



Understanding transition Austerity, communication, and the media Call for Papers

Bucharest, 24th - 25th May 2013

The Faculty of Journalism and Communication Studies, University of Bucharest,
together with
The Association of Trainers in Journalism and Communication, Romania and
Institut de la Communication, Université Lumière Lyon2, France

Nowadays, austerity seems to be one of the main concepts defining the public discourse, impacting directly on the organisational activity, the professionals' practices, as well as our daily private life. Society as a whole depends on austerity measures. The paradigm of austerity – in its real, but also imaginary dimension - becomes a form of reconfiguration of our behaviours and representations.

Austerity forced communication and media all over the world to reinvent themselves. Media companies, public relations and advertising agencies work with different budgets and face different constraints now, as compared with the periods of prosperity before 2008. Their publics are more cautious in spending money. Politicians undergo electoral campaigns during recession and face a higher level of uncertainty, regarding their political future. Schools of journalism and public communication face a drop in admission numbers and cuts of public funds, and are called now to redesign their educational offer.

After five years of economic crisis that led to austerity, are we talking about the survival of the fittest in the case of communication and the media? Is austerity encouraging creativity and a prospect of solidarity, or is it the other way round? In fact, are journalists, public relation specialists, advertisers, educators and other communication experts facing a time of transition? Are they supposed to redefine their standards, to have a fresh look at the left and right political discourse, in order to consider their future? Should they also redefine their approaches to vulnerable and excluded groups?

The conference “Understanding transition. Austerity, communication, and the media” is going to be an international forum of discussion for all these aspects of the issue. We welcome interdisciplinary approaches, as well as multinational and cross-cultural perspectives.

Presentations based on empirical research and on sound theoretical approaches are invited on topics such as:

- Quality journalism and media scandals during times of austerity
- Commercial communication and austerity
- Political campaigning in economic crisis
- Defending vulnerable groups (e.g. minorities, women, children) with scarce resources
- Communication ethics and austerity
- Arts discourse and communication
- Media economics and austerity
- Entertaining during austerity
- Cultural policies and scarce resources
- Cuts in communication funds and the impact on public sphere
- Transition to online media and scarce resources

Conference's languages are English and French.

Please send an extended abstract, of 700 to 1000 words, to the following address: raluca.radu@fjsc.ro by the **28th of February**.

The submissions should contain:

- Name and surname, Academic and didactic title, Institutional affiliation and Full contact details.
- An abstract explaining the relevance to the conference theme, the links to previous research, the methodology used, the results of the research and the importance of the research.
- Three to five keywords.

All submissions will be analysed by the conference's scientific committee. The notification of acceptance will be sent by **March, 15**.

Full papers should be sent by the **15th of May**. Only papers submitted by this date will be included on the conference's CD. For each panel a respondent will be designated.

NOTES

The participation fee is of 50 euro (or the equivalent in Romanian lei) and includes the conference materials and the coffee and lunch breaks. Within the possibilities, we will provide accommodation at the "Academica" Guest House of the University of Bucharest. Please check www.fjsc.unibuc.ro for the conference details.

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