Annual Report 2012
ECREA International & Intercultural Communication Section

The ECREA International and Intercultural Section (IIC) has been active since early 2006. The Section has today 258 members.

Membership

The section has consolidated its membership with 258 members today subscribed.

Organization of events/Management of the IIC Section

The section, in cooperation with 2 other sections of ECREA (Law and Policy and Journalism Studies Sections), has organized and managed the conference *"The European Public Sphere – From critical thinking to responsible action"* which took place on the 2nd of February 2012 at the Committee of the Regions in Brussels. More than 200 people subscribed and participated to the event and many EU institutions civil servants also contributed.

The preparation for the conference started in early 2011 with the call for papers distributed in may 2011.

On the 15th of February 2011 the section Chair introduced a proposal for a Jean Monnet Conference to support the event and in July 2011 the proposal got a positive feedback from the European Commission.

The conference has been a jointly ECREA-SMIT/VUB event and was held at the Committee of the Regions in Brussels. The Committee of the Regions has accepted in an early stage to contribute to the events with rooms and logistics.
This has been the first time that an ECREA event is hold in a European Institution. It has been also the first time that an ECREA event has received the support of the European LifeLong Learning programme.

The Jean Monnet conference "The European Public Sphere: from critical thinking to responsible action" has been a one day conference with three parallel thematic sessions in the morning, a plenary session and a Round Table in the afternoon. The parallel sessions analysed and reflected upon the EPS from the perspectives of Identity Building and Citizenship Building, Communication and Information Strategies and Policies and Multiple Governance Structures and Actors. The plenary session presented further reflections on concrete policy recommendations and actions to implement the EPS and empower citizens in view of the discussions at the parallel sessions in the morning. A concluding Round Table discussed on the public sphere(s) and space(s) in Europe.

The innovative character of the conference is due not only to the fact that practitioners, policy makers and academics contributed to the event, but and especially to the fact that the topic of the European Public Sphere has been regarded from the point of view of identity and citizenship building and multilevel governance structures and actors.

In October 2012 the Book titled after the conference was published with Peter Lang.[1]

ICC@ECC12

For the ECC12, the IIC section accepted about 60% of the submitted abstracts for presentation at the conference. Eight sessions were organized, with an average of 4 presentations in each session. Moreover, 5 poster presentations were accepted.

Overall the sessions were very interesting and lively, but the section also had to deal with quite a few no-shows. The majority of the people who didn't show up did not notify the section program chair of their absence.

Election of New Steering committee

During the Business meeting on the Thursday the 25th of October at the ECREA 2012 conference, a new steering committee was elected to replace the former one.

Prof. Dr.. Teresa Velazques, Departament of Journalims and Communication Sciences, Universitat Autònoma de Barcelona was elected as Chair at unanimity (7/7votes)

Daniele Canedo, PhD candidate, VUB, iMinds/SMIT & Stijn Joye, PhD, Ghent University, Communication Studies Department, were elected at unanimity (7/7votes) as Vice-Chairs.

Section Event 2013

The IIC-section plans a one- or two-day workshop on 6 and/or 7 November 2013 at the Universitat Autònoma de Barcelona (UAB), in the Faculty of Communication Sciences. The workshop will be primarily aimed at PhD students and early-career scholars. The new management team is proposing the theme of 'Global communication: social change and media flows' for the workshop which should attract a broad and international audience of scholars. Possible cooperation with other ECREA sections, TWG and networks will be investigated as well as sponsorship by academic publishers who publish journals that address the specific topic of the workshop. Depending on the financial resources, the team will look into inviting one or two keynote speakers.

[1] The Programme of the conference and the ToC are provided as Annexes.

IC Section Development

- As it was the case in 2011, rather than looking at a further increase in the section constituency, a more active and proactive participation of members is highly welcome and the new management team is encourage to proceed on this path.
- Participation in other sections activities continues to be a strategic priority in this stage of development.

ANNEXE 1

Jean Monnet Conference
The European Public Sphere:
from critical thinking to responsible action
Committee of the Regions, Rooms JDE 51, 52, 53
February 2, 2012
Jointly organised by ECREA & SMIT-VUB

The Jean Monnet conference "The European Public Sphere: from critical thinking to responsible action" is a one day conference with three parallel thematic sessions in the morning, a plenary session and a round table in the afternoon. The parallel sessions will analyse and reflect upon the EPS from the perspectives of Identity Building and Citizenship Building, Communication and Information Strategies and Policies and Multiple Governance Structures and Actors. The plenary session will present further reflections on concrete policy recommendations and actions to implement the EPS and empower citizens in view of the discussions at the parallel sessions in the morning. A concluding Round Table will discuss on the public sphere(s) and space(s) in Europe.

9.00/9.30 Registration

9.30/10.00
Welcome Addresses

Laurent Thieule, Communication Director, Committee of the Regions, Brussels

François Heinderyckx, President of ECREA, Université Libre de Bruxelles

Luciano Morganti, Chair of Intercultural and International Communication Section (IIC) of ECREA, SMIT/IBBT-Vrije Universiteit Brussel

10.00/13.00
Morning Session

The morning session consists of three parallel thematic panels with the same structure. Each session is introduced by an invited guest and presents four papers. A first paper focuses on key concepts and models of the EPS (theoretically based paper); a second paper deals with policies and the institutional framework around the EPS (policy based paper); In the second part of the parallel morning sessions the last two papers present in-depth case studies implementing the EPS. A discussion follows the presentation of the papers.

10.00/11.15
Parallel Sessions 1 Theoretical and Policy Analysis

Parallel Session 1.1: EPS and European Identity Building and Citizenship Building
Content: The three concepts mutually shape, reinforce and complement each other. The session aims at reflecting and analysing their mutual articulation and the necessity to develop holistic paradigms rather than sector specific ones.

Chair: **Caroline Pauwels**, Director SMIT/IBBT, Vrije Universiteit Brussel

Introductory Notes: *The EU integration process: a citizens' perspective*
Invited Guest: Mrs. **Ariane Debyser**, Head of Sector, EUROBAROMETER, Brussels (TBC)

Contribution 1: *New borders, new citizens: virtual communication strategies for remaking EU citizenship*
Simon Moore & Sean McDonald, Associate Professors, Bentley University

Contribution 2: *Europe Beyond the Crisis? Citizens' (re)actions on the Multi-segmentation of the European Public Sphere*
Andreas Hepp, Professor, **& Swantje Lingenberg, Johanna Möller, Anne Mollen, Monika Elsler,** Researchers, ZeMKI University of Bremen

Respondent: **Carmina Crusafon,** Vice-Chair of Communication Law and Policy Section ECREA, Universitat Autonoma de Barcelona

Discussion

Parallel Session 1.2: EP Spheres, Communication and Information Strategies and Policies
Content: European Information and communication strategies are not always able to reach the aims they are targeted to. The institutions are not only confronted with political challenges but also with a constantly changing media landscape. Different groups use different media in different ways and with a certain degree of unpredictability. The session analyses the complex relationship between the societal appropriation of media and the challenges this pose to the policy maker.

Chair: **Nico Carpentier**, Vice President ECREA, Vrije Universiteit Brussel

Introductory Notes: *Communication Strategies in the European Commission: challenges and lessons learnt*
Invited Guest: Mr. **Béla Dajka**, Corporate Communication Manager, DG Communication, European Commission

Contribution 1: *Reaching European Citizens Through Mass Media - A Discussion of EU Information and communication Activities and Their Role for the European Public Sphere(s)*
Chiara Valentini & Bo Laursen, Associate Professors, Aarhus University

Contribution 2: *The EU Information Machine – High Time for Refueling*
Jan Bierhoff, CEO, Medialynx, Maastricht

Respondent: **Leo Van Audenhove,** Vice-Chair of International and Intercultural Section ECREA, Vrije Universiteit Brussel

Discussion

Parallel Session 1.3: EPS and Multi-level Governance Structures and Actors
Content: Multi-level Governance structures and actors, especially if culturally and linguistically dispersed over 27 Member States and a multitude of political processes at European and national level, can naturally lead to confused public spheres. The session analyses the relationship and the interplay between multiple European public spheres (local, regional and European) and the new governance mechanisms put in place at European level.

Chair: **Béatrice Taulègne**, Deputy Director, Horizontal Policies and Networks – CoR, Brussels

Introductory notes: *Asymmetry, mediated communication and conflict in horizontal and vertical relationships in the European public sphere*
Invited Guest: Mr. **Luigi Martignetti,** Secretary General, REVES, Brussels

Contribution 1: *The process of Accountability: a justificatory link for the role and components of a European Public Sphere*
Rachel Barlow, PhD Candidate, Robert Gordon University, Aberdeen

Contribution 2: The *EPS and the NUTS: an approach towards multi-level activation of the European citizenship*
G.M. Ambrosi, Jean Monnet Professor, Universität Trier

Respondent: **George Terzis**, Vice-Chair of Journalism Studies Section ECREA, Vesalius College, Brussels

Discussion

11.15/11.45 Coffee Break

11.45/13.00
Parallel Session 2 Case Studies

Parallel Session 2.1: EPS and European Identity Building and Citizenship Building

Chair: **Caroline Pauwels**

Contribution 3: *The European Parliament's Online Communication Strategy: Creation of the European Public Sphere*
Lucia Vesnic-Alujevic, Research Fellow, Centre for European Studies

Contribution 4: *The forbidden policies of identity: appealing to the social responsibility of business*
Joan Ramon Rodriguez-Amat, Researcher, University of Vienna & **Sarah Fröb**, PhD Candidate, Université Paris I La Sorbonne & Universität Bayreuth

Respondent: **Carmina Crusafon**

Discussion

Parallel Session 2.2: EP Spheres, Communication and Information Strategies and Policies

Chair: **Nico Carpentier**

Contribution 3: *Public sphere and political communication: how does the public sphere evolve with the development of ICTs in local politics*
Simon Gadras, Researcher, University Stendhal, Grenoble

Contribution 4: *The Local Communication Flow as Strategic Resources in the Construction of a European Public Sphere*
Marinella Belluati, Lecturer, University of Turin

Respondent: **Leo Van Audenhove**

Discussion

Parallel Session 2.3: EPS and Multi-level Governance Structures and Actors

Chair: **Béatrice Taulègne**

Contribution 3: *A Policy-based European Public Sphere: the underpinnings of the Europe of Experts*
Luca Barani, Maître de Conference, Université Libre de Bruxelles

Contribution 4: *The effects of the debate on participatory democracy in the Spanish and French debates on the European Constitution*
Luis Bouza García, PhD Candidate, Robert Gordon University, Aberdeen

Respondent: **George Terzis**

Discussion

13.00/14.30 Lunch Break

14.30/15.30
Plenary Session

Chair: **Léonce Bekemans**, Jean Monnet Chair, Academic Coordinator, Jean Monnet Centre of Excellence, University of Padua

Introductory notes: *Critical Ideas and Reflections on the EPS*
Jostein Gripsrud, Franqui Chair Professor, University of Bergen

Presentations of the findings of the thematic panels:
- Synthesis Session 1: *EPS and European Identity Building and Citizenship Building*
Carmina Crusafon
- Synthesis Session 2: *EP Spheres, Communication and Information Strategies and Policies*
Leo Van Audenhove
- Synthesis Session 3: *EPS and Multiple Governance Structures and Actors*
George Terzis

15.30/16.00 Coffee Break

16.00/17.15
Round Table: Public Sphere(s) and Space(s) in Europe

Chaired and introduced by Mr. **Luc Van den Brande**, CoR Civex President, Special Advisor to the European Commissioner of Regional Affairs, Brussels

Participants: **Caroline Pauwels, Nico Carpentier, Jostein Gripsrud, Ariane Debyser, Béla Dajka**, **Béatrice Taulègne, Luigi Martignetti**

17.15/17.30
Conclusive remarks

Luciano Morganti

17.30/18.00
Cocktail

Outside the Conference Rooms: Posters

1) Beyond Homolingualism in the European Public Sphere: An Interactional Model of Simultaneous Interpretation
Stephanie Jo Kent, PhD Candidate, University of Massachusetts

2) Ideology Matters and History is not Over
Isabel de Castro Asarta, PhD Candidate, Gordon University, Aberdeen

3) *Social Media Use of Members of the European Parliament*
Karoline Schultz, Research Assistant, Ilmenau University of Technology

4) EU, citizenship and virtual communities: is it possible to have a European public sphere?
Stefano Agostini, PhD Candidate, La Sapienza, Rome

5) *Conditions of the Emergence of European Public Spheres*
Annett Heft, Research Associate, **Barbara Pfetsch,** Professor, Freie Universität Berlin

6) Communicating Europe among the young people in the regions through the social media in Internet
Desislava Manova-Georgieva, PhD Candidate, University St. Kliment Ohridski

7) *European Regions and Institutions: innovation, subsidiarity and autonomy as basis for European economic and fiscal policy*
Francesco Velo, Adjunct professor, **Antonino Maniscalco**, Research Fellow, University of Pavia

8) *Local Environmental Governance in Multi-level Governance Perspective – the Case of the Bulgarian municipalities*
Plamen Petkov Peev, Central European University, Budapest

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