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BOOK OF ABSTRACTS

SNSPA
Școala Națională de Studii Politice și Administrative
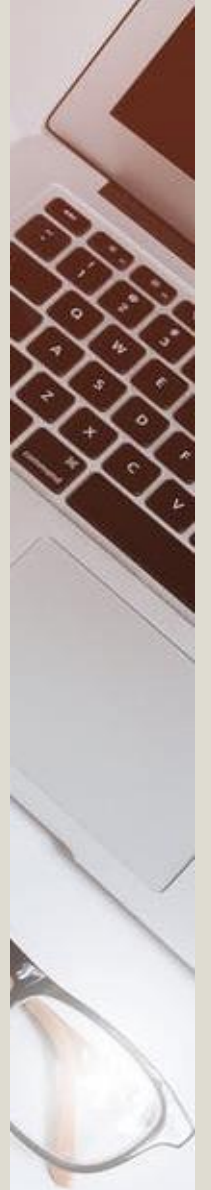Facultatea de Comunicare și Relații Publice

MIGRATION, MOBILITY AND COVID-19

ARHIRE Stela
National University of Political Studies and Public Administration

The coronavirus has brought difficult situations for citizens across the world. For some however, the effects may be more severe than for others. Vulnerable migrants (refugees or irregular migrants who find themselves in precarious situations), belong to the former, and their desperate situation may well further deteriorate. First, the measures of 'social distancing' for them mean less support, less access to necessities or services. Second, they themselves are not in a position to follow much of the good advice given. Third, the ability to cross borders and seek protection has become even more difficult because of COVID-19 travel restrictions. Fourth, access to resettlement has also been stopped amid the travel restrictions – meaning more persons will stay in camps and temporary settlements outside Europe, where there are increased health risks and heightened psychological pressure of having hopes crushed after years of waiting uncertainty and processing. Less vulnerable workers, such as migrant workers earning income in mid-level or lower-income jobs, have been losing work and income and many have returned home since the COVID-19 outbreak. Negative effects have been felt by migrant workers across a number of sectors, ranging from tourism to factory work, but this may not be different from other workers hit by the pandemic economically. Migrant workers are often the biggest losers when economic crises occur – because of their short-term contracts, their vulnerable statuses or the sectors they are likely working in, amongst other things. Similar effects took place during the 2007-2008 financial crisis. So as the world economy comes to a gradual halt, and more migrants return or are prevented from going abroad for work, we will likely see a decline in remittances being sent, leading to cutting of vital support to communities. The COVID-19 crisis shows how reliant economies are on migrant workers. The crisis is also revealing more quickly what is already known: that certain segments of the labour market need workers urgently, and that includes the health sector. Europe is currently learning this lesson fast. Medical workers from other countries are supporting the Italian Lombardy region in fighting the virus. Calls are being made to speed up the recognition of skills of foreign care workers so they can quickly help increase capacities in hospitals. The debate about 'ethical recruitment' and skills and migration will, as a result, likely gain in prominence again, especially with the pandemic affecting all countries and with health care systems being under strain everywhere.

Keywords: mobility, labour migration, brain drain, pandemic, COVID-19

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THE INFORMED CONSENT IN SOCIAL SCIENCES RESEARCH: DOES THE ONLINE ENVIRONMENT CHANGE THE RULES OF THE GAME?

AVADANI Ioana

National University of Political Studies and Public Administration

The online has already been an established environment for people's work and lives. As some authors advance, we are already so submerged in it - we live in it, no with it - that we are no longer paying proper attention to it, the way we tend to be oblivious of the air we breathe. The Covid -19 pandemics and the lockdown that forced everybody behind the computer screens pushed the researchers to adapt to the new virtual normality and try to proceed with their work. But the online environment proved not to be the business-as-usual we have expected and its particularities challenge some of the most solid and well-established research practices.

The informed consent is one these. It used to be a cornerstone in the scientific research with human subjects, embodying the fundamental principle of the respect for every human. Stemming from the needs of the bio-medical research, the practice of getting an informed consent changed both in concept and form throughout the time.

The proposed paper analyses the main adaptive changes the "informed consent" was subject to. It analyses the way the "traditional" research practices are still operative in the case of human interaction in social sciences researches, and what further adaptations are needed to make it fit for the online environment.

The paper identifies a set of fractal-style challenges - each of them leading to new challenges - and two diverging strategies to cope with them: one centrifugal, toward "legalisation", taking the practice out of the realm of the ethical decision-making process; and one centripetal, focusing on the increased role of the personal and institutional ethical systems, but prone to "bureaucratisation of ethics".

Keywords: Informed consent, Ethical research, Online adaptations, Challenges

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THE IMPACT OF DIGITAL TECHNOLOGIES IN THE COMMUNICATION BETWEEN DOCTOR AND PATIENT IN ROMANIA IN TIMES OF COVID-19 PANDEMIC

BACIU Bogdan
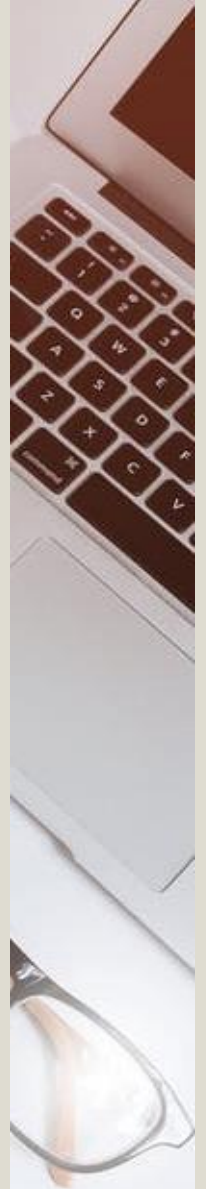### Emerald Medical Center

This paper started as a draft proposal for a PhD project on the impact of Covid-19 pandemic on the doctor - patient communication in Romania. We will find out after September if this project will start this year or during the next one, but the first steps for a serious research on the topic where already made.

This paper aims to talk about the relationship between the doctor and the patient from the communication perspective, keeping also in mind the medical impact of these processes. With a focus on the impact of the Covid-19 pandemic, the research will look on the communication aspects of the doctor – patient, doctor – family, doctor – administrative staff perspective, both on the public and the private healthcare system in Romania. With insights on the situation before the pandemic, the opportunity to develop the research during the pandemic and, hopefully, by the end of this research, the post-pandemic impact on the communication between doctor and patient in Romania.

Not only telemedicine had an impact on this relationship, but also the fact that families of patients where not allowed to access the hospitals in the last months. Moreover, the usage of protection equipment have created communication barriers that negatively influenced the communication processes (non-verbal impact, empathy level, distortion of the message using face masks etc), all this probably with a negative impact on the curative effects of the interaction with the healthcare system for the patient.

Healthcare communication is not a new research area at global level, papers being published since 1970 in the US on the impact of telemedicine in the prevention of cardiovascular disease. Unfortunately, when talking about the exploitation of this topic in Romania, it is only after the Covid-19 Pandemic started that words such as telemonitorig, telemedicine, teleprescription begun to be used systematically. Still, there is no sustainable research on this topic in Romania and both the medical and communication areas could benefit from it.

Keywords: telemedicine, medical communication, communication, Covid-19 pandemic, doctor - patient communication

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THE SOCIAL CHALLENGES IN TIMES OF COVID-19

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After the economic crisis, the European Commission has thought the social dimension at another level in order to ensure better conditions for European citizens. The Commission integrated the social dimension at many European levels for tackling the challenges of economic dimension: supporting workers, social protection, fighting inequalities and guaranteeing people the right to develop their skills. The corona virus disease affects particularly the persons from vulnerable groups including people living in poverty situations, older persons, persons with disabilities and youth!

In many of employment sectors, the value of work was insufficient and with limited actions: The global reflection of value of work should implies both parts, European and national in order to redesign a recovery plan in terms of employment. This year EU needs to fight mostly against inequalities and to respond to the new unemployment policies.

Keywords: social policy, European funds, social dialogue, labour market

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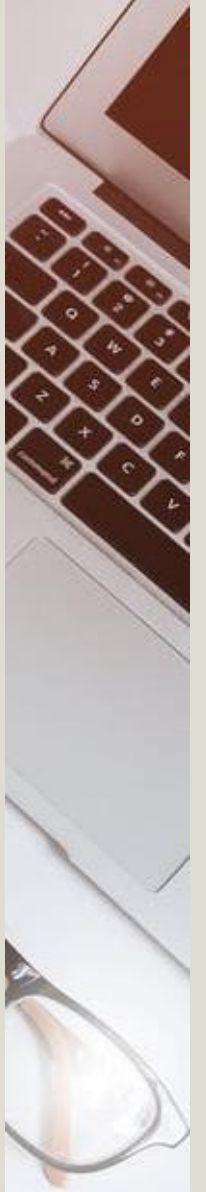# PIVOTING - A NEW BEHAVIOUR IN TIMES OF GEPOLITICAL CHANGES

BHATTI Kiran

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The fast-changing international order came along with many concerns regarding our capacity to adapt to the pace of change and our capability to correctly address issues of concern, now when the current world has reached a very fragile point from where any added tension would damage furthermore the hard-achieved and maintained stability, as the G0 world (or the world where there is a void of global leadership) left the international arena with no global agenda and no "supervisor" as the most influential powers reached a phase where the increased volatility and constant crisis break outs made them look mostly inwards.

So, in a world in which USA is focused solely on national issues, where China lead just by its own interests and Russia aims only for regional conquests, states residing in between are now questioning their positions as they where caught in the power equilibrium structure of these states through deep rooted alliances. And most of them, as a result of this process, ended to leave the old balancing and aligning mechanism for the pivoting one, as it seemed to reduce volatility. Yet, enabling yourself multiple options, comes with great medium and long-term risks not only for states using it, but also for the international order.

As countries like Philippines, Hungary and even Poland proved lately, the new mechanism gave them the opportunity to maximize their outcomes, but their constants shifts have already increased overall volatility and surged fragility, and on the long run will lead to mistrust. Meaning that the short run winners, will affect even more the future changes, speeding the process and multiplying the number of vulnerabilities, threats and open conflicts and will increase competition.

INSIGHTS FROM EXTERNAL COMMUNICATION. STRATEGIC TOPICS ON EU'S INTERREGIONAL AGENDA

BLIDARU Mădălin
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The European Union (EU) developed institutionalised relations with other regional groupings of states (the Association of South-East Asian Nations, the African Union, the League of Arab States, among others). Formal and informal frameworks of corporations have supported the interregional cooperation since the founding of the European Economic Community (EEC). What are the main topics on the strategic agenda of cooperation between the EU and South-East Asia, South Asia, Middle East, Africa or South America? How have these been evolving in time? The author analyses the external organizational communication toolbox (including press releases, press updates, media briefings, official leaders' declarations) from the past two decades (2000-2010) related to the high-level meetings between the EU leaders and other regional leaders and underlines the main topics on the agenda of interregional cooperation and how it evolved in time.

The conclusions could provide insights on the linearity of some subjects of interests across time in the interregional relations, as well as on emerging subjects. A comparison is done in relation to the evolution of the global multilateral agenda to highlight the converging and divergent points.

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EXPLORATORY STUDY ON THE RELATIONSHIPS BETWEEN SOCIAL MEDIA DISORDER, SOCIAL ANXIETY, LONELINESS, IMPULSIVITY AND SOCIAL ASSURANCE

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Social network sites (SNS) have drawn both popular and academic attention as they have become widely used in multiple areas of activity. From personal to professional usage, SNS offer similar and easy to use features, which are shaping our communication habits and our behaviors. With numerous qualities – overcoming space barriers and permitting instant text messaging and video calls –, SNS are also undoubtedly posing a series of disadvantages and risk factors. The desire to be connected with others and with the virtual world has encouraged certain compulsive online behaviors that can negatively impact an individual's physical and psychological well-being. Thus, living in the digital era, we are witnessing the development of a new disorder – social media addiction. Although a relatively new affection, social media disorder shares similar characteristics as other types of addiction, such as gambling, substance or internet addiction.

The present paper analyzes levels of social media disorder in relation to age and gender. In addition, the paper aims to examine the extent to which social media disorder is correlated with social anxiety, loneliness, impulsivity and social assurance (the latter being a dimension of the need of belongingness). To these purposes, a questionnaire-based research has been conducted among 106 participants (71 female, 35 male), aged between 18 and 29. The questionnaire included five scales, one for each variable included in the research: Social Media Disorder Scale (van den Eijnden, Lemmens & Valkenburg, 2016), Social Anxiety Questionnaire SAQ-30 (Caballo, Salazar, Irurtia, Arias & Hofmann, 2012), UCLA Loneliness Scale (Russell, Peplau & Ferguson, 1978), Barratt Impulsiveness Scale BIS-11 (Patton, Stanford & Barratt, 1995), Social Assurance Scale (Lee & Robbins, 1995). While previous studies have attempted to correlate one or more of these concepts with social media disorder, the present paper analyzes correlations between all of them and focuses on Romanian individuals.

Keywords: social media, social anxiety, loneliness, impulsivity, social assurance
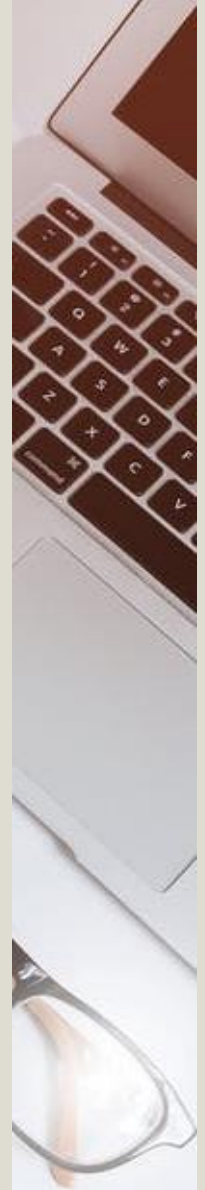
THE EVOLUTION OF WAR. FROM CLASSIC WARFARE TO DEEPFAKES

CALCAN Dragoş Ştefan
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The evolution of our societies managed to influence even one of the most ancient habit of humans – war. Even though the discussion about the human nature and our supposed predisposition towards confrontation remains a debatable issue, the existence of war is not. Either a Kantian, Hobbesian or Lockean, one cannot deny the fact that war shaped our evolution and history. However, the classic warfare that we studied in history classes seems to be more like a distant memory. Direct confrontation between states is a rare event nowadays, as proxy wars and clashes between states and non-state actors surge. The Middle East and Africa are hotspots in this regard. But war has changed. Besides these physical conflicts, space and cyber competition become increasingly present in the geopolitical landscape and involve the most powerful states. The development of artificial intelligence promises to change the rules of the game in armed conflicts. Furthermore, war became informational. Fake news and deepfakes threaten open and closed societies alike and give rise to new communication challenges. In an era in which information is abundant, the distinction between real and fake is more and more difficult to make for an untrained eye. Are the new communication weapons strong enough to threaten peace?

Keywords: war, evolution, fake news, deepfakes, information

PERCEIVED ROLES AND CHALLENGES IN MANAGING CROWDSOURCING PLATFORMS. END USERS` PERSPECTIVE.

CIOCHINĂ Raluca Silvia
National University of Political Studies and Public Administration

Crowdsourcing is increasingly becoming a production based model that allows users to participate with a large spectrum of contributions for either financial, knowledge-based or social purposes. Depending on the context developed by the initiator of the crowdsourcing call, ultimately any online user can propose ideas and solutions to organizational problems. This research paper specifically focuses on identifying the perceived roles, and fairness in managing online crowds, as well as challenges for users who engage in crowdsourcing activities. Digital crowdsourcing techniques have been investigated in the context of social media and collaborative knowledge-sharing, problem solving and crowdfunding. So far, research has focused on the end results of crowdsourcing challenges launched by organizations for generating ideas and for increasing corporate innovation in general. Research was also conducted to identify the main drivers and enhancers that are used to engage users in crowdsourcing projects. Even though material benefits are attractive for crowdsourcing participants, being used as external drivers determining them to participate in such virtual projects, there is still the need to understand how other factors can enhance the participation of crowdsourcing contributors. Positive as well as negative interactions can occur between participants during crowdsourcing competitions, and, in this sense, the administrators have the role to actively manage social interactions. This exploratory study uses a qualitative approach. The method used for the purposes of this research is the semi-structured interview, and the research sample includes participants and contributors on large crowdsourcing platforms from the tourism industry. Preliminary results show that crowdsourcing participants can easily identify negative social interactions and fairness on crowdsourcing platforms. The research results also show that contributors perceive crowdsourcing initiators as important mediators who need to maximize their efforts in engaging more passive participants and test various methods to determine them to contribute, supporting the community`s survival.

Keywords: crowdsourcing, organizations, idea generation

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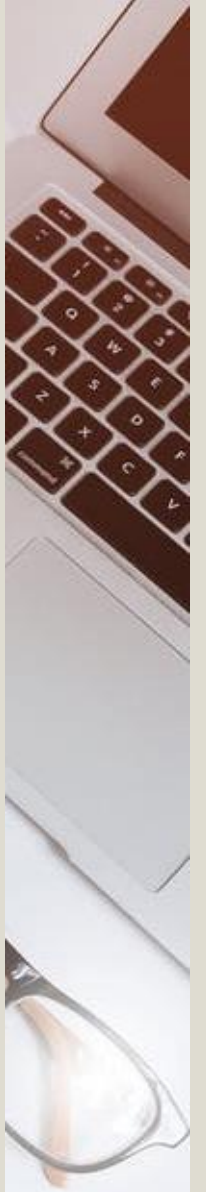GRADUATE CONFERENCE IN COMMUNICATION
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CYBERSECURITY AND CYBERATTACKS DURING THE FIRST STAGE OF THE COVID-19 PANDEMIC (MARCH-JULY 2020)

CODREANU Claudiu Mihai

National University of Political Studies and Public Administration

During the initial phase of the coronavirus pandemic (March-July 2020) there was a surge of cyberattacks against several states that targeted the institutions that were right in the middle of the crisis – hospitals. More than this, cyber operations began to target research centres and companies that work on potential vaccines and drug treatments for COVID-19. Even more, cyber operations did not develop quite as usual, as they started to grow in intensity and in numbers. In this paper, I shall provide a discussion regarding the most significant cyber operations and about the surge of cyberattacks during the initial stage of the coronavirus pandemic (March-July 2020) from the perspective of the fields of Political Science and International Relations. In order to do this, I shall firstly provide a literature review regarding cyber operations and theories on crisis management. My argument is that, even though a cyber havoc was avoided, a cyber crisis emerging from cyber operations targeting hospitals and medical research centres is still possible, and the pandemic has increased the likelihood of using cyber operations against states. As the analysis focuses only on the first stage of the pandemic, the results will be only preliminary. I conclude that the most significant increase observed during this period was related to cybercrime and cyber espionage, and not state-sponsored cyberattacks, and also that cybersecurity practices prevented cyber operations from having a hazardous impact on hospitals. Moreover, this paper asserts that the cyber events during the first stage of the pandemic must stand as serious threats and warnings for governments, companies and citizens, and must be addressed properly in order to prevent future serious disturbances. Therefore, I shall summarise several general lessons emerged from the surge of cyber operations during the first part of the coronavirus pandemic.

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FROM AGENDA SETTING TO MELDING: HOW INDIVIDUALS PART OF CERTAIN ON-LINE GROUPS CHANGE THEIR ELECTORAL BEHAVIOR AMID THE COVID-19 PANDEMIC
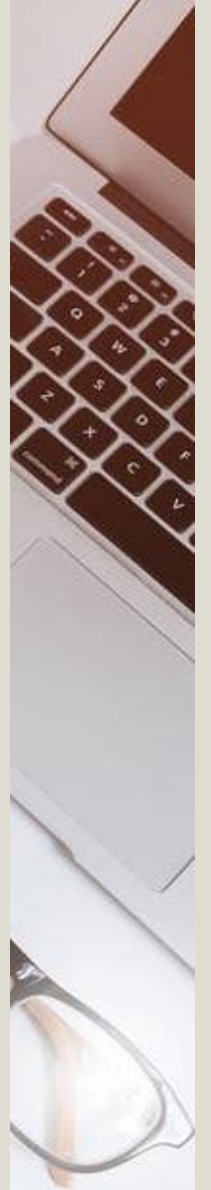
DELICOTE Radu
National University of Political Studies and Public Administration

The article begins with explaining how public perception and its emotional-based elements work, proceeds with analyzing throughout agenda setting, priming, framing, second-level agenda-setting to agenda melding theories and ends with an experiment gathering focus groups involving young politicians and people involved in the daily political life aiming to seek how electoral behaviors change amid the current pandemic. The experiment's context focuses on local elections in Romania.

This article proposes an explanation via aforementioned communication theories, on how mass media manages to shape the individual set of opinions and eventually their behavior and how some individuals tend to change their beliefs influenced by certain groups. Mass media holds the ability to stir the public perception by using various techniques such as agenda-setting - by emphasizing different effects of the Corona crisis, priming – by setting several topics' evaluation frameworks such as infection rates, hospitals' situation, framing – by using specifics frames and filters to picture the current pandemic and even pushing individuals to meld their own sets of values and doxies with the ones from familiar social groups. In other words, making them question whether it's safe to go and vote.

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A PERSPECTIVE ON THE RACIALIZATION AND DISCRIMINATION OF ROMA MINORITY IN ROMANIA FROM "HOMO SACER" THROUGH HISTORY TO "PANDEMIC DANGER" IN THE CONTEXT OF THE NEW CORONAVIRUS

ENE Liliana
National University of Political Studies and Public Administration
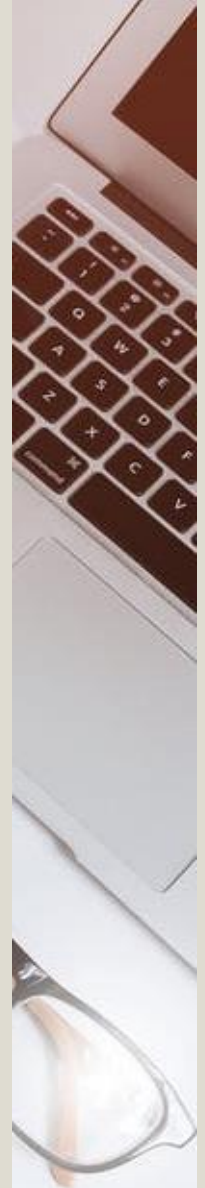
This paper focuses on racialization and systemic discrimination, that Roma minority is subjected, since the first historical attestations of their presence in the Romanian territories, until today. At European level, there has been a legal reflection on the concept of Romaphobia for over a decade, recognized as a special form of racism, aimed at Roma Minority, being one of the main causes of discrimination and historical marginalization of Roma in many European countries that surpasses the legal discrimination concept.

In the 30 years since the recognition of the Roma as a national minority by the Romanian state, intolerance towards them has experienced an alarming resurgence. Here, were numerous xenophobic attacks and interethnic tensions that degenerated into real bloody conflicts between Romanians and Roma, over 15 officially registered by the Romanian authorities, only in the first decade of post-December democracy.

Over time, non-governmental organizations that defend Roma rights have handled over 500 cases of torture, violence and abuse, committed by representatives of the Romanian state with responsibilities in law enforcement, whose victims were Roma. In the period 2006-2015, 48 cases of police abuse against Roma in Romania were documented, out of which 7 people were killed and 187 beaten /tortured. Also, between 2008-2015, two syntheses of the National Council for Combating Discrimination Jurisprudence, based on race and ethnicity, allowed the identification of 182 complaints involving cases with Roma regarding their discrimination in areas such as health, access to the labor market, access to public spaces, discrimination by public authorities and law enforcement, as well as discrimination and school segregation.

During the state of emergency, given by the pandemic of the new Covid -19, the promotion of tendentious racist images. stereotypes and the strong ethnicization of crime promoted by the media, highlighted a chronic and deeply rooted racism of Romanian society towards Roma.

Keywords: Roma Minority, discrimination, racism, Covid-19

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US-CHINA INTERNATIONAL CONFLICT: FROM THE PING-PONG WAR TO THE NEW COLD WAR

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The conflict between China and US which started in 2018 is considered to be a new kind of a Cold War. But in reality China and US are playing a tit for tat game, like in the ping-pong game, where each part makes a move and the other try to make another move against. Because neither of the actors are not using an ideological war or a proxy war, is very difficult to describe these early stages of the conflict like a conflict between USSR and US before 1989. China is trying a more diplomatic approach whereas US is using a smart power strategy in order to put more pressure on China.

Keywords: Cold War, Ping-pong War, US-China, Conflict
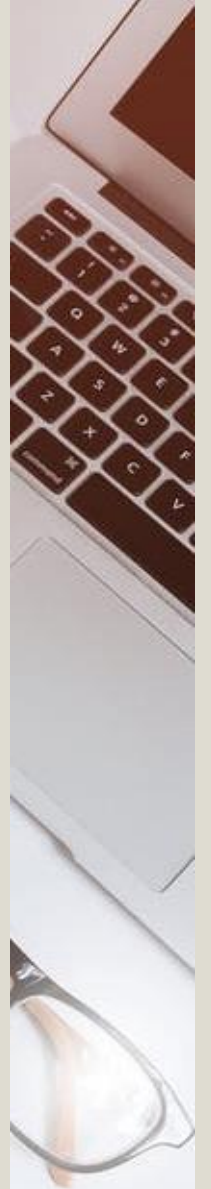
USAGE EVOLUTION OF SOCIAL MEDIA DURING COVID-19 PANDEMIC

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National University of Political Studies and Public Administration

The aim of this research is to analyze the usage evolution that social media apps (TikTok, Instagram and Facebook) had during COVID-19 pandemic. Using post-factum analysis and statistical data, it has been conducted a scientific comparison for the most used social media apps that are available on play store (Android). The results are illustrating not only the evolution of application usage from the beginning, but also the increase and decrease in usage during different periods of time. In time of COVID-19 pandemic, the social media apps had known an ascending trend in terms of usage. The results were as expected and we have observed a correspondence between isolation period and growth of social media apps usage.

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ANTICIPATING THE CRISIS PERFORMANCE. HOW THE ROMANIAN PR PROFESSIONALS FROM THE ENTERTAINMENT INDUSTRY PREPARE FOR THE CRISIS

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National University of Political Studies and Public Administration
STROE Ligia-Elena
National University of Political Studies and Public Administration

Crisis preparedness should be one of the most important tasks on the checklist of the public relations practitioners, mainly when working with clients being on spotlight. Taking into consideration the body of literature on public relations (Sriramesh & Vercic, 2003) and crisis preparedness (Coombs, 2007; Cloudman & Hallahan, 2006) we identified a research gap in studying the specific challenges of managing a public relations crisis in the entertainment industry (Maiorescu, 2017), which can studied by means of the interplay between the personal and professional relationship between the practitioner and the client.

Moreover, there is evidence that the practice of public relations for celebrities and public figures, both in terms of branding and crisis communication (Davis, 2013) is ahead of research (Champion, 2015; Maiorescu, 2017). The main aim of this paper is to shed light on the particularities of the crisis preparedness for the PR practitioners from the Romanian entertainment industry. By using the semi-structured interviews, we study how the practitioners acknowledge the importance of being ready for the crisis, how they refer to the crisis, the tools they use and the way in which they approach stakeholders. The results shed light on the fact that predicting a crisis in this domain is usually a subjective and context-driven challenge, emerging either from the personality traits of the celebrities, or from the day to day experiences. Often, the high level of unpredictability concerning these types of crises tends to be correlated with the human factors involved. According to the main findings of this study, this might be one of the reasons why when dealing with a PR celebrity crisis, practitioners often tend to make use of a mental checklist rather than a classic, well-prepared crisis plan.

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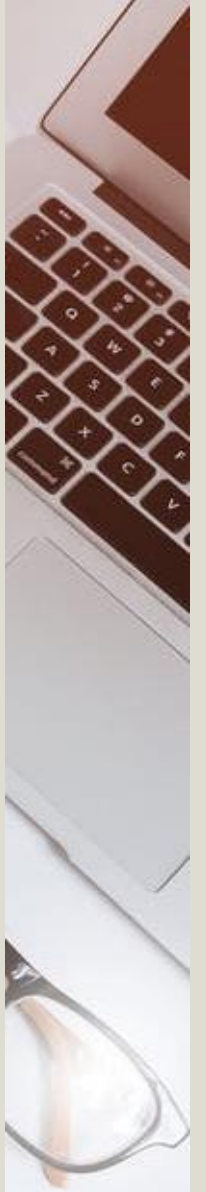**INTERDISCIPLINARY APPROACHES**

THE IMPACT OF STATISTICS ON THE PERCEPTION OF THE GENDER PAY GAP

GOMOLKA Agata
Jagiellonian University

Wages are a measure of the purchasing power of a population and at the same time show how wealthy a given society is. The structure of the salary level in a given group of occupation is also a signpost for people looking for a career path, what salary they can expect when applying for a job in a given occupation. However, using only the information averaged for the entire population, conclusions can be drawn that will not be applicable in a detailed analysis. A good example is the gender pay gap phenomenon, i.e. the difference of remuneration between men and women. This phenomenon occurs and persists in both developed and developing economies, as evidenced in reports presented by national, regional and global organizations. Depending on the technique used, its size varies even by several percent. Often the phenomenon of the gender pay gap is used to emphasize the negative phenomenon of discrimination on the basis of gender, however, literature studies indicate that this difference in remuneration is influenced by many factors that do not have to have negative connotations. The aim of this research is to analyse the case of Poland, a post-communist country whose labour market is also subject to the policy of the European Union. This study tried to indicate that the perception of the gender pay gap can be created depending on the method of data presentation. To achieve this research goal, data from Eurostat, the Polish Statistical Office (GUS) as well as a commercial company collecting and analysing databases (Sedlak&Sedlak) were used. The research methods are literature studies on the phenomenon of the gender pay gap and the analysis of statistical data.

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LATE CAPITALISM, DEVIANT LEISURE AND CLUBBING CULTURE IN A POST-SOCIALIST CONTEXT

GUȚU Dinu

National University of Political Studies and Public Administration

The study of leisure gained particular attention from social scientists as consumer society and its paradoxes expanded in the Western world. Apart from the 'triumphant' positions which dominated leisure studies, the fusion of consumer capitalism with liberalism "has elevated leisure to a position of not just a social good but also a moral right". During recent years, leisure can no longer be strictly associated with the concepts of 'good' and 'pleasure': a critical perspective offered by the recent theory of 'deviant leisure' shows how the relation between leisure, freedom and pleasure is no longer clear, and how, in the context of late capitalism, a part of leisure activities imply harm, exploitation and vulnerability. In summary, Smith and Raymen (2016) claim that in the current context, norms and values are manipulated by consumerist capitalism's ideological domination, which opens a space for harm resulting from the individualistic pursuit of leisure as a moral right, in what Žižek (2002) calls 'cultural injunction to enjoy'.

Throughout the research I tried to follow the deviant cultural component of the drug use leisure activity in the context of Bucharest clubbing scene. For many young people, the club becomes "the ultimate hedonistic environment promoting the culture of excess and conspicuous, wasteful consumption for a weekend of recreation" (Perrone, 2006:38). The neoliberal play space of the club, defined by infantilization, liminality and transgression is part of the larger microcosm of society (Ayres, 2019). The types of harm encountered by the scene members vary widely, from the FOMO and irrelevance among peers to physical harm resulted from drug use (anorexia, sickness etc.), especially as a result of the marathons through which they push the club experience to its limits.

Keywords: Deviant leisure, late capitalism, club culture, harm

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POLISH POLITICAL SYSTEM. LAW AND JUSTICE PARTY – POPULISM AS A POLITICAL TOOL

INDREIU Alexandra Mihaela

National University of Political Studies and Public Administration

The Polish Law and Justice (PiS) party is a long-time key player within the political framework in Poland. Starting with 2001, when it was first established, the party stands as one of the most favored faction during election processes. After winning the elections in 2005 (along-side a coalition of other political players), even though it maintained its historically consistent policy, the party had a difficult time rising to this challenge. It took 8 years PiS to reclaim their political power and to gain enough support to form a single-party majority (being able to pass and fully implement certain legislative packages). In order to reclaim its lost supporters PiS benefited from the general context within Europe and the rising tendency of populism. In these circumstances the Polish party managed to convince their usual voters of the justness and viability of their political platform. The way populism made its way in the Polish political framework is closely linked to the evolution of populism in the neighboring states – Hungary, Czech Republic, Slovakia, Slovenia, Austria. But in Poland and also in Hungary, Czech Republic, Slovakia, Slovenia, where there are consolidating democracies, the presence of populist parties in governing institutions has a negative influence on the quality of democracy. Apart from the populist political program, the constant popularity of PiS is based on the conservative side, the return to traditional values, religion and the Catholic Church having an essential role.

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INTERDISCIPLINARY APPROACHES

19

DIGITAL FUNCTIONALITIES IN APPS: HOW GAMIFICATION AND QUANTIFIED SELF CHANGE MENTAL HEALTH
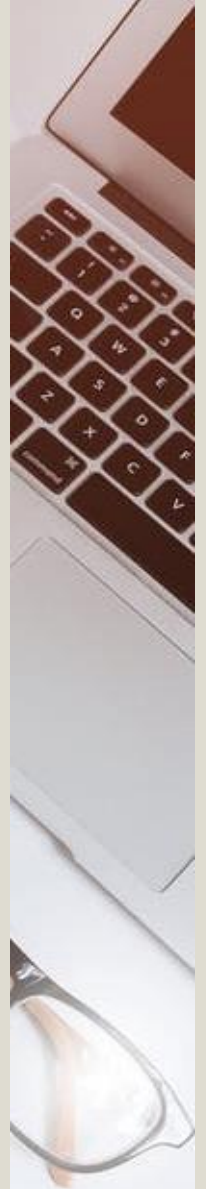
IONESCU Adina
National University of Political Studies and Public Administration

Mental health problems are more prevalent than ever in our society, motivating individuals to search for widely affordable and easily accessible tools in order to manage their emotions. It is well-established that digital applications are increasingly used in the medical domain and mental health apps are emerging, using diverse components to engage users and making adherence to healthy habits a simple task. Gamification and quantified self define the new reality of digital apps, combining playful mechanics with collecting and analysing data for personal optimization. This study aims to determine whether certain digital functionalities have an effect on users' mental wellbeing, rather than the actual content of the app. Specifically, it investigates if the perceived gamification and self quantification can reduce anxiety in users of a mental health app.

To test the hypothesis that gamification and quantification of self are helping to decrease anxiety in users, inducing positive feelings in human-app interaction, a mixed methodology was implemented. 28 respondents were asked to complete a scale for anxiety (GAD-7) pre and post 14 days of app utilization, filled a survey about their interaction with the app (including a new model for analysing gamification- Octalysis Framework) and sharing their subjective experiences in semi-structured interviews. Responses were analysed using a paired t-test, Fisher test and qualitative analysis. The results showed that feedback (gamification) and quantifying effort in minutes were associated with a higher engagement with the app and lower levels of anxiety.

These results suggest that gamification and quantified self are efficient in building the proper background for a more personal interaction and to reduce negative mental states in users. On this basis, the concepts of gamification and quantified self should be taken into account by digital creators and UI/UX professionals when designing mental health apps.

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ACTIVE AGEING. OLDER ADULTS AND JOB MARKET FOR OLDER ADULTS.

IVĂNICĂ Florian
National University of Political Studies and Public Administration

Increasing life expectancy, as well as social, technological, and medical advances, have led people to pay more attention to the older adults, by adapting societies to their needs. However, old age is different for each individual, with great influence of geographical, political, social or economic factors.

Aging population is a well-known phenomenon, that influences the lives of individuals and which without a doubt, expresses both the development of humanity and a provocation for science, for society and as well as for the individual (Fernandez-Ballesteros et al., 2005). Often, people can actively age by returning to their field of work - the place where they spent most of their lives - but their integration is not a simple thing.

In this present research I aim to discuss the active aging of seniors and the job market for the older adults. I want to identify the main aspects that a senior person pursues when looking for a job, including the desires and fears that a senior can have about a possible job. According to the latest statistics from the European Union (2019), it is estimated that in the next 30 years, the percentage of people over 65, in the total EU population, will increase by 10%, which means changes in population and also the job market.

The results show that respondents are eager to work and return to the labor market to have an active aging. Also, despite changes in the labor market, they are ready to adapt and want their relationship with the employer to be governed by respect and flexibility. The precarious physical condition of the seniors can be supplemented by the desire and passion for work that the older adults still have.

Keywords: active aging, job market, older adults, aging population

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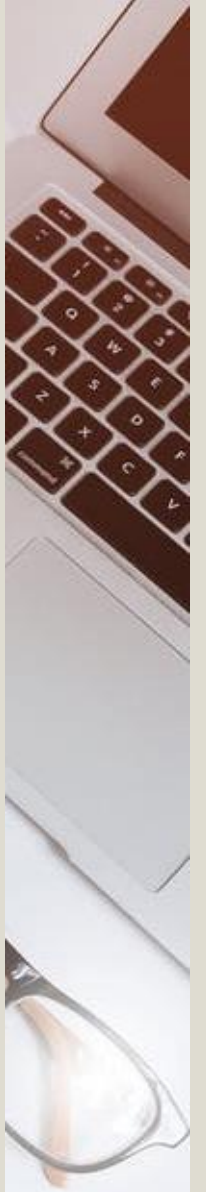**INTERDISCIPLINARY APPROACHES**

THE KOREAN WAVE AND SOFT POWER IN ROMANIA. EMBODIED POPULAR CULTURE AND WOMEN FANS AS POLITICAL AGENTS

LUCA Ana Maria

National University of Political Studies and Public Administration

Korean pop culture is one of the most cited models of soft power in the age of global information. If most political science literature looks at soft power by employing the state level approach, few if any look at how consumption of pop culture turns into soft power: technically how the consumption of pop culture from a certain region of the world turns into political influence. Also very few sociologists and anthropologists look at the political aspect of popular culture, and when they do they analyse the case of the United States or Japan. The thesis aims at determining what makes a given group consume Korean pop culture and how this pop culture is lived and embodied by members of a certain group and becomes what Joseph Nye called soft power – the „ability of a country to attract others arises from its culture, its values and domestic practices, and the perceived legitimacy of its foreign policies". In other words, tries to explain the mechanism that turns Romanian women fans of Korean popular culture into political agents working to spread a message sent by a foreign state.

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DIFFERENCES BETWEEN STUDENTS, TEACHERS AND PEOPLE WORKING IN THE SPORTS DOMAIN REGARDING EMOTIONAL INTELLIGENCE

MANGRA Anca Maria-Alexandra

National University of Political Studies and Public Administration

The current study reveals information about emotional intelligence in correlation with interpersonal communication skills and personality characteristics. Emotional intelligence describes the ability to be aware of and manage emotions in different situations. Emotions decoding is one of the most stable component of the emotional intelligence. In our case, the aim of the current research is to analyze the relationship between interpersonal skills of people, people's positive personality characteristics (light personality triad) and the way they decode others' emotions. A questionnaire based survey has been conducted on three groups of participants (52 students, 26 teachers, 30 people working as coaches and referees, in the sports domain). To assess people's ability to decode emotions – a component of emotional intelligence, Diagnostic Analysis of Nonverbal Accuracy 2 (DANVA, Nowicki & Duke, 2001) was used. To assess people's interpersonal communication skills we used: Self Reflection and Insight Scale (SRIS, Grant et al., 2002) and Interpersonal Communication Scale (IC, Campbell, 2016). To test the role of personality factors, we used Light Triad Scale (Kaufman et al., 2019). The concept of light personality triad emphasizes the existence of two different personality profiles of human nature: the light and the dark triad. The three facets of the light triad are: Kantianism (treat people as aims, not as instruments), Humanism (respect the dignity and value of everyone) and Faith in humanity (believe in fundamental good which defines the human nature). Results reveal that there is a positive correlation between Light Triad Scale and the preferences people have for interpersonal communication. Also there was a positive correlation between different components of emotional intelligence – here assessed by using DANVA: people who were able to decode facial expressions of emotions were also able to decode the emotions expressed by posture.

Keywords: Emotional Intelligence & Emotions decoding; Interpersonal Communication Skills; Self Reflection and Insight Scale; Interpersonal Communication Scale; Light Triad

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MEDIA REPRESENTATION OF CORONAVIRUS IN ROMANIAN ONLINE PRESS. NATIONAL, EUROPEAN AND INTERNATIONAL THEMES

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National University of Political Studies and Public Administration
MOCANU Florinela
National University of Political Studies and Public Administration

Media and social media are a great amplifier of current topics, which can create a wave of both information or disinformation, can create panic or can generate antagonist messages. Visual literacy and critical thinking are key when decoding a large amount of data published in a short period of time.

Coronavirus subject is a current preoccupation in the social context, not only locally, but at European and global level, as well. The information represented in media can influence people's regular activities, plans and recreational activities. We created an online media representation analysis of how Coronavirus news are communicated in Romanian online newspapers, analysing the news headline and images and how the two are connected.

We comprise in our paper concepts as sign, symbol and representation (Borțun, 2001, 2011; Chiciudean & Halic, 2003; Hall, 2003, 2005) when assessing the images found in the online articles. We approach the photo-visual literacy angle, meaning the decoding of the signification, understanding of the purpose and the images characteristics (Sadik, 2009), including visual thinking and learning (Trumbo,1999), referring to photography, charts, video and signs (Stokes, 2002). Another angle we analyse is the socio-emotional representation of the posted images, including feelings, values, behaviour, emotional intelligence, emotions' management (Barblett & Maloney, 2010; Harper, 2016).

We follow in our research if the images and the headlines can be categorized under national, European or global themes. We also inspect which of the categories has a greater presence, from medicine, politics, economics, socio-cultural, religion and if there is any link between the categories and themes. We expect that the results will show a greater mention on the national themes, rather than the global and European aspect. We expect that some domains as religion and medicine to be better represented on the national theme, as others as politics and economics on the European and Global theme.

Keywords: media representation, online news, visual literacy, europen themes, national themes.
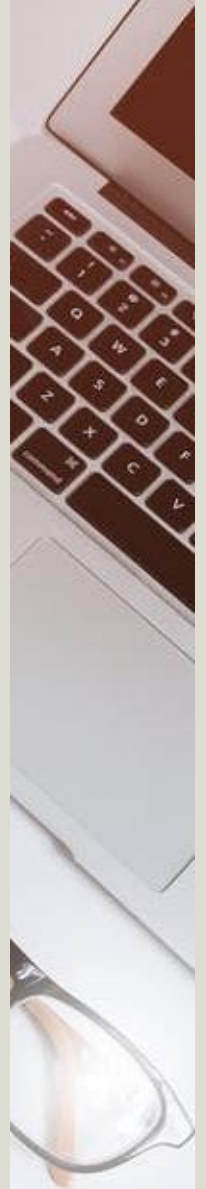
AN EXPLORATORY STUDY REGARDING THE RELATIONSHIP BETWEEN ASSERTIVENESS, SELF-REGULATION, SELF-EFFICACY AND EMOTIONAL INTELLIGENCE

MANU Maria-Alexandra

National University of Political Studies and Public Administration

Assertiveness, Self-Efficacy, Self-Regulation and Emotional Intelligence represent social competences which allow individuals to act as social creatures, to communicate, express their ideas, to show and interpret emotions but also to set out and succeed in achieving different types of objectives (Noghabaei & Azar, 2015; Lazarus, 1971 apud Peneva & Mavrodiev, 2013). The present study aims to investigate the relationship between the above constructs and to explore the gender differences between males and females regarding Assertiveness levels. To this purpose, 40 individuals were selected according to convenience sampling and were asked to complete the following scales The Rathus Assertiveness Schedule (Rathus, 1973), The Self-Regulation Questionnaire (Brown, Miller & Lawendowski, 1999), General Self-Efficacy Scale (Schwarzer & Jerusalem, 1995) and the Assesing Emotional Intelligence Scale (Schutte, Mallouff & Bhullar, 2009). The findings of this study showed insingnificant relationships between Assertiveness, Self-Regulation and Emotional Intelligence, however, positive results were found between Assertiveness and Self-Efficacy. Moreover, females showed remarkably lower Assertiveness scores, outcome mainly based on social and cultural attributes.

Keywords: Assertiveness, Self-Efficacy, Self-Regulation, Emotional Intelligence, Gender differences

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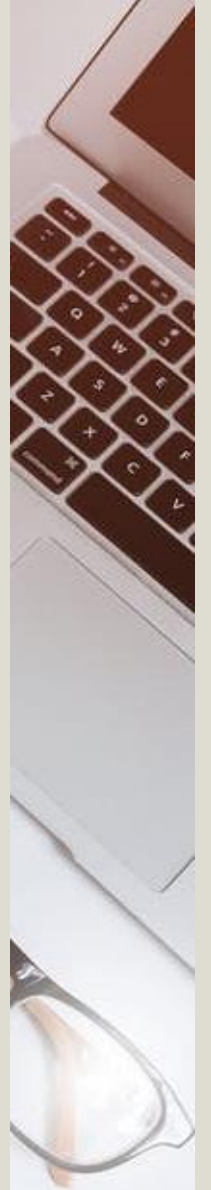# THE BALANCE OF POWER IN THE NEW EASTERN EUROPE AFTER THE COLD WAR

MEREACRE Ana
National University of Political Studies and Public Administration

The present paper will analyze the evolution of the regional geostrategic situation in Eastern Europe after the end of the Cold War. After the collapse of the Soviet Union, not only was the balance of power rediscussed between NATO and Russia, but also the understanding of "Eastern Europe" was redefined. The countries of Central and Eastern Europe succeeded to free themselves from communism and embarked on the transition to democracy. Most of them joined the Euro-Atlantic structures, NATO and EU, while the ex-Soviet states with Western aspirations became part of the "New Eastern Europe". Moldova, Georgia, Ukraine, Belarus, Armenia and Azerbaijan, also members of the EU Eastern Partnership Program and part of the European Neighbourhood Policy, often form a point of contention between NATO and Russia due to the overlapping interests of the two parties in the region. On the one hand, NATO wants to maintain peace on its Eastern Flank and prevent the emergence of conflicts within its borders, while, on the other hand, Russia wants to keep these states at all costs in its sphere of influence.

The purpose of the paper is to argue that the security architecture developed by NATO for its Eastern members can be maintained or improved only by discouraging Russia's aggressive actions and providing support to the states of the New Eastern Europe to follow the path of democracy and internal reforms. The Alliance recalibration of its power on the Eastern Flank will counterbalance Russia's ongoing hard and soft power buildup.

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THE IMPACT OF FASHION SEMIOSIS AND THE BIG BROTHER EFFECT IN REALITY SHOWS. AN ANALYSIS OF THE „BRAVO AI STIL" 2019 GALA
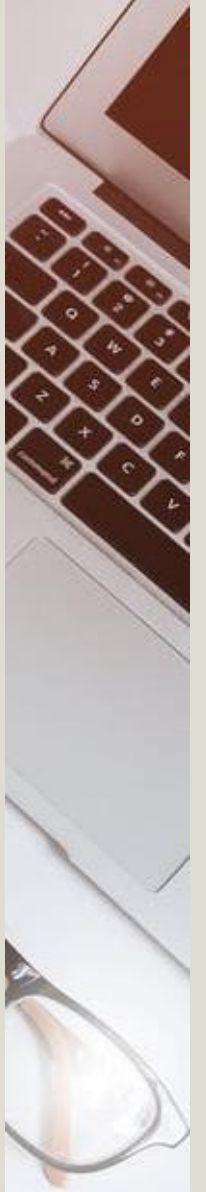
MITRULESCU TEODORA

National University of Political Studies and Public Administration

This presentation aims to emphasize a semiotic approach on two topics: the „Big Brother" effect, as it appears in reality shows, and fashion, more precisely in relation to communication through clothing.

In this paper, the concepts of fashion semiotics, socio-cultural implications of fashion and the functionality of the reality show, the concept of "performance" proposed by Erving Goffman (2007) supports the analysis of the fashion reality show, "Bravo, ai stil!". The results highlight the merging these two elements, addressing the effect on public perception and how this type of reality is created, from the frame (film set), to the relationships between actors and what they communicate through clothing, actions, distance and language.

Overall, this presentation proposes a new, dynamic approach precisely because it emphasize the effect of joining two themes that seem unrelated at first glance. Also, clothing fashion has a multitude of psycho-social implications, making room for interpretation and thus, favoring a semiological analysis. The "Big Brother" effect involves many psycho-social reactions and the combination of the two elements in a reality-show results in a significant impact on the audience (Daniela Zeca-Buzura, 2007) Thus, the fact that the clothing covers not only the body, but the whole image of the individual, and the "Big Brother" effect determines people to give special importance to the image they display, make the subject of this presentation interesting and one that requires a more detailed analysis.

Keywords: Big Brother effect, fashion semiosis, performance, framing, audience

OPTIMIZING THE COMPETENCIES MODEL FOR SELECTION IN ASSESSMENT CENTERS. SCIENTIFIC APPROACH.

NEGRU Mihaela

National University of Political Studies and Public Administration

Assessment center is a widely use method in personnel selection, applied for managerial roles, but also for a variety of other jobs. The method consists of a combination of evaluation tools (i.e. role-plays, simulations, structured interviews, testing etc.). Assessment centers provide useful information on a variety of constructs, making decision process more accurate. During decades, this kind of assessment were used both for selection purposes and for development goals (Lievens and Thorton, 2005).

Previously, Assessment centers were focus to evaluate specific job-related behaviors. But, recent developments showed that it makes more sense to assess competencies. Competences are defined as a set of personal characteristics, abilities, knowledge, attitudes and skills necessary to successfully perform professional tasks and roles (Roe and Van Den Berg, 2003).

In our research we have analyzed data from a sample N=256 subjects, candidates for a Teachers' role in a leadership development program. The candidates were evaluated based on competences model in Assessment Centers. Using statistical analysis techniques (correlations, Alpha Cronbach's reliability coefficients, binominal logistic regressions and factorial analysis) we have tried to answer to the following research questions: 1) How reliably is the competences model that we are evaluating in assessment centers? 2) Do we have in our model overlapping competences? 3) What competences can be excluded from the model with a minimal impact on final decision (accepted/ rejected)?

The main challenge was to reduce the dimensions of competences model. It consists of 11 competences; each competence is spitted into 2 to 4 sub-competences. Therefore, a total number of 28 sub-competences are evaluated for each candidate. This make the evaluation process complex and expensive. There was no evidence which sub-competences have more impact on final decision. Thus, we have used a scientific approach for a practical purpose – to optimize the selection model.

Keywords: assessment centers, competencies

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ROMANIANS IN THE UK: FROM UNDESIRED NEIGHBOURS TO FRONTLINE WORKERS

PETRACHE Andrada Maria

National University of Political Studies and Public Administration

This descriptive study analyses the media portrayal of Romanians in the UK during the COVID-19 pandemic, while considering the wider context of Brexit. To this end, it seeks to see how the Romanian workers in the UK were portrayed during the pandemic and to test the hypothesis that the tone used by the media has improved in the past six months, when compared to the one used before the pandemic, in a context solely marked by Brexit.

With 609,060 persons having applied for the British EU Settlement Scheme (Home Office 2020), Romanians make up the second largest non-British nationality group in the UK after the Poles (Office for National Statistics 2017). The Romanian diaspora in the UK is a diverse community, with various levels of education and professional qualifications, working in a broad range of sectors. Yet its complexity has often been ignored in the British public space, where it has been repeatedly portrayed in a negative manner, especially during the Brexit campaign, when it was directly targeted by Eurosceptic politicians, who found the prospect of a group of Romanians moving in next door concerning.

Nonetheless, the COVID-19 pandemic and the consequent labour shortage highlighted the key role Romanian workers have in the British economy and society and prompted praise and public acknowledgement of their hard work. The study aims to compare the tone of the pre-pandemic media portrayal to the one we have observed in the past six months, using textual analysis to compare the tone, test the hypothesis and discuss possible implications for the future.

Keywords: Brexit, COVID-19, Romanian diaspora, Euroscepticism
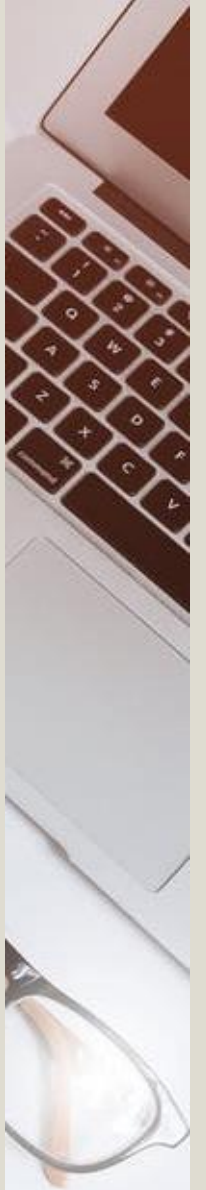
GEN Z, SELF IMAGE, PERSONAL BRAND AND INFLUENCERS ON INSTAGRAM

PETRIŞOR Alexandru,
National University of Political Studies and Public Administration

Instagram represents a Social Media platform where users generating unique accounts may share and edit self-made photography. Generation Z (people born between 1995 and 2010) are feeling more comfortable to simplify their lives when using technology (PrakashYadav& Rai, 2017) and social media platforms as Instagram have been developing simultaneously with this narcissistic generation (Siddiqi, Mishra & Shafiq, 2018). Williams (2006) says that virtual identity supports the value of individuality, and the final purpose is to eliminate the restrains from real life, generating unlimited research possibilities of the new virtual social spaces. Personal branding means that a person has the full control over its own brand and, at the same time, it is the main actor that controls its online identity. Another term, microcelebrity, defines a person that might amplify its popularity through virtual means (Khamis, Ang, & Welling, 2016).

The present research uses semi-structured interviews to define how students from generation Z from Bucharest integrate social media in daily routine and their perceptions regarding how they build and manage microcelebrity in social media.

Results show that respondents use a series of social media platforms for leisure, entertainment, escapism, information gathering, communication and self-development. Also, the expansion of social media allowed the diminish of technological barriers and have been created the proper means of building personal brand, resulting in microcelebrity getting significant visibility on Instagram. Key elements are the exposing believable stories or blending identity with other visible brands from the same activity area.

Keywords: generational Z, self image, personal brand, influencers, Instagram

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THE RISE OF THE FAKE NEWS PHENOMENON

POP Mariana

National University of Political Studies and Public Administration

Innovation, digital technology, Internet and social networks have evolved dynamically in recent years and have had global effects on the approaches and strategies of politicians, policy makers and institutions, as well as on the lives of citizens. World-renowned politicians, institutions, organizations and other decision-makers have reconsidered their position on online communication and are present on social media. In recent years, presidents of states, important leaders of international organizations or ordinary citizens have announced their decisions through social networks, which thanks to the Internet, with a single click or touch, have spread instantly around the world.

The online has become an arena for debates of events with global, geopolitical, economic, social and other implications, it is the environment where anything can be said and in which readers can understand anything, and virtual communities or users risk living in an information bubble where they make their own interpretations, spread their own beliefs about a particular topic, meet other users with similar opinions and thus confirms their ideas and attitudes. In addition, online platform algorithms generate similar content.

Note that in English the term we have two forms: misinformation and disinformation. Misinformation is the provision of false news by omitting information, we could say it in good faith or for lack of professionalism, such as unverified sources or superficial documentation on a subject. Disinformation is the presentation of information that is either non-existent, untrue or true, but distorted, speculatively related, biased in order to mislead the public, to deceive or even manipulate it, therefore with bad intentions. Given these considerations and taking into account the word-for-word translation of the term fake news - I appreciate that disinformation is the more appropriate concept because involves more than omitting information or hiding it from the public, which means providing bad faith of false information for a specific purpose.

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REMAIN OR LEAVE? AN ANALYSIS OF NINE ONLINE PUBLICATIONS THE DAY BEFORE BREXIT

POP Mariana
National University of Political Studies and Public Administration

"In the hard days of the 1975 referendum to stay in the 'common market,' every national newspaper demanded a 'yes' vote except for the Morning Star." (Des Freedman, Divided Britain? We were already divided…, 2016)

41 years later, in the referendum on the UK's membership of the European Union, most publications have positioned themselves either to show support for the Remain campaign, or to promote Leave campaign messages, even clearly urging voters, in some cases, to vote Brexit. The reasons for following a certain official editorial line, may be of an ideological, political or commercial nature. Interestingly, newspapers in the same press group had different approaches.

I studied the articles from the day before the referendum published in nine online newspapers. Six of them were pro Leave: Daily Express, Daily Mail, Daily Telegraph, The Sun, Daily Star, The Times and three were pro Remain: Daily Mirror, Guardian and Financial Times. In fact, the Telegraph, Mail and Sun have proven over time their anti-European position.

After analyzing the articles subject to research, it is observed that those identified in the studies as pro-Leave have undoubtedly positioned themselves in order to gain support for this campaign, urging and even asking voters to vote Leave, giving readers concrete arguments, expressions that arouse emotions and allocated ample space in exposing relationships, while those identified as pro-Remain did not position themselves so clearly, offered few arguments set out in rather narrow articles, with few information compared to those who promote Brexit.

The British media cannot be accused of not providing information, but the difference is made by their quality, the level of objectivity and impartiality, the clarity of relations and the real exposure of risks, consequently to which the United Kingdom is exposed in situations of remaining or leave the European Union.

Keywords: Brexit, online publication, British mass-media

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TECHNOLOGY USE FROM A GENERATIONAL PERSPECTIVE. WHY IS IT IMPORTANT TO UNDERSTAND GENERATIONS?

RĂDUCU Roberta
National University of Political Studies and Public Administration

We live today in a blend of generations. Technological advancement and the change in war forms created the perfect environment for demographic growth (Stare Natiunii, 2018). Researchers talk about the possibility of meeting in the same workplace five different generations at once (Meister & Willyerd, 2010) which can drag along communication problems resulted from different socio-cultural environments that each generation grew up inside of (Gilleard, 2004). The generation gap is a very interesting subject because of the types of information and communication technology different generations use (Vogels, 2019) and because of how they use it (Leung, 2013). In Romania, the population structure now is made of 18.8% older adults aged 65+, 55.2% adults aged 25-64, 10.4% young adults aged 15-24, and 15.6% children under 15 (United Nations, 2020) and the next financial exercise for all the regions in Romania focus on digitalization, either on transportation, SMEs, City Halls or other Institutions of public interest (ACZ Consulting, n.d.; Agenția de dezvoltare regională Nord-vest, 2019; Agenția pentru dezvoltare regională București - Ilfov, 2019; Agenția pentru dezvoltare regională Centru, 2019; Agentia pentru Dezvoltare Regionala Nord-Est, 2020; Agenția pentru Dezvoltare Regională Sud-Vest Oltenia, 2020). This work on progress paper' purpose is to open a discussion about the necessity of researching Romanian generations in order to better intermediate the communication between generations and between state and generations.

Keywords: technology use, generations, digitalization

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HEGEMONY - A SOURCE OF STABILITY AT THE GLOBAL LEVEL AND IMPERIALIST PRACTICES AT THE REGIONAL LEVEL

SARANUTA Dumitru
National University of Political Studies and Public Administration

Understanding the phenomena of hegemony is important for understanding the international relations and the impact it has on our lives. The definition of this concept seems very simple, yet it means more than domination or leadership. Different school of thoughts define it in their own way so it can explain better the processes happening across different fields and between different actors. In this paper, I will focus on the inter-state hegemony but I will underline also the different meanings it has and the areas and levels it is applicable to.

Furthermore, I will focus on the global hegemony and will try to emphasize that the presence of a hegemon state on the international arena is a factor of stability and that the institutions it builds favours the majority of the international actors as it provides public goods such as free trade and other advantages. These set of arrangements can also be called a global order. However, global hegemony does not last forever and usually the decline of a hegemon bring turmoil and uncertainty. In addition, the paper will show that there exists also regional hegemony.

Depending on the region's configuration, this kind of hegemony may vary between imperialistic practices and political leadership. Very often, the regional hegemons are also great powers with big influence on international politics. The status of great power give them the possibility either to support the global hegemony project or to contest it. The later can threaten the very essence of the global order and can shatter the international arrangements that normally would favour everybody if following the rules.

Keywords: Hegemony, regional hegemony, world order

UNITED IN FRIGHTS OVER FLIGHTS. AN ANALYSIS OF THE 2017 UNITED AIRLINES CRISIS VISIBILITY ON SOCIAL MEDIA
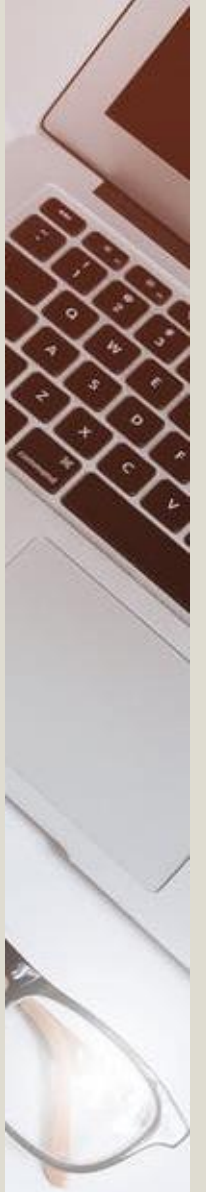
STROE Ligia-Elena

National University of Political Studies and Public Administration

RĂDUCU Roberta

National University of Political Studies and Public Administration

In the past decade, new media increasingly received academic attention due to its interactive and participatory features, which have been progressively included in the crisis management practices. The United Airlines social media crisis from April 2017, in which a passenger was violently dragged off the airplane, sheds light upon the practical consequences of these types of unpredicted events. The current paper addresses the impact of such crises on the organizational reputation by using a qualitative textual analysis of the visual and textual content shared in social media (by both United Airlines and its crisis stakeholders). The results shed a light on the viral impact of a social media crisis that can only have a temporary effect over a company's overall market value due to its consolidated brand image and notoriety amongst its targeted crisis stakeholders. Moreover, the results show that the delayed information sharing process amongst all the involved stakeholders, the lack of empathy, or the prioritization of the organizational financial losses are some of the most important variables that generate negative mentions on the online reputation of a brand during a crisis. The paper also proposes for discussion the neuroscientific view over media violence exposure. Consequently, the research conclusions expose the main effects of this crisis over a top positioned brand from the American Aviation Industry

Keywords: crisis communication management, online crisis communication, social media crisis, online reputation

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THE ROLE OF INTERGENERATIONAL COMMUNICATION IN SHAPING THE SOCIO-EMOTIONAL WELL-BEING IN EARLY-ADOLESCENCE

TOPCIU Sara Debora

Doctoral School of Sociology, University of Oradea

The presentation aims to provide a theoretical approach to the role of intergenerational communication in shaping the socio-emotional well-being in early-adolescence. We believe that, given the relatively small number of researches on early-adolescence and on the particularities and challenges that characterize this distinct stage of development, it is necessary, for a good understanding, to turn our attention to a wider range of studies, which treats in parallel the other two stages of human existence that frame preadolescence: childhood and adolescence. Likewise, through intergenerational communication we will mainly refer to the relationship of children, preadolescents and adolescents with the closest family members, namely the relationship with grandparents and, especially, with parents. Thus, we aim to see how the communication techniques and behavior of important adults in the lives of young people shape their lives.

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Facultatea de Comunicare și Relații Publice

GRADUATE CONFERENCE IN COMMUNICATION
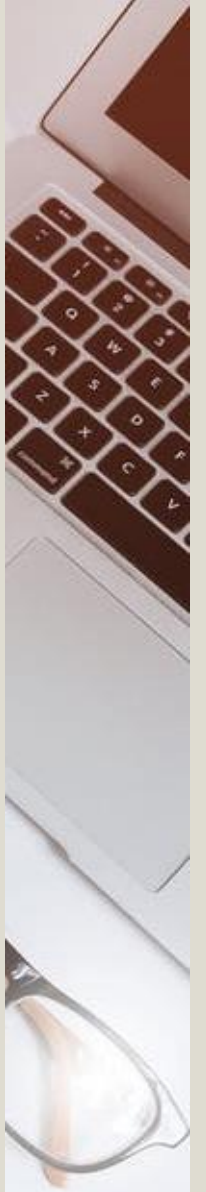**INTERDISCIPLINARY APPROACHES**

PUBLIC COMMUNICATION IN ROMANIA: THE ENERGY MARKET LIBERALISATION

ŢUŢUIANU Miruna-Constantina,
National University of Political Studies and Public Administration

The presentation aims to emphasize Romanian public communication's main characteristics regarding one of the essential current fields: the liberalization of the energy market (natural gas and electricity). One central question arises: Is it transparent and understandable for the entire population, or is it mostly unreachable? Considering that 2020 is extremely important regarding the liberalization of the natural gas market, the results will emphasize what communication channels are used by the Romanian Ministry of Economic, Energy, and Business Environment and how efficient they are. How public actors communicate with the entire population is significant for Romania, the state partially owning the primary natural gas producer and distributor (Romgaz - 70%) and the only natural gas infrastructure developer and transporter (Transgaz - 58,5%). Better communication would improve citizens' knowledge about the energy sector and strengthen their actions in a wholly liberalized market.

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BRAND MANAGEMENT AND IMAGE OF DISABLED ATHLETES

WIDOMSKI Marcin
Jagiellonian University

Along with the development of sport, there has been a professionalization within the scope of sport of disabled persons. Such professionalization is visible also within the field of sports marketing, where disabled athletes are more and more present. One may notice the cooperation between disabled athletes with professional sports clubs on a marketing level particularly often. The aim of the following study is identifying the benefits of the cooperation between commercial sports clubs and disabled athletes. The work contains an attempt at defining the image of disabled athletes from a marketing perspective, as well as at identifying the advantages which a commercial club may experience by promotion with the application of the image of disabled athletes. Questionnaire surveys have been conducted, the results of which confirm that disabled athletes have unique features of their image in comparison to the commercial athletes. The results of the research which have been obtained carry a number of practical implications, especially within the social scope, contributing to minimizing the negative aspects of social exclusion. As far as the scientific matter is concerned, the results of the research shed new light within the scope of sports marketing, questioning the rightfulness of a dichotomous division into sports marketing and marketing through sports. The existence of a third area - sports marketing through sport - is also signaled.

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