and opened new questions to be discussed with participants in the focus groups:

When? Weekly routines for all tracked age groups s*how that apps are more accessed* during weekdays than weekends. Do participants in focus groups perceive / describe similar patterns? Are there common motivations supporting these routines? *What?* The most accessed apps by all age groups are instant *messaging,* games, and social network sites (SNS). Yet, 60+ tracked individuals were particularly fond of press & weather and the camera apps. Not surprisingly, WhatsApp is the most used and the most accessed app for every age group. What are the most popular apps among participants? *Why? Where?* Access via wifi slightly exceeds mobile data access in all age groups. Can we interpret that wifi access reflects use when at home – or in known places, and mobile data access reflects use outside – or in unknown places? What are the reasons for participants to use different typology of Internet access? To what extent are they related to location?

With this study our aim to contribute to demystify age stereotypes related with digital technologies by taking into account, and contextualize, the discourses of older people.

        Key words: smartphones, apps, patterns of use, older people, case study.

Ageing-together, researching together. Critical reflections on ethnographic work at *Étoile des aînés*

Line GRENIER, Université de Montréal, Montréal, Canada

Étoile des aînés (Senior Stars) is a 'music talent' contest for people aged 65 and over, organized in Québec by one of the most important investors in the seniors housing market in North America, Chartwell. Since its creation five years ago, *Étoile des aînés* has attracted over 1,200 participants and thousands of adults in their later life as audience members and volunteers. Between 2012 and 2014, the contest has been the site of a pilot project I have been conducting with a colleague and a research assistant, aimed at investigating intersections of ageing and popular music in the context a digital world, a global demographic shift to an 'ageing society,' and governmental discourses and policies around 'active ageing.'

In this paper I will critically reflect on the methodological practices, assumptions and ethnical concerns that shape our ways of 'thinking with ageing' (Jennings and Gardner, 2012) through Étoile des aînés. I will do so by considering the methodological effectivity of the key concepts that we have put to work in this 'tender research' (Gagnon, 2006): what do concepts of music-ing (Small, 1998) and ageing-together (Katz, 2009) do (Bal, 2002), how do they focus our interest (Stengers, 1987) and implicate us and our own ageing (Hendricks, 2008) in the research. I will also discuss how the notions of process, relationality and performativity that inform our research problematic also shaped the specifics of our multi-site (Falzon, 2009), non-representational (Vannini, 2014) collaborative ethnography (Matsutake Worlds Research Group, 2012) – from the techniques we have adopted for observation, archiving, and analysis to how we related to each other and to other actors 'in the field.'

Key words: collaborative ethnography; non-representational ethnography; ageing; music.

The Use of Social Media in Family Communication Among Grandmothers and Grandchildren

Loredana Ivan, National University of Political Studies and Public Administration, Romania
Shannon Hebblethwaite, Concordia University, Canada

Studies regarding grandparents' use of web-based services to communicate with their children and grandchildren (Quadrello et al., 2005) show that grandmothers are more engaged in communicating actions, although they are less technologically skilled compare to grandfathersTee, Brush, & Inkpen (2009) show that an important incentive for grandparents to go online are photos and news from children and grandchildren, especially grandbabies This international, interdisciplinary study bridges communication studies, ageing studies and leisure studies to explore the experience of ageing in the context of Information and Communications Technology (ICT) proliferation. The purpose of the study was to investigate how grandmothers use Facebook to facilitate family communication with children and grandchildren who move far away from home. The current study focused on grandmothers, as previous research (i.e. Burke, Adamic, & Marciniak, 2013) has indicated that they play a central role in communication actions and family bonding.

Method: Semi-structured interviews (N=10) were conducted with women (age 60+) living in Romania and Canada, having a Facebook account and relevant family members (children or grandchildren) living far from home. Additionally, content analysis of the Facebook profiles of the interviewed women was used to contextualize the findings. **Results:** Findings indicate that children and grandchildren are a primary motivator for grandparents' Facebook adoption. Four themes emerged from the data relating to Facebook usage among grandmothers, indicating: 1) their tendency to switch from different devices to maintain family relations using Facebook; 2) their relative passive use of Facebook, focusing on photos and quotations as content that trigger emotions; 3) their usage was influenced by social norms around decency and privacy; 4) their preference for telephone conversations rather than Facebook for personal communication among family members.

Conclusion: This research expands the scope of study on social media by including older adults in the analysis and suggests that family relationships play a central role in grandmothers' motivations and behaviours surrounding Facebook use.

Key words: social media, family communication, grandparents, grandmothers.

Framing Caregiving in Canadian Media and Policy Documents

Patrik Marier, Concordia University, Montreal, Canada
Isabelle Van Pevenage, Centre for Research and Expertise in Social
Gerontology, Montreal, Canada
Corey Guitard, Concordia University, Montreal, Canada

This study combines qualitative and quantitative methods to analyse how caregivers are portrayed in the Canadian media and in policy documents. Studying caregiving provides a unique lens to ongoing and competing challenges in ageing societies. On one hand, caregivers are expected to provide caring services to family members and, at least in Canada, cooperate with health and social services. On the other hand, there is mounting pressure to remain fully engaged in the labour market. This tension is further complicated by the fact that women are the ones who are predominantly abandoning or reducing their labour market participation to perform caregiving activities. In line with the theme of the conference, a key element is to show how the qualitative dimension enhanced the quality of the paper and improved substantially the quantitative analysis. This will involve a discussion on how a similar approach was utilized to analyse the social construction of caregivers in three Francophone jurisdictions (Belgium, France and Québec).

Key words: caregivers, framing, media analysis, Canada

Humor as a Communicational Resource for the Elderly

Ioana Schiau, National University of Political Studies and
Public Administration, Romania

The proposed paper continues the research carried out by the research team in the field of humor in the elderly, in an interpersonal communication framework, looking at correlations between elder's use of humor, social loneliness and ability to decode facial expressions of emotion. The first stage of the research project employed standardized *quantitative* instruments that were validated for the Romanian population: the Diagnostic Analysis of Nonverbal Behavior (Nowicki, 2004), the Multidimensional Sense of Humor Scale (Thorson & Powell, 1991) and the Social and Emotional Loneliness Scale for Adults (diTomaso, Brannen, & Best, 2004). Our research found that, for our sample: a) elders who had a higher score on the humor scale on the *social uses of humor* dimension had more errors when decoding the emotion of fear; and b) elders with a higher score of social loneliness on the *family* dimension also had more errors in recognizing the facial expression of happiness.

Consequently, in order to obtain an explanatory value of the study, the use of a qualitative approach was necessary. An in-depth interview guide was created in

order to assess how respondents, all aged 60 or above, view their interpersonal communication processes in terms of use of humor in social interactions with friends and family. Our approach probed for markers of humor being used as a coping mechanism, indicators of attitude/mood and the use of self-monitoring strategies in the interpersonal communication process. Self monitoring strategies, the manner in which elders manage the impressions they leave on others and observe the verbal and nonverbal cues they emit, can in turn influence how one decodes facial expressions of emotion, such as fear and happiness. The in-depth interview guide was seconded by a vignette section, in which respondents were presented with scenarios of interpersonal communication instances where use of humor was made, either in correlation with markers of family social loneliness or specific facial expressions of emotion indicated as significant by the previous research stage (i.e. fear and happiness).

Key words: Elderly, humor, social loneliness, facial expressions of emotion, self-monitoring strategies.

_____

15:45-17:30

When news go online. A cross-media analysis of editorial logics and consumers' feedbacks in the printed, online and Facebook version of the Italian newspaper La Repubblica

Alice PULVIRENTI, Graduate School in Social and Political Sciences, University of Milan, Italy
Francesca ARCOSTANZO, Graduate School in Social and Political Sciences, University of Milan, Italy

Several scholars in the realm of *mediatization theory* have recently suggested a new conceptualization which takes into account both the structuring role of the media as institutions of cultural production, as well as the reflexivity of media logics reproduced in - and reshaped through - social interactions (Altheide 2013; Hjarvard 2008; Jensen 2013). If considered in light of the increasing hybridization of news contents, from their printed form to their spread out in the world of social networks, this renewed theoretical perspective opens up a space for two main RQs: Does the switching of contents from offline to online/social media platforms contribute to the popularization of media logics? Do the specific affordances characterizing an online platform affect the way users engage with contents?

Our hypothesis is that the strategic evaluation of online platforms' affordances do "popularize" editorial logics, with *soft news* growing prevalence as we move towards the social network edition of a news and that this, in turns, would be reflected in the way users reproduce typical media frames and logics in comments. We address our RQs performing a cross-media analysis of the printed, online and Facebook version of the Italian newspaper *La Repubblica*, ranked as the 1st newspaper website in Italy.

A mixed methods approach is used in order to investigate: the editorial logics underlying the selection and framing of contents classified by format (link, video, picture, text) and topic; the relationship between the news general frame, whether hard or soft , and a more or less high level of readers' engagement (in terms of comments, shares, likes); reflexivity of media logics in users' feedbacks through a case study on a small set of articles taken from the online edition and shared on the Facebook fan page, whose threads are qualitatively analyzed through an ethnographic content analysis.

Key words: mediatization, hybridization, Facebook, media logics, news consumption.

Knowledge creation and technology literacy: Understanding digital media socialbility in the lives of young people through the co-creation of an ICT competency project with high school teachers and students

Giuliana CUCINELLI, Concordia University, Montreal, Canada

In the context of recent discussions concerning digital media privacy issues in Canada and the United States surrounding social media websites and data protection, it is crucial for governments and citizens to continue to address privacy issues in an effort for users to better understand and control their personal information. Both the Office of the Privacy Commissioner of Canada (OPC) and the Federal Trade Commission (FTC) in the United States have addressed ongoing privacy issues with social networking sites and digital media platforms (see the Canadian Internet Policy and Public Interest Clinic, and Electronic Privacy Information Center et al.). Amongst social media users, youth make up a large percentage of those who actually read the privacy policies, and are often the most actively engaged with digital media. However, how clear are these privacy policies and are their intentions understood, because "these practices [data collection] remain largely invisible to the average consumer, and especially for young people, transparency is needed for the benefit of individuals to ensure innovation" (Shade, 2012, p.301).

An important first step in explaining and understanding privacy in the context of young peoples digital practices is to examine the ways this topic has been ignored by many, including educational settings. An important starting point is the long-standing gap between teacher education and current digital media practices by young people. Although several teacher education programs provide pre-service teachers appropriate learning environments for digital innovation within a critical framework, several fall short and continue to offer outdated media literacy courses, striped of any critical and current discussions related to the current state of digital citizenship and privacy in the lives of youth. However, teachers continue to demand assistance in curriculum development for discussion surrounding digital citizenship, specifically issues of privacy and responsible digital practices. Too often these demands are unmet, and often ignored due to school board agendas, budgets, and other factors.

In an effort to promote a better understanding about privacy and young peoples digital practices, and to high school teachers to integrate these discussion in their classrooms, this research program has a dual focus. Working with three public high schools across Montreal, this research projects explores the co-creation of knowledge and technology literacy by working with teachers and students to create a sustainable curriculum on privacy, and healthy social media practices in the lives of young people as well as their parents. The research design applies a qualitative methodology that "cross-cuts disciplines,

fields, and subject matters and has distinguished histories in education, social work, and communications" (Denzin & Lincoln, 2005, p. 27). Participatory action research (PAR) is applied here to study further the complexity of privacy in the lives of young peoples digital media practices. Recognized by Denzin & Lincoln (2005) as "a social process, participatory, practical and collaborative, emancipatory, critical, reflexive, [which] aims to transform both theory and practice" (pp. 566–68), this approach allows researchers to engage with participants in an effort to overlap theory and practice by working with people rather than for people.

This research project embodies praxis, collaboration, and participation; PAR encourages participants to become involved in cycles of reflexivity. One of the underlying goals is to bridge together the knowledge of the youth participants, the educators, the parents/guardians, elders and researcher to "understand the discourse as a function of the relationship between and among knowers" (Heaney, 2000, p. 114). Equally important is to acknowledge the connections between the participants, digital media, geographic locations and educational contexts, and social capital; all within a social constructivist perspective, instead of sheer technological determinism, which "fails to account for the complex ways in which technology and society interact" (boyd, 2008, p. 11). Qualitative research methods demand from its participants a critical dedication to the study in order to find "new ways to understand the complications of social, cultural, psychological, and educational life" (Kincheloe, 2004, pp. 24–25). In particular, PAR deepens this commitment through praxis and reflexivity and encourages participants to engage with the research to improve and advance the knowledge. Furthermore, PAR requires its participants and researchers to invest interest in all dimensions of the work (intellectual, emotional, mental, physical, and technical) in order to understand, eradicate, and improve a situation. In the context of this research, the participants will collaborate, participate, and create projects and relevant curriculum to respond to the current needs of teachers, students, administrators and parents to better understand privacy and digital media practices of young people. The curriculum will involve participatory media making and activities, as well as group discussions around what it means for young people to establish a digital identity and how matters of privacy, and online safety intersect.

Secondly, the research program examines, through video interviews, and the creation of a collaborative interactive online documentary, the current state and complexity of privacy and social media in the lives of young people, and their families. It will examine in detail issues of privacy settings, policy language, access, content, intellectual property, identity, and mobile privacy. The interviews will include voices of various youth, educators, researchers, and parents.

Key words: social media/ digital media, ICT in schools, co-creation of research participatory action research.

On #publicrelations and Twitter: themes, discourses and communities

Ana ADI, Quadriga Univeristy of Applied Sciences, Berlin, Germany

A space generally associated with marketers and breaking news, Twitter has also become a space debate, community building and legitimization for companies and social movements alike. The academic literature has seen a rise in interest in the micro-blogging platform. For instance, Adi & Moloney (2012) look at the strategic uses of Twitter by protest groups, Adi, Erickson & Lilleker (2014) reflect on the networks and use pattern of the same platform by politicians, namely UK Labor party representatives in the House of Lords while Adi & Grigore (2015) analyze the strategic uses of social media by corporations. Bajpai and Jaiswal (2011) on the other hand propose a framework for analyzing collective action events on Twitter and so do the creators behind visual analysis platforms like NodeXL and Gephi.

Public Relations research too has provided several reflections and analyses of Twitter. Verhoeven et al (2012) and Sweetsner & Kelleher discuss how practitioners use social media; Lovejoy, Waters and Saxton evaluate how NGO are engaging stakeholders though the new medium, while Saffer, Sommerfeldt and Taylor (2013) suggest that Twitter interactivity influences the quality of organization–public relationships.

With questions about the professionalization of Public Relations as well as about the portrayals and perceptions of the profession continuing to intrigue researchers, it is surprising that only Xifra and Grau (2010) looked into the type of information shared in tweets about public relations.

Using the Twitter data collection and analysis option from NodeXL this paper provides an exploratory account of the #publicrelations on Twitter. Using the visualizations from NodeXL and automated data analysis to gain insight into over 3,000 tweets published at the beginning of May 2015, this paper qualitatively assesses the emerging themes about public relations focusing on association of hashtags and type of messages shared. While focusing on the associations of #publicrelations #socialmedia and #gossip, the paper also discusses the advantages of using computer aided analysis for qualitative research insight.

Key words: social media, Twitter, network analysis, exploratory study, content analysis.

ASL PLS BRB. Are members of Generation Y and brands on the same digital page?

Alina-Daniela MIHALCEA, National University of Political Studies and Public Administration, Bucharest, Romania
Rodica SĂVULESCU, National University of Political Studies and Public Administration, Bucharest, Romania

Brands nowadays need to create communication strategies that address consumers in a digital economy (Tapscott, 2015). The most 'digitalized' of them all are the members of Generation Y, a cohort that studies consider to be born between 1977 and 1999 (Greenberg & Weber, 2008; Tapscott, 2009).
Whether they are called Millennials, Echo-Boomers, Thumb Generation, NetGeners, these young people are thought to be digitally natives, meaning that technology is an integral part of their existence. They need to be plugged-in or connected to various devices in order to manage their daily activities (Sutherland & Thompson, 2003; Gansky, 2011), or, as Palfrey & Gasser (2010, p. 5) state, 'digital natives haven't known anything but a life connected to one another, and to the world of bits, in this manner'. Generation Y members are also a group of demanding consumers, expecting brands to take their opinions into account, to be innovative and to deliver experiences (Bergh & Behrer, 2011), to involve them as co-creators (Tapscott, 2009). They also expect companies to be present and to engage them through social media. Bazaarvoice (2013) states that they are nearly 40% more likely to find brands they like on Facebook and Twitter, and 80% more likely to prefer brands that are active in social media.
This paper discusses the way in which the Romanian members of Generation Y approach brands online – their expectations, their behavioral patterns, the response they get from brands in the digital environment. By conducting a series of focus groups, we intend to explore the manner in which brands engage young consumers and to propose recommendations for improving social media communication for companies.

Key words: digital economy, generation Y, brands, digital communication.

Digital media as agents in the accomplishment of open and distance learning

Jean A. SALUDADEZ, University of the Philippines Open University, Los Banos, Laguna, Philippines

The paper intends to present qualitative research studies in digital media viewed from the Agency Framework. The studies aimed to contribute to the theorizing of open and distance learning (ODL) by providing explanation how and why one can act from a distance. Specifically, the studies looked into the agency of digital media in the accomplishment of ODL by using the ventriloqual approach where agents participating in the accomplishment of an organizational action are seen/heard as they are incarnated in interaction.

The ventriloqual approach assumes that the agents participating in the accomplishment of an action can be invoked or mobilized in a given interaction or dialogue" (Cooren 2010, p. 75). The approach involves a three-step process of: 1) collecting archived/recorded online interactions 2) identifying markers through which agents appeared to recurrently and iteratively express themselves in the recorded interactions; and 3) understanding or hearing what the markers are made to say. The markers in Step 2 could be "relatively explicit in specific turns of talk or relatively implicit". What is important in the analysis is "to show that what human actors are doing or choosing to do is also a way by which specific figures are expressing themselves in specific situations" (Cooren 2011, p. 17). Recordings of teacher-students interactions in three Asian open universities that were mediated by digital media were collected and analyzed for the media's agentive role in the accomplishment of educational objectives.

Key words: digital media, online education, ventriloqual approach.

"Let's Change the Story!" - Nation Branding Campaigns initiated by the Romanian media

Bianca-Florentina CHEREGI National University of Political Studies and Public Administration, Romania

This paper discusses the journalists' roles in the debate about Romania's nation brand and its country image overseas. In Romania, nation branding is a public issue discussed in the media, connected to the ways in which the international press portrays the country or to the migrants' actions.

A specific case is to be found in the UK, where the debate about Romania in relation with the migration problem has intensified in the British media. The journalists are more and more involved in the public issue of Romania's country image, actively contributing with nation branding campaigns such as "Why

don't you come over?" (*Gândul*, 2013), "Let's change the story" (*Gândul*, 2014), or " The Truth about Romanian people living in the UK" (*Adevărul*, 2014).

In this context, the focus is on the national identity discourses employed by the Romanian journalists through the campaigns, but also on what stereotypes about Romanian people are embeded in the campaigns.

Using critical discourse analysis (van Leeuwen, 2008; Wodak, 2001) and *dispositif* analysis (Charaudeau, 2005), this article investigates three campaigns initiated by the Romanian press: "Why Don't You Come Over?" (*Gândul*), "Let's Change the Story!" (*Gândul*), and "The Truth about Romanians living in the UK" (*Adevărul*). The analysis is looking at news articles, advertising prints, case film, documentary film, and the campaign's website.

The results show that there are three journalist roles preferred: the *expert*, the *citizen* and the *deliberative-journalist*. These also infer the polarization between "Us" (the Romanian citizens) and "Them" (the British media).

Panel: Ageing, Communication & Technology (II)

Ageing and Technology: perspectives from the social sciences

Emma DOMÍNGUEZ-RUÉ, University of Lleida, Lleida, Catalunya, Spain

This paper is aimed at presenting the research findings compiled in the volume *Ageing and Technology: Perspectives from the Social Sciences*, edited by Dr. Emma Domínguez-Rué and Dr. Linda Nierling (transcript, 2015).

The booming increase of the senior population during the last decade has become a social phenomenon and a challenge to our societies, and technological advances have undoubtedly contributed to improve the lives of elderly citizens in numerous aspects. Technology, however, has largely ignored the "human factor" and has often viewed the ageing individual as a malfunctioning machine whose deficiencies must be diagnosed or as a set of limitations to be overcome by means of technological devices.

The volume focuses on the subjective needs and fears of human beings deriving from the development and use of technology, as technological development is very often understood as a path dependency without the interplay of people. This change of perspective – taking the human being and not technology first – may help us to become more sensitive to the ambivalences involved in the interaction between humans and technology, as well as to adapt technologies to the people and the lives that have created the need for its existence, thus contributing to improve the quality of life of senior citizens. The book thus attempts to cover a broad, interdisciplinary perspective of contributions, focusing on very different aspects of the relation between technology and ageing, such as technology in assistive technologies for elderly care, the role of old agers as technology users, as well as discourses of ageing and their impact on policy making. As social scientists, we seek to interrogate existing discourses of ageing and address their intersections with technology from an interdisciplinary perspective, exploring the scope of technological developments that account for elderly people's needs and focus on their capacities rather than their disabilities.

Key words: ageing, technology, social sciences.

'Walking Interviews' as a Means to Investigate Experiences of Older Women with Information and Communication Technologies

Barbara RATZENBÖCK, University of Graz, Austria

A current empirical study conducted within the frameworks of the research project "Cultural Narratives of Age and Aging" at the Center for Inter-American Studies at the University of Graz (supported by funds of Oesterreichische Nationalbank, Anniversary Fund, project number: 15849) investigates how older women in Austria use and ascribe meaning to information and communication technologies (ICTs) such as radio, TV, mobile phones, and the internet.

In addition to exploring media practices of older women, the study seeks to examine to what extent media practices of older women are related to generational experiences (see Schäffer, 2009) and to what extent they are influenced by more personal biographical experiences.

In terms of research methods, life graphs, semi-structured interviews as well as 'walking interviews' (see Ricketts Hein, Evans, & Jones, 2008; Anderson, 2004) are employed. While life graph illustrations help to establish rapport and semi-structured interviews support the coverage of a variety of topics related to media practices during the conversation, 'walking interviews' – in this study conceptualized as less structured interviews conducted during a walk through the interviewees' homes – are used to explore further aspects of media practices and experiences. As first results of the study have shown, 'walking interviews' constitute an opportunity for the interviewees to emphasize, contradict or weaken statements made during the preceding semi-structured interview. In addition, interaction with media objects such as TV sets, radios or computers during 'walking interviews' has provided stimulus for interview partners to talk about experiences related to ICTs which were not mention during the semi-structured interviews. Based on the analysis of first results of the study, this paper discusses advantages and limitations of 'walking interviews' in the context of the study of experiences of older women with ICTs.

Representations of Elderly People in Romanian Advertising

Mădălina MORARU, University of Bucharest, Romania

The present paper intends to illustrate the way the image of the elderly in advertising has been changing during the last 25 years, after the fall of Communism in Romania. Actually, we are very interested in analyzing the reaction of older people towards technology in a world where consumption depends on daily progress.

Ageing is a real issue in Romania, because there is a huge gap between the level of consumption and the preferences of the elderly for specific products. Besides, this social category is not adaptable to changes and approaches technology in a range of different ways. Considering this context, our paper aims to discover how elderly people accept information and communication technology in a country with an ageing population. Our perspective refers to the variety of product categories the elderly prefer, on the one hand, and to their relationship with young people, on the other. Our final purpose is to reveal several profiles of ageing in contact with technology, based on the selected sample of advertisements. Our hypothesis is that elderly people step beyond age borders only under certain circumstances: when they are very interested in the product or when they are deeply influenced by young people.

We investigate this problem by using content analysis applied to a sample of approximately 100 advertisements running on television on the Romanian market for global and local brands. The main selection criteria are people's interaction with technology, character age, and the variety of product categories that makes this analysis more relevant. Our research items refer to the commercial's voice, attitude towards technology, use of product, and familiarity with the product. In our opinion, the best categories for this study are electronics, cell-phones, and computers.

In conclusion, ageing was not completely ignored in Romanian advertising, but its perception has different perspectives.

Keywords: elderly customers, ageing, advertising, technology.

Passing on our heritage: intergenerational issues related to the project of Museum of the Communism in Romania

Monica BÎRĂ, National University of Political Studies and Public Administrative, Romania

In recent years Romanian society witnessed an increasing interest in setting up a museum dedicated to the communist past of the country. Several "lieux de mémoire", like the political prison in Sighet were transformed in museums; also, from time to time, especially (but not exclusively) when commemorating a figure of anticommunist resistance, the victims of 1989 Revolution or events related to the communist history of neighbouring countries – temporary exhibition are put in place. However, during the last five years a significant number of exhibitions followed a new trend, focusing mostly on everyday life during the communist period or on specific social issues, thus pointing out an effort towards offering a more comprehensive image about the past and towards extending the idea of exhibition about communism beyond commemorating its victims.

Probably because communism is still a sensitive topic for the Romanian public, almost any debate related to Communist museum is evolving around what message such a museum should convey. And how is the younger generation, to benefit from it? And what it is to be done with the older generation? The museum should "speak" to them also. But what "discourse" should they listen to? (Ciocea & Cârlan, 2015)

This paper is focused on how this issue is to be explored from an intergenerational point of view: how a museum of communism might contribute to fulfilling its mission, what would be that mission and how older generation could contribute to a real intergenerational encounter. A number of 7 interviews were conducted. The respondents are divided in two groups, according to their age and experience. The first group is formed by people who started their professional life after the falling of the communist regime; meanwhile the second is formed by people who were professionally active both before and after 1989.

The interview guide is designed in order to explore three different paths relating the communist experience with today museum visitor.

The influence of network society on middle-aged people

Elena-Alexandra GORGOS, National University of Political Studies and Public Administration, Bucharest, Romania

Nowadays, almost all scholars and practitioners have become interested in the ways new media influences young people, but its influence on middle-aged people have not been thoroughly examined. This age category is often ignored as most of the online activities are performed by persons aged between 14 and 30.
 New media gathers a wide range of phenomena which may become concepts of the network society through their diversity, knowledge and novelty. Interactivity is the most important characteristic taking into account the fact that, during this process, the user can interact with media objects (Manovich, 2001), turning himself into a content creator, not just into a receiver. Moreover, what was once considered to be a personal state of mind tends to become, at present, a part of the public domain.
Starting from these premises, the article advances the idea that the Internet is beneficial not just for teenagers or people who want to spend time or money, but also for the middle-aged group oriented towards keeping in touch with relatives and friends and towards finding online all the relevant or useful information. At this level, the present paper aims to find a suitable answer to the question "How does network society influence the lives of middle-aged people?" To this end, the research relies on an interview-based survey which addresses the way people may adapt to communication technology and to its

particularities, exploring advantages or discovering potential drawbacks. Resorting to a qualitative research method was driven by the intention to investigate the varied concerns and expectations of the interviewees.

Panel: Approaching media as texts and practices

Relationships between local media and key actors in a community – qualitative case studies

Sylwia MĘCFAL, University of Lodz, Poland

On the basis of my own qualitative research (case studies conducted in four small towns in Poland), this paper will show how complex the local relations are and will describe the involvement of local journalists and local media owners in these networks of relations. This complexity of relations (media-politics, media-business, media-church, media-media etc.) might often be a cause of conflicts of interest (individual or institutional) or media bias.

Sandra L.Borden and Michael Pritchard (2001, p.74) note that 'conflicts of interest in journalism arise in circumstances in which there is a reason to be concerned that the judgment and performance of journalists might be unduly influenced by interests they have that lie outside their responsibilities as journalists.' The public is in fact the only principal, as Andrew Stark says. (2001,p.342). All other interests: personal interest, institutional interest (so the employer's interest), individual interest (political or business) should be treated as secondary ones in this profession.

When analyzing the local media in Poland the researcher has to remember that local media had a chance to develop only after the transition of the political system in 1989. The data presented by Chorązki (1999,p.60-67) show that in January 1989 there were only 370-390 journals published, 10 years later the estimated number of journals had risen to 2500.

The local media market also developed in very particular social conditions, conditions which Stefan Nowak (1979,1981) described as a 'social void'. In his studies Nowak measured the strength of social bonds and found that members of Polish society identified primarily with the concrete family and the abstract nation, and there was a large void between these two. Associations and organizations (civil society) were absent from Polish people's concept of the social world. As a result, it might be presumed that it was more likely that the new forms of society (including local media) were formed on the basis of the 'bonding' type of social capital rather than the 'bridging' type. This might be one of the reasons why tight and complex relationships between the local media and other social actors still exist.

Key words: local media, local journalism, local relations, conflict of interest

New Media Typography

Otilia ARMEAN, Sapientia Hungarian University of Transylvania, Tîrgu Mureş, Romania

This study presents typography as a semiotic code in the landscape of changing media from book to screen, and that of changing representation primarily through writing to representation primarily through image. Reading images (Kress, Van Leeuwen, 2006), navigating new media, understanding complex systems (like a city) requires among different other literacies a typographic literacy (Stöckl, 2005) too. The paper concentrates on the use of typographic marks and their changing meanings on digital platforms.

Media discourse on religiously motivated acts in critical discourse analysis keynotes

Dana Mihaela RADU, National University of Political Studies and Public Administrative, Romania & Technical University of Civil Engineering, Romania

This article draws on recent debates in the global media regarding the role of religion in what the media call 'religious terrorism' or 'extremism'. While media speak about *fundamentalists*, *fanatics*, *kamikaze* or *suicide bombers* to diagnose complex phenomena to be subjected to the public opprobrium, scholars point to the complete absence of religious content underlying the respective actions. It is the aim of this article to spotlight the discrepancy between the surface, oversimplified media interpretations and the quality social critique of philosophers and anthropologists, between the superficial, reductionistic media construal as compared to the profound, meaningful academic knowledge. The discrepancy is tremendous. The same way Islamic groups have come to reproduce media's ideological and political interests, by a conflation of stereotypes the kamikaze have become 'the model used to interpret a series of suicide bombers in the Middle East and elsewhere'. This article undertakes to analyse two relevant examples where association with religious fanatism –operated through intense mediatization- is highly debatable, not to say inappropriate.These examples include Emiko Ohnuki-Tierney's analysis of the case of the *tokkotai*, known outside of Japan as *kamikaze* and surfacing in recurrent media coverage of the post -9/11 events (in discussions of the 9/11 hijackers) and the destruction of icons and statues throughout Afghanistan, media framed as an instance of barbaric iconoclasm. The two scholarly investigations substantiate the conclusion according to which the representations circulated and consolidated through media have little to do with academic findings, let alone historical information .While engaging in a

critical discourse analysis endeavor, the present undertaking seeks to focus attention on a deeper understanding of the so called religiously motivated acts as well as suggest a more reflective and more sensitive approach to events assuming the religious dimension. Relying on critical discourse analysis will thoroughly enable the researcher to identify and interpret the dominant views and ideologies saturating the media discourse on religion and religiously motivated acts.

Keywords: terrorism, religion, ideology, mediatization, oversimplification.

Online Media in Romania: the Case Study of HotNews.ro and Ziare.com

Mònica PUNTÍ-BRUN, University of Girona, Girona, Spain
Jordi Bes Lozano, Journalist and Researcher, Barcelona, Spain

The aim of this article is to investigate the most representatives online media in Romania. In the theoretical framework it will be explained the concept online media and its characteristics, which are interactivity, hipertextuality and multimediality. Another point that will be developed is the role of social networks in the digitalization, focusing specially on Facebook. Once the conceptualization will have been done, the situation of the online media and social networks in Romania will be explained.

The methodology of this research will be qualitative and the techniques will be case study, semi-structured and in-depth interviews, and content analysis. The case study will be HotNews.ro and Ziare.com. On the one hand, these cases will be studied through interviews to the responsibles from these online media: Cristian Pantazi, editor of HotNews.ro, and Elena Enache, Sales&PR Manager at Ziare.com. On the other hand, content analysis will contribute to evaluate these online media and their development in the digital environment. Despite of the content analysis is a quantitative methodology, it has been considered relevant for this research because it will enable to contrast the information obtained with interviews and the everyday development of the digital media studied.

The first specific objective of this research is to conceptualize the online media, social networks and its characteristics with the aim of describing the state of art in Romania. Secondly, see the translation of this theoretical framework in two particular cases that are HotNews.ro and Ziare.com. Thirdly, analyse the content of these online media in a period of time to check if they follow the basic characteristics, which are interactivity, hipertextuality and multimediality. Finally, analyse the use of social networks by the two cases studied because they have an important role in their journalistic model.

A semio-functional approach of relationship attacks-defenses for presidential debates in Romania, from November 2014

Nicolae-Sorin DRĂGAN, National University of Political Studies and Public Administration, Bucharest, Romania

This paper examines the relationship between two important discursive functions of televised debates (*attacks* and *defenses*) for presidential elections in Romania, in November 2014, from perspective of *functional theory* of political campaign discourse (Benoit 2013).

Televised debate allow the public, on the one hand to observe the ideological conflict between candidates (Rowland 2013) directly, unfiltered, and secondly to engage actively in debate through televisual environment, or other means of communication (new media). In this way, the public becomes aware of new possibilities of semiosis (Eco 1976) and establish new meanings of prominent themes (discourses and the dominant ideology are relativized and renegotiated). Preferential reading of policy messages takes place in a second space, the demonstration (Charaudeau & Ghiglione 2005), in which operating principle according to which any visual action activates and a *libidinal side* (Stoichiță 2013). In this way, the *emotional dimension* of a televised debate can not be underestimated (Wolton 1997).

A functional approach for the analysis of political debates ensure understanding of *symbolic topology*, the relative position of the candidates in the political field. Tensions of discursive exchanges attack-defense type invite the public, beyond the cognitive processes which they initiates, to participate affective in the construction of the decision on preferability for one of candidates. The study shows similarities with the results obtained in other states, but also reveals the significant differences that change the structure of the functional theory predictions. We tried to explain the relatively high percentage of televised debates defenses in Romania compared with the situation from the other countries. The differences can be explained if we take into account the qualitative content of the two discursive functions and the role of communication culture in the metabolism of televised debate (Isotalus 2011).

Key words: presidential debate; functional theory; political communication culture; political semiotics.

Banal Europeanism in Formation: a Case Study in Romania

Alina BÂRGĂOANU, National University of Political Studies and Public Administration, Bucharest, Romania
Flavia DURACH, National University of Political Studies and Public Administration, Bucharest, Romania
Loredana RADU, National University of Political Studies and Public Administration, Bucharest, Romania

The paper focuses on the Europeanization of the Romanian society, with a clear focus on the evolution in time of elite discourse on EU affairs. In terms of communication, Europeanization is relevant if we understand it as the narrative of social change through European integration, leading to the building of a European public sphere and of a transnational European society. The difficulty and also the stake of the chosen theme is given from the current context, in which, located under macro and microeconomic pressure, the European model of governance is questioned, facing a crisis of legitimacy.
We turn to a multiannual corpus of research, by analyzing interviews with experts in EU affairs from a multitude of professional domains (government, diplomacy, academia and research, mass media, NGO) between 2011 and 2015. Results suggest that we are witnessing the genesis of a "banal Europeanism" (Cram, 2010) in the Romanian elite discourse. Europe is narrated no longer in triumphal terms (Messianic Europe) (Seagle, 2014) or as a trauma to society (penalty factor) (Bârgăoanu, Dobrescu, Marincea, 2010), but as an everyday reality, as an ordinary element. This can have positive connotations – given that banal Europeanism is correlated with the attachment to the EU and the strengthening of the European identity (Cram, 2010), but also with negative implications, especially regarding the incapacity of the Union to have true meaning for its citizens and to generate de facto solidarity – the only kind of solidarity that can trigger social change in turbulent circumstances, (the EU economic crisis that partially deprived EU of its utilitarian or instrumental side).
Key words: European public sphere, Europeanization, banal Europeanism.

Perspectives on European Identity: a cross-cultural approach

Denisa-Adriana OPREA, National University of Political Studies and Public Administration
Nicoleta CORBU, National University of Political Studies and Public Administration, Romania

For the citizens of each member state, the European project takes different shapes and meanings, depending on several factors, such as the characteristics of each country and its history within the EU. For the Western countries this could mean the preservation of the ideals fostering the foundation of the European Union and having since shaped the lives of most Westerners. For the countries of Central and Eastern Europe, which joined the EU after 2004, it may amount to a historic opportunity to settle their accounts with the communist legacy, to claim their place in Europe and to enroll in the path of modernization and democracy. Under these conditions, creating a sense of belonging to a common European space, or even a common European identity, is a very complex process, marked by similarities and differences.

Our paper is the result of a qualitative research underwent jointly in Romania and in France in December 2013 and consisting of twenty in-depth interviews with master students (ten for each country). The sample choice was motivated by recent studies (Bruter, 2005; Fligstein, 2009) which show that young and educated people, speaking foreign languages, traveling and interacting with fellows across borders are more inclined than others to perceive themselves as Europeans. We aimed at investigating to what extent and in what way Romanian and French young educated people perceive their (presumed) European identity and how is the relationship between European and national identity shaped in these different cultural contexts. Our findings show that the French students tend to define Europeanness in terms of nationality, i.e. of belonging to a member state of the European Union, whereas their Romanian counterparts define it rather in terms of geographical inclusion in the European continent. In terms of perceiving a European identity, the Romanian students are more inclined to assume such an identity, and express elements of instrumental and civic dimensions rather than cultural ones. Both French and Romanian students experience national and European layers of identity as complementary and not mutually exclusive.

Of the people or for the people? An analysis of populist discourse in the 2014 EP elections in Romania

Elena NEGREA-BUSUIOC, National University of Political Studies and Public Administration, Bucharest, Romania

The recent success of the right (and extreme right) parties in the regional, national and European elections should not be too surprising, given the rise of populism in Europe, especially in Western Europe, during the last two decades. The growth of populist parties and ideologies comes from numerous and various sources, ranging from general disappointment with mainstream politics to increasing fear of immigration (Albertazzi & McDonnell, 2008). As far as the European Union is concerned, populism in many member states has also been fueled by the criticism surrounding the processes of European enlargement and integration. Undoubtedly, the 2008 financial and economic crisis and its grave negative impact on the EU have contributed to the spread and consolidation, in many European countries, of popular sympathy towards populist ideologies. Seizing the opportunity, populist politicians have capitalized on European citizens' discontent. This is a very brief outline of the context in which populist parties in Western Europe have gradually thrived and gained ground, up to the point of scoring top positions in many electoral races, culminating with the impressive success in the 2014 elections to the European Parliament. What about the populist parties in Central and Eastern Europe? Have they been as successful as their fellow Western populists? What communication style, discursive strategies and metaphors defined the Eastern populists' rhetoric during the 2014 EP election campaign? To answer these questions, this paper aims to analyze the populist discourse of three Romanian populist parties that have participated to the 2014 EP race. Furthermore, this study seeks to shed light on the dynamics of populism in Romania and on the features that the populist discourse in Romania does not share with its Western counterpart.

Key words: Populism, EP elections in Romania, populist communication style.

Panel: Communication and the emotion economy (I)

Feeling too good for anger: the emotional glossings of the Best Exotic Marigold Hotel films

Josephine DOLAN, UWE, Bristol, UK

This paper uses textual analysis of two contemporary films, *The Best Exotic Marigold Hotel* (Madden 2011) and its humorously titled sequel, *The Second Best Exotic Marigold Hotel* (Madden 2015,) in order to explore how their 'feel good' emotional economy effectively effaces anger from their discourse of 'successful ageing'. The critical reviews of these ageing-centric films are largely universal in acclaiming the films' 'feel good' credentials, despite recognition of the incipient neo-colonialism and homo-phobia that threads through their narratives. With their Northern European release dates coinciding with late winter gloom there can be little doubt that the sumptuous spectacle of the films' Indian locations contribute to their 'feel good' emotional economy, as does the repurposing of the romantic comedy genre in line with ageing audiences and 'successful ageing' agendas. But, as this paper argues, the co-option of 'successful ageing' agendas by these films is deeply troubling in that their pleasurable emotional economies repress, and/or demonise the expression of justified anger at the failings of global capitalism in the protection of first world pensions, whilst simultaneously glossing the power relations that play through the outsourcing of care by the first world to the third world that is proffered by these films as a solution to the economic exigencies resulting from the mismanagement of pension funds within the global economy.

Key words: successful ageing, Marigold Hotel, anger.

Lost Cats: Age, Animality and the Visual Expressions of Loss

Constance LAFONTAINE, Concordia University, Canada
David MADDEN, Carleton University, Ottawa, Canada

Our paper discusses the various methods employed for *Lost Cats*: a research-creation project that considers the ideas of the passage of time and the process growing old with animals. By way of using critical ethnography, sound making, installation art, and public signage, the project is a critical and creative analysis of the trope of the cat lady, drawing on its popular understanding as an uncoupled, recluse older woman who shares her life with a multiplicity of cats. By conducting interviews with older women who could fit the stereotype, we strive to explore and record the often dismissed personal narratives of

interspecies entanglements and accounts of living with animals through time and through processes of co-ageing.

At the same time, our project engages with a series of lost cat posters collected in Montreal over the last decade. The research-creation component of this project explores how the archive of lost cat posters can be understood in relation to processes of ageing, and what connectivities emerge between concepts of loss, ageing, visuality and animality. We reflect upon the materiality of the "lost cat" poster as a visual intervention in the urban space and as an artifact that is striking in its banality and commonality. But at the same time, these posters exist as creative moments of public self-disclosure of interspecies attachments and as ephemeral markers of trauma and loss. We seek to explore the evolving personal stories tied to these posters by contacting the phone numbers listed on them, recording interviews with respondents and creating a series of sound works.

Key words: Cat Lady; ageing; animality; research-creation; visuality.

Education, Entertainment, Emotion: A Cultural Approach to a Controversial Exhibition 'The Human Body'

Romina SURUGIU, University of Bucharest, Romania
Viorica-Aura PĂUȘ, University of Bucharest, Romania

Exhibitions that display plastinated human bodies ('plastinates') have ceaselessly raised many ethical concerns and provoked debates (Kim, 2012, Claire, 2011, Davidson, 2009 *inter al.*). Is it science or entertainment? Is it education or disrespect for the dead? Is it aesthetics or bad taste? These exhibitions have broken the moral codes by showing human bodies dissected, skinned, in 'real-life' situations such as playing tennis or running. But at what point do these things become acceptable or unacceptable in society?

This type of 'democratization' of anatomy could be seen as part of l'*esprit du temps*, which encourages the intersection of information with emotion (Rovența-Frumușani, 2013, Lidchi, 2013, Martin, 2007, Rasse, 2003). A typical feature of our society is the 'crisis of representation', which, in our case, refers to a double possibility in the medical field: the virtualisation of the body (the 3D techniques that allow explorations of the human body through non-invasive methods) and the plastination techniques which make the preservation of 'real' human bodies possible. Both situations have consequences in the construction of human identity, leading to a possible exploration of a new subjectivity. One could argue that the answer to the question "Who am I?" is not that simple after visiting the exhibition of plastinated human bodies.

This paper will analyse the reception of the Human Body exhibition of 2013 in Romania using a cultural approach. The research is based on the exhibition visitors' book, to which a content analysis was applied.

The aim of the study is to investigate how the 'Grigore Antipa' Museum, host of the Human Body exhibition in Bucharest, Romania constructed the cultural context in which the scientific arguments prevailed over the others (religious, for example), turning the exhibition of plastinated human bodies into an accepted public event, with a strong emphasis on education and science (medicine).

Key words: plastination, visitors' book, emotion, audience research, Romania.

Engagement and Empathy Discourses in Corporate Communication: The Case of "The Science of Engagement"

Liz YEOMANS, Leeds Beckett University, UK
Martina TOPIĆ, Leeds Beckett University, Leeds, United Kingdom

The 'turn' to emotion in the academy, including cultural studies (e.g. Ahmed, 2007), organisation studies (e.g. Fineman, 2010; Putnam & Mumby, 1993) and the social sciences (e.g. Greco & Stenner, 2008; Turner & Stets, 2005) is widely acknowledged. An interest in emotion, and empathy in particular, is also reflected in popular discourse: numerous book titles espouse empathy as a core skill to provide competitive advantage in a global economy (Pedwell, 2012) while *New Scientist* magazine reports on technological innovation in the form of 'empathy apps' to help workers strengthen their online and offline relationships (Rutkin, 2015).

In the light of a turn to emotion in the academy, as well as in popular discourse, this paper examines empathy discourse in corporate 'engagement' documents. Two distinct orientations of empathy are explored: 'true' empathy as discussed in intercultural communication, is driven by a human concern for the *other* in order to understand experiences, feelings and situations that may be different from our own; whereas 'instrumental' empathy, reflects a *self* orientation. Instrumental empathy characterizes much neoliberal market discourse in which corporations are urged to understand their customers better in order to maximise profits (Pedwell, 2012).

Further, empathy may be classified as cognitive, physical and emotional (Clark, 1997) and each of these three types of empathy involve different levels of emotional engagement between 'self' and 'other'. Thus, while empathy is seen as desirable for an organisation to publicly enter into dialogue with its stakeholders (e.g. employees, customers) in order to win their trust (e.g. during times of change or crisis), I argue that it is important to interrogate the orientation(s) of 'true' and 'instrumental' empathy as well as the type(s) of empathetic engagement suggested by corporate discourses.

Using the typologies described above and the technique of critical discourse analysis (CDA), I will analyse empathy discourse in a select sample of publicly

available corporate 'engagement' documents from highly ranked multi-national corporations (MNCs). Taking the view that discourse shapes society, my aim is to understand the ideological/relational positioning of organisations to stakeholders and society (Fairclough, 2010).

Intergenerational digital storytelling pairing teens as multimedia facilitators with an elder as narrative director

Margarida ROMERO, Université Laval, Québec, Canada

Intergenerational communication and learning empowers different generations valuing their knowledge (Ivan & Fernández-Ardèvol, 2014; Newman & Hatton-Yeo, 2008). Traditionally, elders has been recognized by their wisdom and had given a responsibility in the cultural heritage transmission to younger generations (Stiegelbauer, 1996; Weinstein-Shr & Henkin, 1991). Scientific and technological knowledge in the information society has relegated elders as knowledge authorities; moreover, young generations often refuse elders' knowledge (Cattell, 1994; Weinstein-Shr & Henkin, 1991). Internet, peers, teachers and parents had become the leading knowledge sources for the youngest generations. Our project aims to value elders' knowledge by inviting them to share their life narratives related to the Social Sciences curriculum. In line with this goal, we invited an elder to share her immigration life experience with a group of secondary level students studying the topic of migration of the Social Sciences curriculum (PFÉQ, Gouvernement du Québec, 2011). The intergenerational learning activity was designed to promote intergenerational learning and value not only the knowledge of the elder but also the teens' knowledge on multimedia during the creation of a digital Open Educational Resource (OER) based on the elder narrative on her immigration experience. Both the elder and teens (n=8) participating in the experience provided evidences of their intergenerational learning in an semi-directed discussion following the experience. More importantly, both type of participants felt empowered and valued through the intergenerational digital storytelling activity.

Key words: intergenerational learning; digital storytelling; elders; ICT; secondary education

Mapping the Hero's Journey in Digital Storytelling

Camelia CRIȘAN, National University of Political Studies and Public Administrative, Romania
Mark DUNFORD, University of Brighton, UK

The term "Digital storytelling" (DS) and the methodology with the same name were crafted in the research labs of Berkley University from California (Lambert, 2013). It describes a simple, creative process whereby people with little or no experience of computers, gain skills needed to tell a personal story as a two-minute film using predominantly still images. DS combines techniques to develop literacy and storytelling skills with an introduction to basic Information and Communication Technology (ICT). This is underpinned by group exercises and individual processes that develop confidence and build self-esteem. These different elements combine to form the narrative basis of digital stories.

In analyzing stories, Joseph Campbell (2008) proposed the monomyth or the Hero's Journey, a basic pattern, which comprises fundamental stages and structures identifiable in all narratives from different cultures and ages. The common structural elements of the Hero's Journey from the ordinary world to a challenging and unfamiliar world include: the departure, the initiation and the return. The hero who accepts to call to venture to the unknown, be it an outward journey or an inward journey must face a series of tasks and trials, either alone or with assistance. As DS are very short stories, an average of two-minute each, it is important to understand if they are following the pattern of other types of narrations and, if not, how they may differ.

Using the monomyth or the Hero's Journey, this research aims at analyzing the digital stories (videos and corresponding scripts) produced by 20 Romanian participants, thus exploring to which extent the digital stories are following this pattern.

Upon identifying and analyzing each story's model, we will conclude if the Journey's Stages may be further avoided, repeated, or shifted about depending upon each individual story.

Key words: digital storytelling, hero journey, monomyth.

Reflexivity & communication on an interdisciplinary research team: The role of collaborative autoethnography

Shannon HEBBLETHWAITE, Concordia University, Canada
Stephanie PATERSON, Concordia University, Canada
Dawn TRUSSELL, Concordia University, Canada
Meredith EVANS, Concordia University, Canada
Tricia M.K. XING, Brock University, Canada

Engaging in interdisciplinary research has become increasingly relevant, with calls to reflect and even restructure a changing social life (Doherty, 2012; Mair, 2006). Yet, navigating and negotiating an interdisciplinary research team is characterized by individual as well as organizational issues (Lingard, Schryer, Spafford & Campbell, 2007). Our interdisciplinary research team has embarked on a journey of reflexivity in qualitative research, using collaborative autoethnography (CAE) and poetic inquiry to interrogate our experiences as we grapple with issues of voice and representation. The purpose of our research is to explore the nexus of public policy and leisure for women as they experience the trasition to motherhood, in order to illuminate the ways in which women use leisure to achieve well-being and the role of public policy therein. Using narrative inquiry in our research, we have become sensitized to the importance of narrative beginnings, whereby researchers engage in a deeply reflexive process of inquiring into our own stories of motherhood (Clandinin, 2013). This paper presents our use of collaborative autoethnography (Chang, Ngunjiri, & Hernandez, 2013) to deepen our analysis of our narrative beginnings as a research team. Working as a community (i.e., research team) we collect, share, and analyse autobiographical materials to gain a deeper, more meaningful understanding of the transition to motherhood. Poetic inquiry (Butler-Kisber, 2004) is used to represent our individual and collective autobiographical experiences of motherhood. We conclude that engaging in qualitative research on interdisciplinary teams create challenges and opportunities for research methodologies to result in novel and insightful approaches in different disciplinary contexts. These approaches can enhance the depth, rigor and creativity of the analysis and subsequent knowledge mobilization.

Key words: collaborative autoethnography, poetic inquiry, motherhood, narrative beginnings

Practicing reflexive ethnography in a sport-spectacle milieu: an exploration of underlying tensions

Fannie VALOIS-NADEAU, Concordia University, Canada

This paper explores the particular tensions aroused from my researcher's position in an ethnography regarding the former hockey players of the professional Montreal Canadiens Hockey Club. This postdoctoral research aims to understand how these former players continue to maintain their celebrity despite their retirement. As a milieu where the performance of hegemonic masculinities has been well documented (Adam, 2006; Robidoux, 2001), where ageing is more a synonym of the incarnation of tradition rather than vulnerability and in which expertise usuallly means experience rather scholarship, being a (young) woman researcher might entail issues of credibility and authority (Allain, 2014) and reinforce an "outsider position". Nevertheless, although the hockey team is considered as a famous "closed community" (Robidoux, 2001), this sport-spectacle is in the same time inscribed in large media dispositif which produced a lot "expert" fans, including me, and this, since my childhood. Doing research on the object of my fandom therefore relies upon a familiar experience, deploying another kind of knowledge, from an insider perspective (Bennett, 2002).

Drawing from my observations notes and interwievs, this paper tackles a reflexive position of my own research experience for highlighting the boundaries and the frictions rearticulated in this milieu. I propose to put both my own malaises and pleasures as the triggers for the analyse. In playing with the troubles boundaries of reflexive ethnography (Howe, 2009) and analytical auto-ethnography (Anderson, 2006), I use the specificities of my own research position and the tensions mentionned above to offer singular inputs on the culture and the codes of this particular sport-spectacle milieu.Otherwise than for seeking the construction a gendered fan identity through memory work (Popovic, 2010) or notebooks (Parry, 2012), I use a sensible reflexivity for a better understanding this cultural hobby and industry and to adress the distance and proximity negociated though the issues of knowledge, gender and ageing celebrity.

Key words: reflexive ethnography, sport-spectacle, gender, age, fandom.

Introitus ad vitam. Understanding the child in early developmental psychology and paediatrics

George TUDORIE, National University of Political Studies and
Public Administration, Romania

In the late 19th century, the nascent disciplines of developmental psychology and pediatrics gradually branched off their respective stems. Separate in their concerns and inheriting distinct mores, these two enterprises manifested nonetheless a number of interesting analogies. By the time of their emergence, the child had since long been recovered from what Ariès described as a curious case of medieval amnesia. Locke and Rousseau, to name just the obvious authorities, had rekindled the interest in childhood in the West. In a sense, then, the homuncular picture of old – which presented the child as a miniature adult – was no longer a threat to Truth or Science. Still, both the physicians who claimed that children needed their own medical specialty, and the psychologists who looked at infants – etymologically, those who cannot speak – and saw a special kind of mind seemed to argue that a comparable danger was haunting their fields. The child, in health and in sickness, was no longer ignored, but it was systematically misunderstood, a situation which posed incalculable risks. Dedicated lenses were needed, and these were to be cut in the laboratories and hospital wings of the two new sciences.

More than a century later, at least two questions are in order. One is comparatively simpler: to what extent, in trying not to miss their target, these scientists reinvented the very object of their study? The other seems more promising: for all its possible interest, the system of analogies between developmental psychology and pediatrics does break down on closer inspection. What is there to be learned from the distinct trajectories of diagnosing sickness and diagnosing thought in small children?

Qualitative Research in Romania: Obstacles and Opportunities Before and After 1989

Corina DABA-BUZOIANU, National University of Political Studies and Public Administrative, Romania
Loredana IVAN, National University of Political Studies and Public Administrative, Romania

Context: Social sciences development in ex-communist countries has been marked by the political regime. Mainly after 1980, in Romania there were few professionals in sociology, psychology and connected areas. These professionals enrolled in universities or research institutes could be considered the ones that created the bases for theorizing and using the qualitative methods in Romania. After 1989, we find an explosion of faculties in the social sciences area, aiming to fill the gap of specialists. Beginning with 1990 new professionals in social sciences also start to teach research methods.

For the current research we aim to address the specialists that could be considered pioneers in introducing qualitative research methods at university level in Romania, before 1989 and just after the 1989. Our goal is to interview those trained in the period 1960-1975 and also professionals who have been trained in research methods in the first generations of graduates. Our study focuses on four groups that teach and research in communication area: (1) "the pioneers" that have been trained in the period 1960-1975, (2) the ones that have been trained in social sciences in the first generation of graduates after the '90, (3) the ones trained in social sciences or other fields, having a post-graduate training in communication (4) the ones with a BA in communication filed, with no other training in other social sciences.

Method: The current research is using the mean of semi-structured interviews (N=40). The interviews were recorded, transcribed and analyzed using ENVIVO software for qualitative data. **Results:** Preliminary findings indicates: 1) the advanced of the qualitative methods did not occur in Romania in the 1980 as in the Western countries (see Lindlof, & Taylor, 2010), but 30 years after, following the publications of some classical book from the US sociological literature, as Erving Goffman (1959/2007) and under the influence of some French authors (e.g. de Singly et al. 1998; Kaufmann, 2004); 2) in the communication field, as a new emergent area of study, research methods were taught as associated disciplines and little focused was on methodology when training the first generations of specialists; 3) as first generations of specialists in communication got in contact with the West European and North American academic environment (after 2004), the importance of the methodology courses increased and qualitative research methods were preferred as they require less research infrastructure compared to the quantitative ones.

Conclusion: This research offers an in-depth analysis on the way qualitative methods are taught and understood in different social contexts. The research expands the scope by revealing the factors that could play a role in the way different methodologies "travelled" from the West countries in the ex-communist European ones.

Key words: qualitative research, qualitative research in Romania, qualitative research in ex-communist countries

A qualitative analyze of the "playing contract": understanding the video game genre framework

Tulia Maria CĂŞVEAN, National University of Political Studies and Public Administration, Bucharest, Romania

Nowadays, the videogames are available in the widest variety of forms, platforms, being played either alone (single player) or with multiple partners (multiplayer), or even on a large scale with many other players in the online environment (massive multiplayer online games - MMOG). It is possible to play games with or without the "story", with or without scoring, games that only require intellectual or body movements. Videogames categories are built on multiple perspectives that depend on the observer and his or her agenda. Pulling out their sap from the fertile field of popular culture, videogames are exploiting models and formal containers, pre-worked materials, well-known heroes, stereotypes and myths. Acting as a transmission belt between producers and players, different videogame categories become, paraphrasing Umberto Eco, "playing contract" out of which players should instantly recognize a genre of game, characterized by a particular style. These genres have multiple meanings, functions, production models and audience expectations and evolve through time. Because of these reasons, realizing if there is a videogame genre framework or there are just labels or marketing tools used by the game producers is essential for overall understanding videogames. Finding out if there is a blueprint for videogame genres requires understanding of specific elements and their arrangement. Being aware that it is not possible to present an exhaustive genre categorization but only a general framework of videogame genres, this paper reviews the general and the specific genre literature and analyses the role and the characteristics of the mechanics, context, story theme and performance elements that articulate the videogame genres. The conclusions of this paper are also supported with interviews with game designers and a realization manager.

Key words: videogame, genres, popular culture

Panel: Qualitative approaches in education

Managerial Perspectives in Higher Education in Romania in regard to Equity and Social Cohesion

Diana-Maria CISMARU, National University of Political Studies and Public Administration, Romania
Livia-Speranța POPA, National University of Political Studies and Public Administration, Romania

By the analysis of implementation of an equity policy (the specially reserved places for Roma people), the paper identifies the managerial perspectives in Romanian universities in regard to equity and social cohesion. After presenting the general perspectives on social cohesion, the paper emphasizes the issues to deal in the matter of equity in higher education. On one side, globalization and the emergence of lifelong learning stressed the necessity of building access patterns for disadvantaged groups (Halimi, 2005). On the other hand, the mass proportion of the higher education in some countries was reported as generating inequalities to access to academic studies in university (McCowan, 2004). Green et al. (2003) showed that learning has effects on social cohesion, by improving the community capital or by reducing inequalities.

The data for this research were collected by holding semi-structured interviews during the study visits paid to eight universities of Romania in the public sector of higher education. On the whole, an approximate number of 25 interviews with rectors, vice-rectors or general administrative directors have been subject to review, and the concerned data have been further processed by phenomenological analysis.

There were several factors that differentiated the managerial perspectives on equity and social cohesion: the university specialization range, the environment in which the university was located, the resources universities disposed of. The results showed, in several cases, the lack of interest of the management in the issue of equity, the lack of pro-activity and a passive attitude concerning the implementation of equity policies. Finally, often the respondents manifested preferences for other underprivileged groups, applying the model of "limited resources". The sense of direction declared by several respondents towards "over-achievement" in the detriment of equity is not proved by excellent results, thus raising questions about the strategic directions of the Romanian universities.

Keywords: equity policy, social cohesion, higher education, management.

Communication barriers between teachers, students and parents: a radiography of secondary education in contemporary Romania

Valeriu FRUNZARU, National University of Political Studies and Public Administration, Bucharest, Romania
Denisa-Adriana OPREA National University of Political Studies and Public Administration, Bucharest, Romania

After 1989, the Romanian education system has undergone many reforms and transformations. Between political will, coherent vision, or genuine desire for modernization, there has been little stability or consensus on how education should be run. The education system was subject to infinite experiments, each year bringing substantial changes that often reverse recent changes, confuse teachers, students and parents and make their communication difficult.

Our proposal stems from a qualitative research carried out in September 2014 and consisting in interviews with 12 school principals from both urban and rural area, from kindergarten to high school. The main purpose of the project was to inquire with regard to the communication issues that the school principals perceived in their activity.

Our findings show that one of the major problems the school principals confront with is represented by the lack of communication with their students and particularly with their students' parents. The communication barriers are mainly connected to three aspects: a) student's lack of interest for school and lack of respect towards teachers and school norms; b) parents' lack of implication in their children's education and their aggressiveness and contesting attitude towards school's authority and decisions; c) parents' absence, due to labour migration within the EU.

Although reflecting mainly school principals' perception, our findings highlight the necessity to improve the communication between school, students and parents in order to increase the functionality and performance of the secondary education system. Improving communication with parents' committees might be a good start. This should be supported by a real dialogue, within which both teachers and parents acknowledge that they are partners in a common educational endeavour and develop a real disponibility to work together. With regard to the students, the communicational endeavour should start by a process of consciousness rising, making them able to put value on education.

Key words: Romanian secondary education, communication barriers, teachers, students, parents

SHRM processes in organizations in Romania: evidence from qualitative research

Carmen NOVAC, National University of Political Studies and
Public Administration, Romania
Cristina VIDROIU, National University of Political Studies and
Public Administration, Romania

Started in 2009, the study of specific processes in the Strategic Human Resources Management, will be continued in this article by identifying less obvious processes in models already made for SHRM. Among them, succession planning in the organization or promoting employees, are processes influenced by the current economical context.

The research presented in this article is based on existing models for SHRM and is trying to answer the following research questions:

1. Which are the last two years changes in the Human Resources department of the companies across Romania?

2. Identifying people with a high performance as well as professional development potential is an important aspect for the organizations?

3. Is there the succession plan an important process within organizations in Romania taking into account also their competition?

The research was conducted by applying the questionnaire method and aims to identify the degree of modern HR processes implementation inside the organizations across Romania. Based on a large number of companies participating in this study, we identified the need to investigate the implications induced by firm size in the typology of HR processes developed. All our assumptions were confirmed and we noticed that firm size does not always have an implication in the typology of HR processes within organizations.

So that the results of this research reflect as realistic as possible the situation of the Romanian companies in the current economic context of the human resources processes, additionally to the questionnaire method we have also used the interview method. Being part of the sociological survey, this method could confirm or deny the results obtained via the questionnaire.

Going back to the research questions raised at the beginning of this study, in addition to the results obtained by the questionnaire we have doubled the quantitative method with the interview method applied to a number of 7 persons belonging to the human resources department of companies of different sizes starting of a minimum of 107 employees up to 2800 employees.

Aiming to obtain further information on HR processes currently applied within Romanian organizations, the interview used is semi-structured type and contains ten questions answering to the research questions, but some of them also support the results achieved by interpreting the online applied questionnaire, validating or not the assumptions made.

The respondents are part of areas such as human resources supporting services, human resources outsourcing services, telecommunications, automotive and taxi services, call center services and trade marketing. These organizations head office is located within Bucharest, but some of them were active nationwide in cities like Galati, Timisoara, Cluj Napoca, Ploiesti or Constanta. The interviews were held within the organization of the each of the respondents belongs.

As regards the qualitative result within organizations following the development of human resources processes, we can observe the gain of new knowledge in the business area of the company. The effects are evident also in the organization's development plans.

In the activity field where personnel fluctuation can be sometimes overwhelming as in trade marketing, the effectiveness of these processes controls turn-over rate of staff and also provide certainty to employees that they will have access to higher positions by promoting the talents in the organization. Quantitatively, annually the difference is clearly observed by increasing the number of clients of the companies, by the profit generated and by the low turn-over percentage within the participating organizations.

Following the interpretation of the results obtained from the two research methods used namely questionnaire that had a number of 50 participants and the semi-structured interview method applied to a number of 7 respondents, the assumptions made initially have been validated or not.

The six research hypotheses were derived from the research questions raised. The first question: *Which are the last two years changes in the Human Resources department of the companies across Romania?*, received many responses, changes made being most often at the internal level of the organizations; for the second question raised: *Identifying people with a high performance as well as professional development potential is an important aspect for the organizations,* the answer was a positive one but most often such a program exists informally without a written procedure; for the last question: *Is there the succession plan an important process within organizations in Romania taking into account also their competition,* as with the previous question, received a positive response, the succession plan being important and considered in all organizations in Romania who participated in this study.

Keywords: HR process, SHRM, Development, Mentoring, Talent Management.

From blackboard to Internet – a change of the teaching perspective

Ileana ROTARU, University of Resita, Romania
Sorina GROZA, University of Resita, Romania

Romanian educational area is still characterized by a period of changes and it is still confronted by one hand with the lack of the teachers' skills in basic ICT and media competence and on the other hand, with the lack of material and technical resources in schools. Even if there have been done some improvements, the explosive development of the „internet society" makes it difficult to keep step with. The research points out the necessity of developing new competences such as media competence based on the social pressure of the *digital natives* generation. The paper tackles a paradigmatic change that takes place in the inner of the school organization which becomes not only a knowledge producer but an institution that must "learn how to learn".
Nevertheless, the aim of our research is to exhaustively determine the way that the Internet and new media are perceived and represented by the teachers (of primary school) within the educational process as means of teaching, learning, evaluation and communication. The research is realized in a comparative local manner and does not express the matrix of a national level sample. The research method is based on semi-structured interviews and the SESM instrument (The Mixed Standard Scale of Evaluation).

Key words: media competence, Internet effects, educational process, media pedagogy

Inquiring Romanian elders' engagement in elections

Cristina BUZOIANU, Vasile Alecsandri University of Bacau, Romania
Brindusa AMALANCEI, Vasile Alecsandri University of Bacau, Romania

Our paper aims to analyze the way in which elders relate to elections starting from two important assumptions: older people tend to be generally knowledgeable about politics than younger people and they are segment in the polls that are voting constantly and changes very hard their political options. This interest for politics becomes also a topic in the leisure conversation because they possess a greater commitment to comply with social norms of political behavior. Their political preferences are primarily shaped by their generational membership, whereas life cycle variations in political preferences are minor. Form the Senior Power Model perspective old-age interest groups are able to exert substantial control over policies on aging (Binstock, 2000).

This is the reason that justifies the fact that most of the political campaigns treat the problem of old-age group in order to attract a larger audience.

We intend to realize 10 interviews with Romanian aged people between 60 and 70 years to probe the manner in which it was perceived among this segment the 2014 Romanian presidential campaign. Our goal is to discover if there are differences between the 2014 elections and others at the level of aged groups considering the fact that the president elect is not Romanian.

Key words: Older voters, Grey vote, Grey power, Political participation.

Panel: Being part of it: participant practices in qualitative research

9:00-10:30

University – industry professionals' relations as an important dimension of university strategic public relations. A case study

Andreea RĂCEANU, National University of Political Studies and
Public Administration, Romania

Together with its evolution, important stability indicators for this field of activity increasingly gain the attention of both industry professionals and researchers. Among these, one must consider: deepening the specific development and interest considering public relations for particular different sectors (e.g. financial public relations, public relations for public institutions, public relations in education to name only few), the care and need for measurability and the constant concern for ethics. Nowadays actual public relations are conceived as strategic ones, thus differing from other communication activities, tactical, only directed toward short or medium term objectives. The core of strategic public relations is based on bidirectional communication, assuming responsible decision making and relationships for organizations seen as open systems that make permanent exchanges with the environment, building lasting relationships with stakeholders and, nevertheless, accountability. Reputation remains the purpose of public relations but the way that this can be achieved is not driven out of a superficial or even tactical calculation of communication opportunities, but from a set of long-term assumed strategic decisions and constant stakeholder engagement.

Organization-public relations (OPR) is seen as a potential indicator for the measurement of efficient public relations and, further, of efficient organizational behavior (Ledingham and Bruning, 2000, 2003, Hon and Grunig, 1999, Moon and Rhee, 2013 et al.). Most of the scientific research conducted in this area proposed directions for the evaluation of this relation either on positive or negative dimensions. Yet, all embrace a quantitative approach. In

this paper I propose a qualitative research of organization-public relations for a specific area: higher education. In particular, the paper is focused on a qualitative investigation of the relationship that a faculty offering communication and public relations courses has with industry professionals (PR practitioners), as one of its main stakeholders category.

Modeling musical capabilities – guitar playing

Dan Florin STĂNESCU, National University of Political Studies and Public Administration, Bucharest, Romania

While it is possible for one to detect a person's dexterity upon an instrument visually, auditorily and sometimes even kinaesthetically, it is the hypothesis here that there are other sets of skills which are just as important and just as essential to musical capability as the manual technique applied when playing the instrument.

Modeling is a process whereby an observer gathers information about the activity of a system with the aim of constructing a generalised description (a model) of how that system works.

Playing guitar might be considered such activity that has a structure, and recognizing and defining that structure, can help us to enrich our understanding of the predictors and effects of that process.

The purpose of this study is to identify strategies and patterns in how musicians organized their experience of the world around them and then acted in that world so that we may gain some new insights on how they operate.

In order to get the relevant data for the study, direct observation and interview were employed.   Observation offers the opportunity to record and analyze behavior as they occur, allowing events, actions and experiences to be 'seen' through the eyes of the researcher (Ritchie & Lewis, 2003, 35). For this purpose three exemplar were carefully selected. With each of them an indepth interview was conducted (videotaped). All the components of the schema were elicited, using an interview schedule (Darlington & Scott, 2002, 141) which followed Dilts logical level model (Dilts, 1998). At the end of the interview each exemplar was asked to perform a small piece of music for a live observation of exemplar achieving their results (Frost, 2011).

Motorcycles as dream catchers

Ramona MARINACHE, University of Bucharest, Romania

Motorcycling starts with a dream triggered by a photo magazine, a street icon, a motorcyclist friend, passionate parents or a distant uncle or from a thought appeared while skating, biking or skiing. It is said it offers adrenaline, freedom and new corporeal sensations. Some might say it offers near death experiences, and that its life lived on the wires, others might say it's a way to live ones dream and that it gives a path for perpetual dreaming.

Through the help of a qualitative analysis of social documents (motorcycle road novels and short stories written by motorcyclists), I seeks to cartography motorcycle dreams in search of an answer to the question: what could dreams tell us about bikers and their community? Thus, the aim of this paper is to describe the way in which the experience of riding a motorcycle continuous in the state of dreaming (read as daydreaming). (This paper is a result of a research made possible by the financial support of the Sectoral Operational Programme for Human Resources Development 2007-2013, co-financed by the European Social Fund, under the project POSDRU/159/1.5/S/132400 - "Young successful researchers – professional development in an international and interdisciplinary environment".)

Key words: motorcycling, dream, corporeal, qualitative analysis.

Motorcycle Riding and Freedom Figuration in Socialist Romania between 1950 and 1990

Gabriel JDERU, University of Bucharest, Romania

In this paper I argue that the motorcycling suffered a fundamental transformation during socialism, evolving from a means of locomotion affordable to professionals, technical inteligentia, downward mobile pre-socialist high bourgeoisie and socialist families until the 1970s into a form of "dropping out of socialism" between the 1970s and the late 1980s. State support for moto-sports and the centrality of DIY maintenance and repair activities cut accross the entire socialist period. The research is based on qualitative data gathered from various sources: interviews with ex-motorcyclists and old motorcyclists, ethnographic data gathered since 2008 in yearly conventions of the "communist" makes of motorcycle, motorcyclists' internet forums and Romanian automotive magazines between 1950 and 1990. I will analyze how motorcyclists obtained agency and a sense of freedom through motorcycle use in a society that limited freedom in a variety of ways. I will present data about imports, production and acquisition of motorcycles, as well as their social practices such as the trips and moto-sports organized during

the socialist period in Romania. Motorcycling functioned, since the 1970s in a similar way to music subcultures, yoga and other networked actions that generated freedom.

Key words: moto-mobility, qualitative research, agency/structure, sociology of mobility

WEST meets EAST: Culture shock! - Cultural intelligence in projects

Simona BONGHEZ, National University of Political and Administrative Studies, Bucharest, Romania
Emad E. AZIZ, BRISK Business Inc., New-York, USA

Project managers and project team leaders must adapt their leadership style and management practice to ensure progress, commitment, and support while being culturally sensitive. This paper addresses best practices and lessons learnt from the field, indicating what worked and what did not work on projects which involved cultural diversity and analyzing examples where cultural differences were overpowering.

The paper defines in the first sections the main concepts that are discussed, as cultural intelligence, cultural shock or cultural distance and continues by applying the results of different researches in the area of cultural differences to the project management realm. The impact of the globalization is considered, which led to multi-cultural project teams that operate across countries, continents and borders, across time zones, and in multiple languages. It was common to train our project team members to be culturally aware when they went for project activities in other countries but nowadays they are facing cultural diversity even though they are not leaving their desk. What could we do to adapt to our ever changing world, how could we prepare and how can we support our project managers and team members in order to face, accept and manage cultural diversity are also topics of this paper.

The writers approach the cross-cultural issues in projects and project management from a personalized understanding based on their own experiences in Western and European countries and also in countries from the Middle East. Several interviews were conducted with people of different nationalities - working in multicultural teams - and their views were included as well to enrich the perspectives covered by this paper.

Key words: cultural diversity, cultural differences, project management, multi-cultural teams, cultural shock

Volunteering and its outcomes. A perspective of the young Romanians

Alexandra ZBUCHEA, National University of Political Studies and Public Administration, Bucharest, Romania

Volunteering is an increasingly wider-spread and complex phenomenon all over the world (Rochester, Paine and Howlett, 2010), including amongst young Romanians. The drivers of this activity are very diverse (Burns et al. 2006; Haski-Leventhal, 2010; Musick and Wilson, 2008; Rochester, Paine and Howlett, 2010). Some are personal; some others are professional. Some of society-related, some others are private. The functional theory is the best-known theory in volunteer motivations. It considers six main reasons: values, enhancement, social, career, understanding and protective (Musick and Wilson, 2008). The motives are tightly related with the benefits perceived (Isham, J., Kolodinskym, J. and Kimberly, G., 2004). Some other factors influencing the volunteering behavior are related with the social image of volunteering (Musick and Wilson, 2008; Netedu and Blaj, 2012), as well as with social interactions associate with volunteering (Paik and Navarre-Jackson, 2011).

The present papers aims at understanding how volunteers perceive the outcomes of the volunteering activities from a social perspective. Interviews were conducted with 22 volunteers in various fields: culture, health, children rights, education, civic involvement, sustainable development, and student organizations. The age of the respondents is 18-40. In most cases the volunteers have experience with several NGOs, and in more than one domain of involvement. The main aspects investigated are: the motives that influence volunteering considering the functional theory; the image of volunteers within society; and the benefits of volunteering. The results are useful for nonprofit organizations to better understand their volunteers, what drives them and how the volunteering activities shape their social relationships. Thus, the organizations could better develop their volunteer management strategies.

Key words: volunteering; motives to volunteer; impact of volunteering; museums.

Communication and the emotions economy (II)

Emotions' display in the digital sport fandom discursive practices

Diana-Luiza DUMITRIU, National University of Political Studies and Public Administration, Bucharest, Romania

The commodification of sport brought along not only a high media exposure for sport actors and events, but also more engaging forms of "sport participatory consumption" (Rowe, 2011), which are highly embedded in the general logic of the emotion economy. Moreover, the dynamics of the digital landscape triggered a reconfiguration of the entire "seduction imagery" (Soulage, 1998) attached to the sport ethos and the fandom practices.

Discussing the "disruptive effect" (Pegoraro, 2014) that social media had on sport fandom experiences, the aim of this paper is to analyze digital fandom in terms of emotions display. How convergent are fans' emotional reactions towards sport performances? How wide is the spectrum of emotions that they engage in their social media discourses? What helps them express the intensity of their spectatorship experience? In addressing these aspects, the study focuses on the Halepmania phenomenon, as an extreme form of fandom build around the sport performances of a rising star - the Romanian tennis player Simona Halep.

Using a corpus of comments to both online articles and Facebook posts of the two main media actors on the Romanian sport press market, I have narrowed down the analysis to the timeframe of a major sport event that marked out the emergence of the Halepmania phenomenon. The three dimensions of the data analysis cover: the spectrum of emotions to be found in digital fandom discourses, the multimodal means of emotional reactions' display and the "I" - "we" discursive positioning in relating to the sport performances. Nevertheless, in discussing the emotional mapping of digital fandom, I argue that this form of sport mania and the coronary fandom experience(s) should be understood not only within the sport fan culture, but also within the more general framework of the celebrity culture, both of them being primary about shared emotions.

Key words: digital fandom, sport mania, social media discourses, emotions, celebrity.

Emotion Economy of Media Discourse

Monika VERBALYTE, Freie Universität Berlin, Germany

Far from being spontaneous, emotions of the audience are strongly shaped and guided by the ways media articulate them. However, despite the encreasing interest in emotions in communication science, the analysis of emotion articulation in discourse is still a challenging task.

From the theoretical point of view, there is a need of consice theory of media(ted) emotions. In the discourse, content of emotion is not determined through its arousal or appraisal structure from the same beginning. Arousal is a general excitement too vague to set any specific content. Appraisals are more specific, but not fixed and inherent, they are socially anchored structures changed in their use. Through linking with different cultural and normative discourses, emotion meanings are constantly renegotiated, justified, questioned, legitimized, and prescribed. A theory which indorporates emotion elicitation, cognitive structures, as well as their normative embedding is still to be provided.

From the empirical point of view, challenge lies in implementing this theory empirically and especially, in making sure that the discursive dynamics of the emotion management remains intact. As for the first point, the effort should be made to combine psychological knowledge which already exist on emotion elicitation and appraisals, with the elaborations of cultural sociology on meanings, cultural patterns, and social norms. As for the second, in trying to recover the structure of media discourse and emotions in it, the dynamics of events changing these structures should not be eliminated.

In my contribution, I will present a theory of media(ted) emotions based on the component model of emotion, (e.g. Engelen 2009) affect-cognition interaction research, (Clore 2007) and emotion sociology (e.g. Thoits 1984). I will also elaborate on possibilities to conduct such an empirical research combining rhetoric and linguistic approaches, (e.g. Nash 1989: Chapter 2) media framing studies (Gross 2004) and trasn-sequential discourse analysis, (Scheffer 2013) as well as including examples of my current research on emotional dynamics of political scandals.

Key words: emotion, discourse analysis, scandal, media discourse.

Touching the pain, feeling the gold: metaphors of pain in social campaigns against gold mining in Romania

Elena NEGREA-BUSUIOC, National University of Political Studies and Public Administration, Bucharest, Romania

Advertising for social campaigns often uses powerful images to convey emotionally loaded messages. Happiness, anger, fear, love are some of the most frequently used emotions in social ads to trigger a desired impact of the message on the viewer. Metaphors are the conceptual devices that help us communicate about and understand emotion concepts. Emotions such as those above are abstract target domains that map onto more familiar, more concrete source domains, the latter of which are usually grounded in our bodily experience. Drawing on the conceptual theory of metaphor and on the notion of embodiment, I aim to analyze the conceptual metaphors of pain (PAIN IS DARK and PAIN IS A FORCE) in the ads for a social campaign against gold mining using cyanide in Romania by a Canadian company. The "Save Rosia Montana" campaign used a couple of video ads in which two well-known Romanian actors delivered short emotional narratives about gold mining at Rosia Montana, a small town in the West of the country. In the videos, attempts to mine the gold are seen as violent attacks on the integrity of Romania, and as a result of the violence, pain is experienced. The ads build on pain as a metaphorically embodied experience. This paper also aims to explore the way in which metaphors can be used in advertising to explain abstract ideas, such as emotions, and to powerfully convey feelings in order to persuade the audience. Furthermore, it seeks to show how pain metaphors are used in the analyzed spots to intensify emotions both on the screen and, possibly, beyond it.

Key words: metaphor and emotions, metaphors of pain, advertising for social campaigns

Marketing Communist Nostalgia: a Case Study on Contemporary Festive Events

Alexandra BARDAN, University of Bucharest, Romania

Recent local polls *(INSCOP Research, 2013), (ICCMER & CSOP, 2010), (IRES, 2010)* show that communist nostalgia characterizes not only the elders, but the youngsters as well. On the other hand, scholar essays *(Todorova & Gille, 2010)* point out that late post-communist nostalgia reveals a new phenomenon: "the tentative but growing curiosity among the younger generation" *(Idem, p. 7)*. Local observers note that memories are fueled by a "real competition meant to promote, in many forms, the image of the communist period" *(Dâncu, 2010)*,

whether one regards tourism, the automotive industry or the FMCG sector. In this respect, communist nostalgia appears to be a steady, yet growing component of an emotion economy, especially in the case of communist themed bars that can be found in most Eastern European cities *(Czepczyński, 2010)*. In a previous paper, I studied the use of ancient communist anniversaries by nightclubs and bars organizing thematic communist soirées, where an emotional, yet powerful communication campaign was targeted to a pool of potential participants, born, in most cases, after 1989 *(Bardan, 2011)*.

Beyond the appeal to communist nostalgia, are these events becoming also occasions to coagulate a certain individual and collective identity, as a function of the contemporary festive events *(Crozat & Fournier, 2005)*? My paper aims to comprehend the articulation of a specific identity in this context within an interdisciplinary approach: an empirical research will develop my previous study on the instrumental use of thematic soirées, focusing on events organized on the 1st of May and August 23rd 2015. For the field research, the research design and methodology come as a challenge, as results will be discussed in regard to the concept of "information-rich cases" *(Patton, 1990, p. 169)*.

Key words: Communist nostalgia, Territorial ideology, Contemporary festive events, Information-rich cases

The Great Communist Bank Robbery: Reflexive Mediation of the Past across Cinematic Genres

Mălina CIOCEA, National University of Political Studies and Public Administration,
Bucharest, Romania
Alexandru CÂRLAN, National University of Political Studies and Public Administration,
Bucharest, Romania

In relation to memory, cinema is not a mere depository of contemporary memory, a potentially accessible archive, but the narrative means of building a type of engagement with the past. This brings to the fore the issue of the cinema's role in the cultural memory of the community. Which are the forms of the public engagement with the past? How is mediated memory mobilized in cinematic projects? This paper proposes an analysis of three cinematic productions from distinct genres (the assertive documentary, the reflexive documentary and the feature film), treating the same historical event, as types of mediation and engagement with the past, in order to understand how these mediation apparatuses work and how mediation reflexively incorporates history mediatization processes. The theoretical background against which we

place this discussion is the conceptual pair mediation – mediatization, employed in our attempt to understand how media, broadly conceived, allow new forms of symbolic interaction. In this view, mediation deals with new forms of production of meaning through various technologies, while mediatization deals specifically with the role of various media in emerging processes of social and cultural change. The theme of social memory is relevant because contemporary memory is already mediatized through the moulding forces of the media. TV, cinema and cultural industries are not only ways of producing significance about the past (i.e. mediation) but also, through embedding in everyday life (mediatization), they become part of history and resources for memory. Hence, the way history is mediatized becomes the object of a new mediation – the reflexive mediation.

Key words: cinema, memory, mediation, mediatization, reflexive mediation

Emotion Work in Foreign Language Classes

Carmen ZAHARIA, University of Bucharest, Romania

Emotion work is a distinctive part of learning a second language, through which children learn how to recognize and label emotions, how to impute them to self and others, and how to use them in accounts (Orbuch 1197, Scott & Lyman 1968) and stories of motive (Mills 1940).

Language learning process does not involve only cognitive activities; it also involves physical activities (e.g. gestures, body language) as well as a range of emotions. While participating in verbal and nonverbal communication, learners experience different emotions, especially when involved in peer work and role play activities. The main question is how second language students in an international school, thus in a multicultural environment, learn to recognize, formulate, express, explain, justify, accept and deny different emotions.

Intercultural education leads to a permanent negotiation of cultural values and the interpretation of those. The language curriculum is particularly inclusive with the concept of culture; any foreign language teaching program incorporates cultural information. Though grammar and vocabulary are essential in communicating in a language, individuals cannot master a foreign language unless they also understand and relate/connect it to its own cultural context.

Students' interactions with foreign cultures are strongly linked to their own behavior patterns, and these are linked to their cultural background.

Key words: emotion work, vocabularies of motive, cultural education.

Blind faith transformed into plain euro-pragmatism? A qualitative assessment of young eastern Europeans' attitudes towards the European Union

Joanna FOMINA, Institute for Philosophy and Sociology - Polish Academy of Sciences, Warsaw, Poland
Loredana RADU, National University of Political Studies and Public Administration, Bucharest, Romania

This paper qualitatively assesses public attitudes towards the European Union, as exposed by young people (i.e. students) in the biggest Eastern European Member-States – Poland and Romania. These two countries bear many similarities, among which their communist past, the pace of their European acession (i.e. Poland became a Member-State in 2004, and Romania in 2007), and the nature of their geopolitical position (i.e. as regards both the European Union and its Eastern neighbours, such as Russia or Ukraine) are the most evident and relevant for this research. We wanted to investigate whether these similarities could also be transposed at the level of public perceptions and attitudes towards the European Union.

This paper aims at revealing what young Eastern Europeans think about the EU in a very challenging context, with military unrest in Ukraine, and extreme economic turmoil in Greece. Our main research question is "How have the recent political developments (e.g. the economic crisis and prospective adoption of euro, the EU reaction to the Russian hybrid war in Ukraine, the attempts to adopt the CoE violence prevention convention) impacted upon narratives of europeanization as employed by young Eastern Europeans?".

Our research is premised on two emerging theories of europeanization. The first one refers to the theoretical landmarks set by Hans-Jorg Trenz's recent work on the narrative construction of European society. In Trenz's view, „Europeanization relates to stories or narratives through which we can describe the contours of European societies in the plural and European society in the singular." (Trenz, 2014, p. 5). Trenz examines four inter-related processes in the discursive construction of Europe: europeanisation narrated through the extraordinary (heroic) in its two versions – "triumph" and "trauma"; europeanisation narrated through the ordinary (the banal) in its two versions – "routine" and "crisis". The second one builds on the pseudo-theory of "banal europeanism" (Cram, 2010) , according to which "identification with the European Union is underpinned by a process which is banal, contingent and

contextual" (Cram, 2009). Our assumption is that, under the pressure of the multi-layered crisis of the European Union, Eastern Europeans are in the process of withdrawing their unconditional support for or "blind faith" in European integration and, thus, of gradually favouring an utilitarian approach with EU's losing its symbolical appeal.

Key words: Europeanization, narratives, banal Europeanism, youth attitudes, Eastern Europe

Erasmus Mobility and Its Impact on Students' National Sense of Self

Georgiana UDREA, National University of Political Studies and Public Administration, Romania

The EU-funded Erasmus, the largest and the most successful organized exchange programme in Europe, is widely assumed to play a leading role in the promotion of a European identity (Rubio et al, 2002; Fligstein, 2008). Being increasingly perceived as "ambassadors of European values" (Figel, 2007), Erasmus students are expected to develop a supranational identity and become "more European", as a natural consequence of their study mobility abroad.

Although common in the extant literature on European identity feelings, these ideas are rarely grounded empirically. Moreover, the few empirical studies dedicated to this subject in the last decade have put forward mixed results, some of them (King, Ruiz-Gelices, 2003) supporting, but most of them rejecting the claims that the academic sojourns increase students' identification with the European Community and produce self-conscious European citizens (Sigalas, 2010a, 2010b; Wilson, 2011).

The present paper represents a contribution to the current research on the relationship between (European) identity and European student mobility in two major ways. First, it reviews and critically analyses findings from existing studies that have tested in practice the hypothesis according to which educational mobility in general and Erasmus participation in particular are catalysts for a European identity. Second, it raises and tries to answer empirically a new question regarding the impact that the intercultural stage may have on students' national and local identities. This latter dimension of research seems to be overlooked by the current studies that are usually concerned with aspects regarding the extent to which Erasmus may generate a common sense of Europeanness among its participants.

In order to meet these objectives, I conducted a qualitative research based on in-depth interviews with former Erasmus students of Romanian and Dutch origins. Findings show that whereas the effect of the foreign study sojourn on students' European identity is rather questionable, the academic

stage abroad may be really effective in augmenting the national identity of the participants.

Key-words: European educational mobility, Erasmus students, European identity, National identity.

Euroscepticism and populism regarding the EU economic crisis – Greek legislative elections in 2015

Costinel ŞERBAN, National University of Political Studies and Public Administration, Bucharest, Romania

The paper proposes to analyse the reaction regarding the Greek legislative elections on the 25th of January 2015 (which were held earlier than scheduled, as an aftermath of the incapabilty of the Greek parliament to elect a new president) in which the left-wing group SYRIZA (meaning Coalition of the Radical Left) won 149 out of the 300 seats. This event is of importance because it was a first time victory for the party at close at only 2 seats to win the absolute majority. The analysis is presented in the context of the European economic crisis that affected Greece and in the wave of euroscepticism in the country.

The main focus of the paper will consist in analyzing the content of two publications that in their online editions presented the Greek legislative elections. Thus, the two publications whose content analysis of their articles will be carried out are *The Guardian* (the online edition, www.guardian.com) and *Der Spiegel* (the international online edition in English www.spiegel.de/international). Our focus will be on the editorial articles, because they present more clearly the opinion of the publication and the argument for choosing these two publications is their high readership in their respective countries and abroad and their tradition and prestige.

The research regarding the paper consists of academic books and articles in the field of European and communication studies, as well as journalistic articles from magazines and newspapers (online and print). These will be completed by a statistics that will derive from the coding book that analyzed the articles regarding the elections in two time periods: before (15-25.01.2015) and after (26.01-5.02.2015).

Media framings and topics in televised news during the 2014 EP electoral camping: Possible consequences on voter's choice

Liliana LUPESCU, Doctoral School in Communication Sciences, National University of Political Studies and Public Administration, Bucharest, Romania.
Mirela PÎRVAN, Doctoral School in Communication Sciences, National University of Political Studies and Public Administration, Bucharest, Romania.

Following a research project conducted during the electoral campaign for the European Parliament, in 2014, indicating a very low salience of the elections in the televised media (Radu, Lupescu, Durach, & Robescu, 2014), as well as in online newspapers(Stefanita, Buturoiu, 2014), in Romania, we propose a further evaluation of this corpus.

European elections are most often seen as second-order elections and are frequently driven by national political parties agenda's rather than EU topics, but because of their status as second-order, electors are more prone "to vote sincerely in EP elections". (Hobolt, Wittrock, 2010) Therefore decision making, when voting, will follow a different patterns then in first order elections.

A new study *on media effects on vote choice* published by van Spanje & de Vreese suggests that "...not visibility in the news seems to have mattered but actual evaluations and framing." (2014) Therefore in the light of our previous findings – low salience – we propose a qualitative analysis to answer our RQ: What kinds of media framings and topics does the television coverage approach when tackling the subject of the EP elections in the news?

Key words: EP Elections, media salience, second order elections, vote choice

Diaspora engages social media to reconnect with Africa

Maurice ODINE, School of Journalism & Graphic Communication, Florida A&M University, Tallahassee, Florida

Although Africa's low population density (65 people per square mile) places the continent behind Asia, Europe, and Latin America, although the growth rate is expected to quadruple within 90 years. Africa's population is estimated to grow in 2050 by 1.9 billion to account for three-quarters of the world's growth. Defining diaspora, Cohen (1997) says the Greek word that means the dispersal of a population through colonization. Today, the term implies a positive and ongoing relationship between migrants' homelands and their places of work and settlement. A content analysis was undertaken, literature reviewed, and interviews conducted to complete the study. Africa's population is dispersed because slavery forced millions into "new" homelands where culture was alien and opportunities non-existent. Other Africans have willfully migrated, despite predictable challenges. Notwithstanding, the African diaspora has endured strife, cruelty, and humiliating injustice. A major trait of dispersed Africans is affinity to the homeland, hence pursuit of resourceful sustainability. Using information, communication, and technology (ICT), the African diaspora communities have harnessed social media to reconnect with Africa (mother continebt). Consequently, online forums such as Facebook, Twitter, YouTube, Skype, and Messenger are widely used for communication and interaction with Africans and African countries. To improve communication, the African diaspora conducts workshops in select countries on Internet utilization, software development, online cash remittances, development, plus participation in the democratic process. Conflicts, slavery, and colonization are not solely responsible for the exodus that created the African diaspora. Natural conditions, such as famine, are partly to blame. Notwithstanding, dispersed Africans have an insatiable yearning of belonging that falls into two categories. First, dispora Africans want to share life experiences in their new homelands. Second, they want to reconnect with Africa, and Africans, as affinity to their homeland and cultural bond.

Key words: Africa, slave trade, media, diaspora.

How do Turkish Communication Agencies Engage in Social Media?

Sırma Oya TEKVAR, Karabük University, Karabük, Turkey

In accordance with organizations' increasing communication demands, studies such as measurement and evaluation techniques, legal arrangements, research services are integrated with internet's new application areas like social media. This development also brings public relations, its sub-branches and its joint branches such as journalism, advertising and marketing a wide vision in communication process. In other words, social media changes, reshapes and forces traditional public relations practices towards dialogic new public relations, which challenges the status quo. The main aim of this study is to determine communication agencies' approach to social media and their foresights about the use of social media as a public relations tool in Turkey. In this context, the current perception of public relations is tried to understand as well. As a qualitative research method, interviews in-depth with three public relations experts were conducted in the study in order to learn the current perception of public relations in the eye of the public relations experts and to determine the role of the social media in public relations practices.

Key words: Social media, communication agencies, dialogic communication, public relations

Using Grounded Theory to Explore Self-Identity Online

Demetra GARBAŞEVSCHI, National University of Political Studies and Public Administration, Bucharest, Romania

Following a *grounded theory* (Glaser and Strauss, 1967; Corbin and Strauss, 1990) approach to data collection and interpretation, this qualitative study aims to explore the individual practices that shape self-identity communication online, in light of a normalization of self-promotion practices, brought about by Web 2.0 logic.

In recent years, online identity has benefited from extensive coverage in academic literature. Although already discussed from a variety of angles, we can still speak of an emerging socio-communicational phenomenon, given the ongoing changes in the nature and norms of the online environment. From a space of infinite possibility for anonymous identity play, the increasingly commercialized Social Web was recast around new ideals of transparency. The massive sharing of personal information that occurred with the widespread adoption of online social network logic contributed to the discretionary availability of large quantities of personal data online. Along with communication power, individuals gained great communication vulnerability: our increasingly digital culture, where surveillance is embedded in the very

process of social interaction, both rewards and sanctions individuals based on who they appear to be online. Yet, not all frequent Internet users acknowledge that the traces they leave online (intentionally or not) can be subjectively corroborated to form the individual's identity narrative by various third parties. Nor that, in the face of this reality, could or should they make strategic use of the online medium's affordances to craft a strategic personal presence online, consistently building *self-equity*.

Using a qualitative approach based on *grounded theory* to explore the complex nature of identity online proved illuminating. It allowed me to examine dense narratives representing the viewpoints of users, building theory directly from data, at the same time acknowledging that the research process is a continuum of interpretations into existing and emerging information, that engulfs both informants and researcher.

Key words: grounded theory, identity online, self-equity.

Consumption and Facebook: comparison between online profile and offline reality

Alexandra-Petronela GRIGORE (ISBĂŞOIU), University of Bucharest, Romania

The aim of this research is to better understand the relationship between consumption and Facebook, in terms of the online exposure of the first one. I focus on the comparison between the online profile and manifestations of individuals and the offline reality of the users. Moreover, it is a step meant to explore the deep aspects of the social media impact on individuals' life and of the impression management through consumption. The design of the research consists of a qualitative methodological approach represented by nethnography which adapts the ethnographic techniques and instruments to a rather new and insufficiently explored environment. Thus, the traditional ways of studying the Internet by quantitative means and, mainly, by counting and creating various indicators, are confronted with the qualitative blend offered by innovative methodologies. The results of this research have the mission to find the potential of social media in interpreting the consumption. Marketing, consumer behavior, sales, communication and science, as a whole, need to place themselves in the online social environment to which consumers dedicate an important part of their lives. No matter if we talk about forums, blogs, communities, brand affiliated pages or social networks, establishing the right connection between user and individual can set the beginning of a new strategy regarding the society of consumption.