



RÉSEAU TRANSMÉDITERRANÉEN  
DE RECHERCHE EN COMMUNICATION



25  
YEARS

THE FACULTY OF JOURNALISM  
AND COMMUNICATION STUDIES

**Trans-Mediterranean Network of Communication Research (RTRC) &  
Faculty of Journalism and Communication Studies, University of Bucharest (FJSC)**

**organize**

**the XVI Forum of the Network**

**and**

**the International Conference of the XXV year of FJSC**

*under the title*

**UNDERSTANDING TRANSITION III**

**Technique and technology in social and intercultural practices**

Bucharest, 1-3 July 2015

**Call for papers**

*„Communication, as seen by communication studies, is basically technical in the sense that it is an implementation of knowledge, of technical expertise, and of scientific knowledge used to produce objects” (Jean Davallon)*

The last fifty years have brought more technical innovations than the centennarian that preceded the Industrial Revolution. Since technological advances proposed by researchers such as A. Turing, V. Cerf, T. Bern-Lee, S. Brin and L. Page, socially transmitted individual or collective actions are part of a trend that seems perpetual. The differences in perception,

generations hold, seem to be obvious, and this is true also for the mastery of technology. This phenomenon is accentuated and its existence was acknowledged with the "digital natives" and the gradual appearance of "the digital immigrants" (the label for all previous generations), as they were identified by Marc Prensky, which tends to point to the cultural and behavioral differences. The generational tales provide a look on new techniques, practices and needs that are emerging. IT companies identify new needs or develop applications to create new interests for different activities that make use of IT resources. Thus applications in the areas of health, safety, working collaborations and management are widely used. Creativity, imagination, research and innovation value these communication tools that sometimes shape the way individuals think and act, curious to discover and to overcome past constraints.

Sustained by these new elements, the information exchanges are no longer human-related only; they are also based on the skills acquire, this means developed, by new technologies. Smart objects and technologies are designed to facilitate communication and information transfer and are becoming increasingly ubiquitous, not only in professional circles but also in the social spaces. New requirements appear and old social practices sometimes give way to new forms of communication.

In 1964, the science fiction author Isaac Asimov was already imagining new eras, for the fun (and the greatest of fears) of his readers. Researchers now announce that new individuals, shaped by new technologies, will emerge - the "posthumans" (Sloterdijk, Bostrom). While some consider these new technology uses as devaluing current society and leading to a "post-culture" (Steiner), others consider that ethical thinking and human generosity will preserve a more reassuring environment. Science fiction becomes, for some people, the new reality (Besnier) when it does not exceed it. These "man-machine" interactions have, as results, new socio-cultural and intercultural practices. Researchers analyze, for several years now, the impact of socio-technical systems on new cultural practices and modes of sociability, and the nature of the social bonds that are created. They are also looking at economic, political, ethical and security dimensions (including in the Euro-Mediterranean area), where technique and technology are involved in social practices and in sociability, at large, and especially in intercultural exchanges - as it happens in any space united by one identity.



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### **1<sup>th</sup> Direction. The role of technology in practices of information and communication**

From the point of view of communication studies, it seems useful to talk about the place and development of technology in emerging, social and everyday practices, inside information and communication systems. In this regard, it seems interesting to analyze the way people, particularly those from Latin and trans-Mediterranean areas, use communication technologies. How generations of native and / or digital migrants use or adapt the communicative practices of this new era. In what way are social and cultural exchanges influenced by these techniques?

### **2<sup>nd</sup> Direction. The place of techniques and new technologies in cultural exchange**

In an era when technology and political and economic movements facilitate, regulate and / or constrain the flow of people in a globalizing system, it seems useful to deepen the discussion related to human exchanges. Indeed, the use of communication technologies - if they become inevitable for some people – may either witness rapid developments or prohibitions, depending on cultures and on societies they are implemented in. What are the disadvantages or the risks linked to these practices? How do different facets of communication techniques contribute to intercultural exchanges, to foster the relationship with and the understanding of the Other? Can they influence deeply these exchanges?

### **3<sup>rd</sup> Direction. The Mediterranean area, as a research site**

The space of the Mediterranean Sea and, more broadly, the trans- Mediterranean area (which includes peoples of Latin origin, particularly in South America), with its experience and its present (political, social, economic or cultural), can consider its future to be peaceful and serene or is this future threatened by new communication technologies? How is this space preparing to cope with "post-culture"? Does it rely on ethical awareness, in the coming years?

**This forum aims to develop a broad discussion on the theme**, which is why the contributions that start from the current state (identified through qualitative or quantitative methods) and develop a reflection on post- and anti-humanism, the search for "white areas" or any other form of reflection related to the future of news technologies in different cultures, and particularly in the Mediterranean area, are encouraged, in order to enhance understanding.

**Dead-line for abstracts** : 31 March 2015

**Dead-line for complete manuscripts** : 30 May 2015

**Abstract criteria:** Researchers are invited to send their abstract proposals, following these criteria.

The abstracts, up to 200 words, and a short description of the author (university, academic position, contact data), alongside a propose title, should be to be sent by e-mail to:

French texts: **pelissier06@gmail.com**, **miralazar05@yahoo.com**, **angelica.marinescu@cerefrea.eu**, CC: **cornulucienne83@gmail.com**, before 31 March 2015.

English texts: **raluca.radu@fjsc.ro**, before 31 March 2015.

The manuscripts of the proposed interventions should be unpublished texts. After a double blind review, several manuscripts, of a maximum of 30 000 signs, will be published in the international journal *Multimed*, edited in three languages, by the University Fernando Pessoa de Porto (Portugal), and in the *Romanian Journal of Journalism and Communication*, edited in French, English and German by FJSC and indexed in three international databases ([www.jurnalism-comunicare.eu](http://www.jurnalism-comunicare.eu)).

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