



3<sup>rd</sup> International Conference  
*Qualitative Research in Communication*  
(QRC)

October 4-6, 2017  
Bucharest, Romania

This conference will explore qualitative research as an approach to social scientific investigation that enriches our understanding of communication and of social phenomena. It will provide a venue for discussing and reflecting upon theories and methods currently used in qualitative research in communication, as well as trends likely to impact the work being done in this field. The conference will focus on sharing and examining qualitative research methodologies, research topics, questions and applications, with a consistent emphasis on their potential and limitations as inquiry tools for the study of communication. **QRC is not, however, limited to methods, methodologies or theoretical debates on methods; we welcome studies that focus on the results of qualitative research in communication and related fields.**

A primary goal of this conference is to provide a stimulating interdisciplinary environment for discussing current collaborations and planning future projects. QRC is an opportunity to exchange and expand ideas about the way we use qualitative research in our academic work.

We invite communication scholars and researchers and their colleagues in the humanities and the social sciences to contribute papers that address the theoretical and methodological aspects of qualitative research or empirical findings supported by qualitative methods and tools. Interdisciplinary studies using qualitative research in the following subfields are particularly welcome: **biographical research; cross cultural communication and ageing, communication mediated by technology; intergenerational communication; organizational communication and collaboration; social media; experimental methods and the art of communications, and applied communication.** The conference welcomes contributions from other areas of research in communication and related domains.

Papers accepted to this conference can be presented either within **one of the four panels** (see below), **or in the open sessions.** The four panels hosted this year by QRC are the following:

**1. Crossing borders, crossing boundaries? - cross-cultural perspectives in research on age**

Panel head: Monika Wilińska, School of Health and Welfare, Jönköping University, Sweden

In one of the most widely used definitions of qualitative research, Denzin and Lincoln (2005:3) describe this practice as consisting of “a set of interpretive, material practices that make the world visible”. However, as much as qualitative research “locates the observer in the world”, it also locates the observed in research and is dependent upon numerous practices that both transform and make research visible. That intrinsic complexity of qualitative research becomes even more

prominent in cross-cultural settings and research inquiring into such highly cultural phenomena as age and ageing.

Cross-cultural qualitative research on age and ageing offers a unique possibility to delve into the ways in which daily practices and meanings ascribed to age and ageing are enacted, are changed and/or maintained. Yet, such research is conditioned upon the meeting between strange and familiar modes of living, thinking, knowing and feeling as exhibited by all parties of a research process. The role of media and media practice in that is weighty. This urges us to think about the ways and consequences of constructing knowledge about age and ageing in unfamiliar settings and the extent to which we are able to cross boundaries (e.g. theoretical, conceptual, mental, emotional) while crossing borders.

Contributions may include, but are not restricted to:

- Cross-cultural knowledge on age and ageing and its validity
- The role of qualitative researchers and their cultural backgrounds
- Context and its meaning in research on age and ageing
- Emotions in cross-cultural research on age and ageing
- The making of research subjects in cross-cultural projects on age and ageing
- The meanings of age in cross-cultural research with young and old
- The role of media and media practices in cross-cultural research on age and ageing

## **2. Communication in inter-organizational collaboration**

Panel head: Marta Najda-Janoszka, Jagiellonian University in Krakow, Poland

As the socio-economic landscape is becoming more and more networked, the atomic structure of the market is taken over by the system of interactive and ongoing relationships (Castells, 1996, 2000). Collaborative arrangements among organizations have become the hallmarks of the new millennium. However, although research on inter-organizational collaboration has been expanding across a wide range of disciplines, there are still many unanswered questions related to the dynamics of those formations and communicative processes that produce and reproduce collaborative relationships over time (Hardy, Phillips, & Lawrence, 2003). Aiming to expand the frontiers of research on inter-organizational communication this panel seeks contributions pertaining to the dynamic perspective of the issue. Topics can include but are not limited to:

- Communicative tensions across different levels of collaboration
- Positive and negative outcomes of inter-organizational communication at individual, group, organization and network levels
- Antecedents of collaboration and performance of communicative processes during collaboration
- Uses of information technology in inter-organizational communication

- Inter-organizational communication in crisis situations
- Contextual and environmental factors influencing communication between organizations
- Evolution of communication ties among collaborating organizations
- Dynamics of power inequalities in inter-organizational relations

### **3. Capturing biographical work**

Panel head: Ionela Vlase, "Lucian Blaga" University of Sibiu, Romania

The shift from modern to postmodern society has led social scientist to address identity issues and means through which individuals continuously engage in shaping their biographies in relation to various fields and contexts (e.g. intimate lives, romantic relationships, workplaces, friendship networks, and global politics). Biographical work is understood as a process through which individuals strategically construct their biographies, interpret their life courses, and invest their experiences with meanings enabling them to solve tensions, dilemmas and inner/outer conflicts that are unavoidable in an individualized (Beck, 1992) and increasingly liquid society (Bauman 2011). The panel aims to unpack the experiences of biographical work of different groups (e.g. migrants, ethnic groups, youth, older persons, women, men, health impaired, unemployed, and so on) and the challenges they face while seeking to give meaning to the shape of their lives and to achieve their full potential. Narrative interview (Rosenthal 1993) is a classical method through which researchers usually investigate these intimate phenomena. The panel welcomes papers focusing on the uses of narrative interviews, alone or in combination with other research methods, as means to illuminate the biographical work undertaken by different social categories or groups. Papers can answer questions such as:

- how life uncertainties are dealt with by different social actors?
- what meanings individuals give to unsettled life courses that move away from standard or conventional life patterns which may act as norm in their mainstream society?
- how different age groups, ethnic minorities or gender categories cope with biographical dilemmas they are facing?

### **4. Why Europe? Narratives and Counter-narratives of European Integration**

**Special Panel organized by the ECREA Temporary Working Group "Communication and the European Public Sphere"**

Panel head: Alina Bârgăoanu, National University of Political Studies and Public Administration, Romania

Pressured by what appears as a never-ending crisis, the European Union has to face multiple internal fractures and external pressures. Populism, nationalism and right-wing extremism are seeing resurgence in a number of states across Europe, with consequences on the decision-making

process in the European Union. As it became a very familiar narrative in recent years, this phenomenon creates severe discontinuities from the previous EU communication paradigm. The dangers associated with extremism and populism in the political discourse is that in order to meet the increasingly Eurosceptic public opinion, many political leaders artificially oppose the “national interest” to the EU’s interest. Populist tendencies are worth exploring in the light of EU’s multiple difficulties, the immigrant crisis being only the latest one.

The popular mobilization that far right parties (through political figures like Le Pen in France, Gyöngyösi in Hungary or Petry in Germany) have adds new perspectives to the concept of populism and poses additional challenges to the very idea of European solidarity. Searching for the lowest common denominator (Rooduijn, 2013) of these movements, Euroscepticism and even anti-europeanism come to the forefront of the national action. Populism of the recent years, or the “new populism” (Canovan, 2006), finds in Euroscepticism one of its strongest arguments. The opposition towards the EU has become the playground for extremist actors, and the playground is getting larger with every missed step in action and communication belonging to the EU institutions.

This panel welcomes contributions related to the latest communication patterns in the EU, as depicted in the media and in the political discourse. Our aim is to promote a critical, yet constructive, approach on European integration.

Contributions may include, but are not restricted to:

- Narratives and counter-narratives of disruption: nationalism, populism and extremism
- The multiple crises of the European Union: fuelling far right movements
- Symbolical representations of intra-EU fractures: East-West/North-South divides and the “Brexit”
- Public opinion in the EU
- Populism, nationalism, and/or extremism across EU member states (the discourse of the political leaders, public opinion, media research, etc.)
- Framing the European Union in turmoil contexts
- Social media and extremism
- EU Communication as a means of resurrecting the “European idea”
- Europeanization models and narratives – recent developments.

A broad goal of this edited panel is to explore new theoretical and empirical frameworks that might explain how current communication practices, including media visibility and framing, public discourse, citizens’ perceptions and participation, influence the development of a European arena of communication.

### Keynote speakers

- **Liat Ayalon**, Faculty of Social Sciences, Bar-Ilan University, Israel  
<http://www.liatayalon.com/>

Liat Ayalon is a clinical psychologist and a full professor in the School of Social Work, at Bar Ilan University, Israel. She is a member of the Israeli Young Academy and the Global Young Academy

given her demonstrated scientific excellence and social involvement in education. She has authored over 100 papers in scientific journals and has won several prestigious grant awards. Her work has won several prestigious international awards, including a fellowship from the University of Michigan, a young investigator award from the International College of Geriatric Psychoneuropharmacology and from the American Geriatrics Society. She has also been active in strengthening the tie between academia and public policy, including the successful proposal of a COST Action on ageism, funded by the EU under Horizon 2020. As part of this Action, she co-leads with Prof. Clemens Tesch-Roemer a group of researchers and policy makers from 35 countries in an attempt to improve the scientific infrastructure and inform policy in the field of ageism.

- **David Bloome**, Ohio State University, USA

David Bloome is EHE Distinguished Professor of Teaching and Learning in the Department of Teaching and Learning of The Ohio State University College of Education and Human Ecology. Bloome's research focuses on how people use spoken and written language for learning, teaching, creating social relationships, constructing knowledge, and creating communities, social institutions, and shared histories and futures. He is a former president of the National Council of Teachers of English and of the National Conference on Research in Language and Literacy. He is the director of the Center for Video Ethnography and Discourse Analysis, former co-editor of *Reading Research Quarterly*, and founding editor of *Linguistics and Education: An International Research Journal*. Bloome has authored or co-authored over 100 scholarly articles and book chapters and is the co-author or co-editor of 11 scholarly books. In 2008, Bloome was inducted into the Reading Hall of Fame and in 2015 he received the John J. Gumperz Lifetime Achievement Award.

- **David Boromisza-Habashi**, University of Colorado Boulder, USA

David Boromisza-Habashi (Ph.D., University of Massachusetts Amherst) is Associate Professor of Communication at the University of Colorado Boulder (USA). As an ethnographer of communication, he is interested in the study of culturally variable communication resources and the local knowledge informing their use in everyday life. His current research project focuses on the global dissemination of the Anglo speech genre known as "public speaking." In particular, he is interested in how and why the type of public speaking taught in the United States is taken up in other parts of the world and how it interacts – if it interacts at all – with indigenous forms of oratory and the local systems of meanings that render those forms culturally coherent. His first book, *Speaking Hatefully: Culture, Communication, and Political Action in Hungary* (Penn State Press), is an ethnography of public debates surrounding "hate speech" in Hungary during the first decade of the twenty-first century. For further information, see <http://www.colorado.edu/cmci/people/communication/david-boromisza-habashi>.

### **Scientific committee**

Alina Bârgăoanu, National University of Political Studies and Public Administration, Romania;

Bryan C. Taylor, University of Colorado Boulder, USA;

Alexandru Cărlan, National University of Political Studies and Public Administration, Romania;

Nicoleta Corbu, National University of Political Studies and Public Administration, Romania;

Corina Buzoianu, National University of Political Studies and Public Administration, Romania;  
Alina Duduciuc, National University of Political Studies and Public Administration, Romania;  
Ionela Vlase, University "Lucian Blaga" of Sibiu, Romania;  
Hasan Arslan, International Association of Social Science Research, Turkey;  
Monika Wilińska, School of Health and Welfare, Jönköping University, Sweden;  
Marta Najda-Janoszka, Jagiellonian University in Krakow;  
Liat Ayalon, Faculty of Social Sciences, Bar-Ilan University, Israel;  
David Bloom, Ohio State University, USA;  
Valeriu Frunzaru, National University of Political Studies and Public Administration, Romania;  
Loredana Ivan, National University of Political Studies and Public Administration, Romania;  
Remus Pricopie, National University of Political Studies and Public Administration, Romania;  
Loredana Radu, National University of Political Studies and Public Administration, Romania;  
Liz Yeomans, Leeds Beckett University, UK.

### # Important deadlines

June 30, 2017 abstract submission;  
July 17, 2017 notification of authors.

### Abstracts

The abstracts (max. 300 words followed by 3-5 **keywords**) will be submitted for review in MS Word format (.doc, .docx) via e-mail. Please use the abstract template available on the conference website at [http://centrucomunicare.ro/grc\\_2017/Abstract%20template%20QRC%202017.docx](http://centrucomunicare.ro/grc_2017/Abstract%20template%20QRC%202017.docx). Also, please mention whether you are submitting the abstract for one of the four special panels. Only one paper for each participant (as a first author) will be accepted. Abstracts will be submitted to the following e-mail address: [corina.buzoianu@comunicare.ro](mailto:corina.buzoianu@comunicare.ro). The official language of the conference is English. The authors will receive confirmation via e-mail.

### Publication

All conference papers are subject to a peer-review process. Selected papers will be published in the supporting journals:

- Special issue of the *Romanian Journal of Communication and Public Relations* ([www.journalofcommunication.ro](http://www.journalofcommunication.ro)), an academic journal which is indexed in the following research data-bases: Scopus, EBSCO, ERICH PLUS, ProQuest, DOAJ, CEEOL, Index Copernicus, Cabell's Directories and Genamics Journal Seek.
- *Journal of Media Research* (<http://reviste.ubbcluj.ro/mediaresearch/>), an academic journal which is indexed in EBSCO and CEEOL research data-bases.
- Special issue of the *Journal of ENTREPRENEURSHIP, MANAGEMENT and INNOVATION*, an academic journal indexed in CEEOL, EBSCO, ERIH PLUS, and Index Copernicus.

Please note that only the papers presented at the conference by one of the authors will be published in the hard copy volume or in the supporting journals.



### **Conference fees**

The conference fee is 100 Euro/participant. The fee includes conference attendance, conference bag, and refreshments during coffee breaks and lunch.

### **Conference venue**

PN National University of Political and Administrative Studies (SNSPA), College of Communication and Public Relations, 30A Expozitiei Boulevard, Bucharest, Romania.

### **Organizing committee**

Monica Bîră, National University of Political Studies and Public Administration, Romania;  
Corina Buzoianu, National University of Political Studies and Public Administration, Romania;  
Alina Duduciuc, National University of Political Studies and Public Administration, Romania;  
Diana Dumitriu, National University of Political Studies and Public Administration, Romania;  
Loredana Ivan, National University of Political Studies and Public Administration, Romania;  
Rodica Săvulescu, National University of Political Studies and Public Administration, Romania;  
Ioana Schiau, National University of Political Studies and Public Administration, Romania;  
George Tudorie, National University of Political Studies and Public Administration, Romania.

### **Partners**

- National University of Political Studies and Public Administration, Romania;
- University of Colorado Boulder, USA.

### **Information & contact**

Further information and updates regarding the conference will be available in due time on the conference website: [http://centrucomunicare.ro/qrc\\_2017/qrc.html](http://centrucomunicare.ro/qrc_2017/qrc.html).

For details and inquires please send an e-mail to: [corina.buzoianu@comunicare.ro](mailto:corina.buzoianu@comunicare.ro).