Organizational and Strategic Communication Section

ECREA - European Communication Research and Education Association

Contents

The European Communication Research and Education Association (ECREA) was created in 2005 as a fusion of the two main European communications researchers, the European Communication Association (ECA) and the European Consortium for Communications Research (ECCR) and has the following objectives:

- Encouraging and spreading, within a European framework, the development of research in different areas of communications, as well as promoting an interest in communications research within, and between, the member states of the European Union.
- Promoting a forum where information can be exchanged between researchers in the communications field and facilitating communication and cooperation between members of the Association;
- Giving aid to, and favouring the publication of, research work by young European researchers;
- Taking into account the diversity of cultures and languages in Europe;
- Developing, improving and promoting educational projects linked to communication and the media.

The ECREA section for Organizational and Strategic Communication promotes an active and critical dialogue among scholars in view of consolidating an interdisciplinary field for thoughts, debates, applications and complex projects.

The participation rules of the Section allow contributions from researchers, professors, master and doctoral students, as well from corporate representatives whose aim is to develop the internal research portfolios of their own organizations.

The Section also allows contributions of independent specialists and consultants in marketing, public communication or related fields, as the very field of organizational communication is difficult to observe unless part of the organizational systems.

Our section concerns the influence of different sorts of communications, from and in organization, including public-relation, advertising, human resource management, by mass media or social media...

Each of these fields has expended its outlook and domain beyond its conventional definition and extent to integrative communication processes.

As you know submission for ECREA 2010 was closed at Tuesday, 2 March.
Approximately 1,200 (regular) abstracts have been submitted.

Today the reviewers for ECREA2010 gained access to the conference system and can start reviewing the abstracts you've assigned to us
The deadline for reviewing is April 7.

Thank you all for the cooperation!

- *Call for papers. Call for contributions:*

- Euprera Congress 2010: Jyvaskyla (Finland)

http://www.jyu.fi/euprera2010

September 23-26, 2010
University of Jyvaskyla, Finland

Theme: Communication in a Changing Society: Dynamics, Risks and Uncertainty.

PhD Seminar: 26-29 September 2010

Society has more uncertainties than before. Topics like risk perception and monitoring have become more important in nowadays dynamic surroundings. And -especially for organizations that function in an international environment- creating a continuous dialogue about organizational policies and e.g. CSR, is quite a challenge. How can PR research help in developing answers to such challenges and how could the PR profession take this into account?

SUBTHEMES OR TRACKS
1. Risk perception and crisis communication;
2. Change management, innovation and internal communication;
3. Dynamics of communication and networking in an international environment;
4. Changing perspectives on PR and CSR;
5. Fuzzy boundaries between the public and the private domain, company and government communication.
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Euprera project
"Cross cultural studies in communication and comparative methodology"

Coordinators:
Valérie CARAYOL: Professor, University of Bordeaux, France

And Alex FRAME: PhD, University of Bourgogne, Dijon, France

2010 Workshop, University of Jyväskylä, Finland, during the EUPRERA congress

Last year in Bucharest, the first workshop of this EUPRERA project looked at some conceptual, methodological and practical difficulties associated with cross-cultural studies in communication, with papers from Alex FRAME, Anne GREGORY, Holger SIEVERT and a presentation of the project by Valerie CARAYOL. We propose to continue our work this year and share our knowledge, from a critical standpoint.

Two main difficulties are to be overcome in developing cross-cultural research in the PR and Organizational Communication fields, in a hybrid and cosmopolitan world, where the globalization of organizations is fast becoming the norm rather than the exception.

- The reification of national identities, found in most cross-cultural studies, in a context where hybrid identities are growing fast. There is a need to encompass and consider the frequent "national cultural identity bias" and to understand better what kind of transcultural identities and new organizational identities are possibly (e)merging. What other non-national sources of identity come into play in a "multi-national" environment? What new hybrid identities are being built across Europe, and how might they affect practices and relationships within the workplace?

- The hegemony of quantitative research. Most cross-cultural studies are quantitative, and as a result their focus tends to be explicative rather than comprehensive. Thus they do not necessarily contribute positively to our understanding of the kind of role communicative practices are playing in the construction and development of contemporary organizational structures. At a time when new professions are emerging at the forefront of the Web 2.0 revolution, we need to better understand the relationship between these new forms and practices. How can we conduct qualitative cross-cultural research? We need both to share our knowledge and to build knowledge on this theme.

We would like to encourage you to work around these two themes, but other papers, seeking to enrich our common knowledge, are also welcome. Proposed contributions may take the form of investigations in academic literature, case studies,

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or theoretical, epistemological and / or methodological papers.

Proposals can be made until 01/04/2010. Please send an extended abstract (2p) to: Valerie.carayol@u-bordeaux3.fr

Reminder: The aim of the project is to collect sufficient research publications on cross-cultural methodology, from among the Euprera community, in order to publish a book.

Conferences

Conférence internationale HRO (High Reliability Organizations) :
"Bridgning the Gap Between Theory and Practice. Sharing Experience, Finding Solutions", organisé par l'Ecole de Management de Normandie, Deauville, 29-30-31 mai 2007

Site de la conférence : http://www.ms-risques.fr/HRO/home.html

Programme : http://www.ms-risques.fr/HRO/agenda2.html ou
http://www.ms-risques.fr/HRO/HRO_2007_Conference_Program.pdf

Some organizations function in high risk environments where error or failure, though uncommon, results in catastrophic loss, bodily injury, or death. Based on previous research by Perrow (1984), Weick and Roberts (1993), and other work by Roberts in the 1990s, /High Reliability Organizations /(HRO) can be defined as organizations which
have fewer than normal accidents. Practices developed by those in danger can assist in the solution of problems of any organization that works in an environment characterized by uncertainty, threat and time pressure. The same systems developed on US Navy aircraft carriers can apply in fire suppression, medicine, and business management.
The decrease in accidents occurs through change in culture. Technology has some influence but not in isolation, nor without a change in the organization's culture. At this point in its development, research has

identified some key characteristics of HROs. These include organizational factors (i.e., rewards and systems that recognize costs
of failures and benefits of reliability), managerial factors (e.g., communicate the big picture, mutual hindsight, etc), and adaptive factors (e.g., become a learning organization). More specifically, HROs actively seek: - to know what they don't know, - to design systems that make available all knowledge that relates to a problem to everyone in the organization, - to learn in a quick and efficient manner, aggressively avoid organizational hubris, - to train organizational staff to recognize and respond to system abnormalities, - to empower staff to act, and design redundant systems to catch problems early. An HRO expects its organization and its sub-systems will fail and works very hard to avoid failure while preparing for the inevitable so that they can minimize the impact of failure.

This conference invites interaction between researchers, managers, regulators, and practitioners to characterize and spread these practice-based approaches. Its purpose is to compare and share experiences, and provide new avenues for research and new long term solutions for practice.

Conference participants will discuss and design bottom-up management models capable of identifying risk and solutions involving power sharing, authority migration, and continuous problem solving to address uncertainty, danger, and time pressure faced by managers across industries.

Inscription : http://www.ms-risques.fr/HRO/registration.html

Catalan Journal of Communication and Cultural Studies
Special Issue 2.2 CALL FOR PAPERS

The Communicative Turn in Risk Communication Theory and Practice

Guest editors
Tom Horlick-Jones (Cardiff University) and Jordi Farré (Rovira i
Virgili University, Tarragona)

In recent years a technical discourse of risk has assumed the status of a universal basis for governance and administrative practice in both private and public sector organisations within

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Europe, the United States and elsewhere. This re-framing of pre-existing organisational concerns in terms of risk categories reflects an underlying bureaucratic concern with the accountable, controllable and cost-effective management of contingency (Horlick-Jones, Power, Renn etc.). During this period, the use of risk communication as a regulatory and policy tool has become increasingly important as a part of institutional attempts to inform and influence the behaviour of target audiences. Research into formal risk communication has now developed from a concern with the top-down provision of factual materials to a focus on a range of more diverse activities, with a trend toward various sorts of stakeholder engagement (e.g. Fischhoff)

Proceeding by analogy with the celebrated linguistic (or hermeneutic) 'turn' in the social sciences (e.g. Barthes, Rorty etc.), in which language use came to be seen as at least in part constitutive of the objects of their concern, this collection of papers will address the communicative turn by which risk objects, categories and practices have come to be shaped by the theory and discourse that informs risk communication.

Catalonia, as a European industrial region with petrochemical and nuclear complexes, has a strategic interest in promoting research into risk communication processes. The Catalan Journal of Communication and Cultural Studies welcomes proposals for contributions to this special issue which address this central theme. Papers might be grounded in empirical studies of specific risk communication processes; make linkages between communication theory and risk theory; or perhaps offer some combination of these. Other possible perspectives might include the relationship between risk communication and risk management practices; the double hermeneutic (Giddens) linking formal risk communication and the everyday mundane risk practices of organisational or lay actors; and the notion of engagement as a process of 'co-generative theorising' (Deetz).

The journal plans to include papers of around 6-7,000 words, and short research notes and reports of around 2-3,000 words. Abstracts (of no more than 500 words) for proposed contributions should be sent to catalan.journal@urv.cat by 20th December 2009. Acceptance of abstracts will be confirmed by 20th January 2010. Full manuscripts should be submitted before 31st March 2010. All contributions will be subject to anonymous peer review.

We are currently editing a book "New Media and Development" which will be a fully revised version of our earlier book "Information and Communication Technologies: Recasting Development" (2004, BRPC, New Delhi).

We are looking for few additional chapters to strengthen our project.
We invite abstracts of papers from empirical, case-based or country/regional perspectives on the applications of new media technologies in development. Interested scholars may kindly send the title of their chapter with an abstract of about 100 words along with a brief biographical note about the author/s in third person before April 15, 2010.

Rationale of the book: The digital transformation of the mass media, technological convergence, worldwide media coverage and the globalisation of media content has fostered a paradigm shift in development communication research. Information and communication technology (ICT) and the new media are playing a vital role in connecting communities in national, regional and global development.
There is widespread enthusiasm among nations across the world to harness the new ICTs for accelerating development. New media technologies are being applied to fight poverty and social inequality, promote economic growth and development.

Technological convergence holds great promises for greater interactivity and speedier communication. Digital networks and mobile technologies are not only a business necessity for the providers but also prove to be a high priority educational component for many developing countries in social development. The path to economic progress will demand advanced communication services and the new media technologies can contribute greatly to economic progress and bridge knowledge gaps.

A lot is already written on development communication, but this book addresses the applications of new media technology in development communication. The development policy requires synergy between grassroots movements and technological development. This book explores the applications of new media in the core sectors of agriculture, healthcare, family welfare, women's empowerment,

geographic information system, social networking, social movements, education, rural and industrial development, e-governance and e-democracy. The scope of the book extends to a variety of perspectives and sharing successful new media initiatives in development as well as contemporary issues on development theory and practice. The papers should focus on the successful implementation of one or more new media technologies to foster communication for developmental and social change. The book would be read mainly by the students and teachers of communication, journalism, development studies, and professionals in the field of communication and media and development planners and policy makers.

The chapter may be around 20 pages (A4 size, 1.5 line spacing in MS Word) in length. All references/ end notes must be appended at the end of the paper on a separate sheet in alphabetical order. The chapter may use graphs, charts, tables etc. but only in black and white.

The chapter must reach me latest by the last week of August 2010.

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