



# UNDERSTANDING TRANSITION

Austerity, Communication and the Media

INTERNATIONAL CONFERENCE

Bucharest, 24th - 25th May 2013



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.

## Friday, 24th May

### **9.00 - 9.30: Registration**

Casa Universitarilor, Str. Dionisie Lupu nr. 46

### **9.30 - 10.15: Official opening of the conference. Welcoming speeches**

Prof. Mircea DUMITRU, PhD, Rector of the University of Bucharest

Maître de conférences Dr. Viorica PĂUȘ, Dean of the Faculty of Journalism and Communication Studies

Maître de conférences Dr. Dana POPESCU-JOURDY, ICOM, Lyon 2, France

Associate prof. Raluca RADU, PhD, Association of Trainers in Journalism and Communication

### **10.15 - 11.00: Plenary session - Festivities Hall**

#### **Political Communication and Austerity**

Dr. Valeriu TURCAN, political communication adviser

### **11.00 - 11.30: Coffee break**

### **11.30 - 13.00: Section "Media Strategies and Austerity"**

#### **Festivities Hall**

Moderator: Prof. Victor Manuel MARI SAEZ, PhD, Cadiz University, Spain

### **Global Structures, Scarce Local Agency; filling up teen magazines**

Raluca PETRE, PhD, Assist. Prof., Faculty of Letters, "Ovidius" University of Constanta, Romania

### **Online magazines for women, a natural transition?**

Denisa CHIRIȚĂ, PhD Student, Faculty of Journalism and Communication Studies, University of Bucharest, Romania

### **The Extinction of printed Newspapers and the Kiosk-edition books, nowadays dilemma. From Complementary product on paper to e-book or nothing**

Bogdan HRIB, Phd. Candidate, National University of Theater and Film "IL Caragiale", Bucharest, Romania

### **European Public Television - Different models, same challenges**

Andreea ȘTILIU, PhD, Associated Assistant, "Al.I.Cuza" University of Iași, reporter at TVR Iași, Romania

Friday, 24th May

**11.30 - 13.00: Section "Politics, Discourse and Austerity"**

**Florentine Room**

Moderator: Assoc. Prof. Spiros MOSCHONAS, PhD, University of Athens, Greece

**Media and Political Communication in Times of Crisis**

Ruxandra BOICU, PhD, Assoc. Prof., Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**Online Political Communication: The Role of Image Upload on Facebook**

Nicoleta IONESCU, PhD Student, Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**Key moments of the economic crisis in written Romanian press Case study: Jurnalul Național, România Liberă, Libertatea and Cancan, 2008 - 2011**

Antonia-Ioana MĂTEI, PhD, Assist. Prof., Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**Media in Chains: 22 Years of Media Crisis in Moldova**

Natalia MILEVSCHI, PhD, Assist. Prof., Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**13.00 - 14.00: Lunch**

**14.00 - 15.30: Section "Austerity Effects in Communication Industries"**

**Florentine Room**

Moderator: Assoc. Prof. Dana POPESCU-JOURDY, PhD, ICOM, Lyon 2

**Advertising and Censorship in Times of Financial Crisis**

Maria CERNAT, PhD, Assoc. Prof., Department of Communication and Public Relations, Christian University "Dimitrie Cantemir", Romania

**Austerity in Romanian Advertising as a Way of Recovering Local Identity**

Mădălina MORARU, Ph.D., Assoc. Prof., Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**Content Crisis in Constanța Local Media**

Alina Ioana VASILIU, Ph.D., Assoc. Prof., "Andrei Saguna" University, Constanța, Romania

**The Romanian HPV Campaign - Medicalization and Antimedicalization**

Valentin VÎLCU, Ph.D., Assoc. Prof., Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**Friday, 24th May**

**14.00 - 15.30: Section "Les journalistes, face à l'austérité"**

**Festivities Hall**

Moderator: Maître de conférences Elizabeth VERCHER, Université Lyon 2, France

**Les photojournalistes : une espèce en voie de disparition en Roumanie?**

Dr. Alexandra BARDAN, Faculté de Journalisme et des Sciences de la Communication, Université de Bucarest, Roumanie

**A discourse or multiple discourses on austerity policies? The mediatization as a recoding of the economic argument within the Romanian space**

Ana Maria MUNTEANU, Ph.D., Assoc. Prof., & Alexandra Elizabeth STAN, MA student, "Ovidius" University, Romania

**The erosion of the local newspapers as a news source. Managing the crisis: letting go or fighting back?**

Laura PĂULEȚ-CRĂINICEANU, PhD Candidate & Prof. Daniel CONDURACHE, PhD, "A.I. Cuza" University of Iași, Romania

**Le journaliste: son image dans la cinématographie roumaine. Etude des représentations sociales du journaliste dans le film roumain de fiction**

Monica Mihaela MATEI, Etudiante / Master, Faculté de Journalisme et des Sciences de la Communication, Université de Bucarest, Roumanie

**15.30 - 16.00: Coffee break**

**16.00 - 17.30: Plenary session - Festivities Hall**

Moderateurs: Mirela LAZĂR, FJSC, Université de Bucarest, Dana POPESCU-JOURDY, ICOM, Lyon 2

**Table ronde: "Austérité et Solidarité: panorama de l'actualité européenne"**

**Workshop: "Austerity and Solidarity : an overview of current events in Europe"**

Conférenciers: Oana Băluță - FJSC, Université de Bucarest, Victor Manuel Mari Saez - Université de Cadiz, Spiros Moschonas - Université d'Athènes, Elizabeth Vercher - Université Lyon 2, R. Ayhan Yilmaz - Université Anadolu

**19.00: Dinner**

# Saturday, 25th May

## **9.00 - 9.15: Registration**

Casa Universitarilor, Str. Dionisie Lupu nr. 46

## **9.15 - 10.00: Plenary session - Festivities Hall**

### **Cultural Industries at the Digital Crossroad. An Austerity at Hand. And Next?**

Marian POPESCU, Ph.D., Prof., Faculty of Journalism and Communication Studies, University of Bucharest

## **10.00 - 10.30: Coffee break**

## **10.30 - 12.00: Section "Media Content and Crisis"**

### **Festivities Hall**

Moderator: Assoc. prof. Raluca RADU, PhD, FJSC, University of Bucharest

### **Le don de Soi: entre Austérité et Solidarité**

Drd. Isabelle SANYAS, Université de Dijon-Bourgogne, France

### **Austerity and crisis in public broadcasting locally in Andalucia**

Dr. Víctor Manuel MARÍ SÁEZ, Belén MACÍAS VARELA & Francisco Cañete SAINZ, University of Cádiz, Spain

### **Print Broadsheet vs. Tabloid Newsagenda: Banner and Front Page Headlines in România Liberă vs Click Biggest Circulation Dailies**

Aurelia Ana VASILE, Ph.D., Assoc. Prof., Faculty of Journalism and Communication Studies, University of Bucharest, Romania

### **Les journalistes français face aux problèmes sociaux. Un inévitable malentendu ?**

Dr. Nicolas PELISSIER, Laboratoire I3M/Université de Nice Sophia Antipolis, France

## **12.00: Plenary session - Festivities Hall**

### **Closing of the conference**

### **Political Communication and Austerity**

Valeriu TURCAN, PhD. He is a Romanian political consultant and an associate faculty for the University of Bucharest, in the area of political communications. He was Presidential Adviser and Spokesman for the President of Romania for 5 years (2007-2012) during the 2007 referendum, 2009 elections and during the announcement regarding the austerity measures. Formerly, he worked as a radio producer for the British Broadcasting Corporation - World Service, in London, United Kingdom, and he was the President of the Agency for Government Strategies. He coordinated many political campaigns, for both local and national elections. He graduated the University of Bucharest, Journalism and Mass Communications, and he completed his Masters degree as a Chevening Scholar at the Institute for Communications Studies, Leeds University, United Kingdom.

### **Cultural Industries at the Digital Crossroad. An Austerity at Hand. And Next?**

Professor Marian POPESCU, PhD. He's currently teaching Public Communication, Communication and Performance at the universities in Bucharest and Cluj. His areas of expertise are: Public Communication, Performance Studies, Literature, and Cultural Policies. Experience in the film and book industries and publishing and theatre projects. He published seven books on Performing Arts, Literature and Communication. He's currently working on a research about Speaking in public.

### **Workshop**

#### **"Austerity and Solidarity: an overview of current events in Europe"**

Austerity measures define now national policies in European countries. The economic criteria are imposed in all areas of society, which are thus identified either as champions of economic productivity or as responsible for the public debt. News about social tensions, political realignments and tax evasion on a large scale are regularly presented by the media. A crisis paradigm reconfigures the discourse and the practices of social actors.

Starting from specific national situations, the discussion will be focused on the effect of these austerity measures on the population and on the alternative solutions proposed by the civil society. What is the nature of these solutions? Can we talk about the emergence of new forms of solidarity? If these new forms do exist, what is their impact? Who are the main initiators? And, in particular, how do the media cover these forms of solidarity, which appear as a reaction to austerity?

Thus, using different stories and points of view, we will try to understand the construction of the representation of the solidary Other, put to the test of austerity.

#### **Speakers:**

Oana Băluță – FJSC, University of Bucharest

Victor Manuel Mari Saez – University of Cadiz

Spiros Moschonas – University of Athnes

Elizabeth Vercher – Lyon 2 University

Ayhan Yilmaz – Anadolu University

#### **Moderators:**

Mirela Lazăr – FJSC, University of Bucharest

Dana Popescu-Jourdy – ICOM, Lyon 2



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