



University of Bucharest,  
Faculty of Journalism and Communication Studies (FJSC)  
and "Éducation, Cultures, Politiques" Laboratory at Université Lumière Lyon 2

**organize the International Conference  
UNDERSTANDING TRANSITION - VII**

# **Voices of the voiceless:**

New challenges of mobilization and citizen engagement



**Bucharest, September 11-12, 2019**

**CONFERENCE PROGRAMME**

**Venue: Casa Universitarilor, 46 Dionisie Lupu Street**

INTERNATIONAL CONFERENCE  
UNDERSTANDING TRANSITION VII  
*Voices of the voiceless: New challenges of mobilization and citizen engagement*

Bucharest - September 11-12, 2019

## Wednesday, 11<sup>th</sup> September

9.45 – 10.15

### REGISTRATION

Casa Universitarilor, 46 Dionisie Lupu Street

10.15 – 10.30

### Official opening of the conference. Welcoming speeches

*Location: Room 1*

**Anamaria NICOLA, Phd Lecturer** – Dean of the Faculty of Journalism and Communication Sciences, University of Bucharest, Romania

**Dana POPESCU-JOURDY, Vice-Doyenne** – Institut de la Communication – Université Lumière Lyon 2, France

10.30 – 11.15

### PLENARY SPEECH

*Quand les « sans voix » prennent la parole : les enjeux de la démocratie numérique*

**Dana POPESCU-JOURDY, Vice-Doyenne**

Institut de la Communication – Université Lumière Lyon 2, France

11.15 – 11.45

### COFFEE BREAK



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**11.45 – 13.30**

**Session A – Online platforms – general aspects & online protests**

**Location: Room 1**

**Chair:** Prof. Dana POPESCU-JOURDY, Université Lumière Lyon 2

*Handling Information Biases: A Proposition*

Yaron ARIEL, Vered ELISHAR-MALKA\*, Dana WEIMANN-SAKS, The Max Stern Yezreel Valley College, Yezreel Valley, Israel

*Two decades of social media: promise, perils and progress*

Alexandru SĂVULESCU, Faculty of Journalism and Communication Studies, University of Bucharest, Romania

*Activisme numérique au Maroc : illusion ou désillusion du Net ?*

Malika ABENTAK, Noufissa MACHKOURI - Faculté des Sciences Juridiques, Economiques et Sociales d'Agadir, Maroc  
Laboratoire LARLANCO de la Faculté des Lettres et des Sciences Humaines, Agadir, Marocco

*The evolution of citizen participation in the Greek online newspapers*

Theodora SARIDOU, Andreas VEGLIS, Aristotle University of Thessaloniki, Greece

*Social media framing around the Mapuche movement after the killing of Camilo Catrillanca*

Amaranta ALFARO, Eileen HUDSON - Universidad del Desarrollo, Chile

*Le journalisme dans le contexte multimédia. Les nouveaux moyens de production journalistique et l'impact dans la société*

Laura-Lucia GAVAN - Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**13.30 – 14.30 – LUNCH (Casa Universitarilor, terrace)**



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**14.30 – 16.00**

**Session B – Organizations, online communication and civic engagement – part I**

**Location: Room 1**

**Chair:** Prof. Camelia Cmeciu – University of Bucharest

*Cultural micro entrepreneurship and cultural narratives: transformation of places and identities.  
(Case studies in Sofia and Plovdiv)*

Zornitza DRAGANOVA, "St. Kliment Ohridski" Sofia University, Bulgaria

*La lisibilité des écrits numériques de l'administration publique marocaine*

EL MOUSADIK Ibtihal, Malika ABENTAK, Faculté des Lettres et des Sciences Humaines, Laboratoire LARLANCO, Agadir, Marocco

*Effects of digitalization and social change on civil engagement in disaster management.*

*The evolvement and development of unaffiliated volunteer initiatives in Germany*

Matthias MAX, German Red Cross Headquarters, Berlin, Germany

*The use of infographics and motiongraphics by non-governmental organizations to increase citizen engagement*

Lilyana ZAGORCHEVA, "St. Kliment Ohridski" Sofia University, Bulgaria

*Anonymity, intimacy, involvement, and support in women's closed Facebook groups*

Dana WEIMANN-SAKS, Vered ELISHAR-MALKA, Yaron ARIEL, The Max Stern Yezreel Valley College, Israel



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## Thursday, 12<sup>th</sup> September

10.00 – 10.40

*History with small “h”: Community mobilization for recent memory conservation*

**Cosmin POJORANU – Communication Director, Funky Citizens**

10.40 – 11.00

**COFFEE BREAK**

11.00 – 12.30

**Session C– Organizations, online communication and civic engagement – part II**

*Location: Room 1*

**Chair:** Prof. Camelia Cmeciu – University of Bucharest

*Events for challenges of mobilization and Romanian citizens’ engagement*

*A comparative study between the public institutions from Romania and Belgium, mass-media and citizen perspectives*

Mihaela PĂUN - Faculty of Journalism and Communication Studies, University of Bucharest, Romania

*The European creative industry and the crowdsourcing method of financing it.*

*Study case: The Pitesti Experiment Feature Film, the first Romanian film financed through crowdsourcing*

Victoria BALTAG - University of Birmingham, UK

*Using WhatsApp while watching the World Cup 2018 Broadcasts: A new form of users’ engagement*

Vered ELISHAR-MALKA, Yaron ARIEL, Dana WEIMANN-SAKS, The Max Stern Yezreel Valley College, Israel



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*Strategies of social media communication during public protest*

Natalia VASILENDIUC, Alexandra BARDAN, Faculty of Journalism and Communication Studies, University of Bucharest, Romania

*My words, my view: a case study on the self-perception of the impact of everyday online socio-political practices*

Taiana CATHARINO - ICNOVA | NOVA School of Social Sciences and Humanities, Lisbon, Portugal

*Un-Silencing the hitherto silenced the electorate through the use of the social media:*

*Experiences from the 2019 Nigerian general election*

Emmanuel UFUOPHU-BIRI, Delta State University, Abraka, Nigeria

**12.30 – 13.30 – LUNCH (Casa Universitarilor, terrace)**

**13.30 – 14.30**

**Session D – Online media representations**

***Location: Room 1***

**Chair:** Assoc. Prof. Natalia Vasilendiuc – University of Bucharest

*The Greta Thunberg Effect as civic diplomacy: Reflection in Romanian society and media*

Anca ANTON - Faculty of Journalism and Communication Studies, University of Bucharest, Romania

*Pope Francis' visit in Romania as spokesman for poor and the voiceless. A research of the public radio station coverage.*

Antonia MATEI - Faculty of Journalism and Communication Studies, University of Bucharest, Romania

*The MMR (Measles – Mumps – Rubella) vaccination debate in mass media and social media*

Mihaela MUREȘANU TĂUT - Faculty of Journalism and Communication Studies, University of Bucharest, Romania

*Framing migrants. A qualitative approach to emotional patterns in news about migrants*

Anamaria NICOLA - Faculty of Journalism and Communication Studies, University of Bucharest, Romania



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*Beyond the online voices during crisis communication. Case study: Product recall in Romania after the usage of Fipronil*  
Ioan MICLEA - Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**14.30 – 14.45**  
**CLOSING OF THE CONFERENCE**

**Scientific committee:** Oana Băluță (UB), Camelia Beciu (UB), Silvia Branea (UB), Mădălina Buga-Moraru (UB), Katarzyna Buczek (University of Opole, Poland), Piotr Chruszcsewski (Univ. of Wrocław, Poland), Mihai Coman (UB), Georgeta Drulă (UB), Marion Fabre (Université Lyon 2, France), Anne-Claire Husser (Université Lyon 2, France), Aleksandra Knapik (General Tadeusz Kościuszko Military University of Land Forces, Wrocław, Poland), Gaia Peruzzi (Université Sapienza Rome, Italie), Louise Phillips (Roskilde University, Denmark), Dana Popescu-Jourdy (Université Lyon 2, France), Daniela Roventă-Frumușani (UB), Monica Spiridon (UB), Jean-Claude Soulages (Université Lyon 2, France), Elizabeth Vercher (Université Lyon 2, France), Hedwig Wagner (Université Flensburg, Allemagne).

**Organising Committee:** Alexandra Bardan (UB), Oana Călin (UB), Camelia Cmeciu (UB), Camelia Cușnir (UB), Mihai Dragnea (UB), Florica Iuhaș (UB), Elena Popescu (UB).



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