

Organizational and strategic communication Section

Report : period 1 January - 26/27 November 2008

Our section promotes an active and critical dialogue among scholars in view of consolidating an interdisciplinary field of debate, applications and complex projects. 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.

One first major event was organize in Romania, last year in 2007, on the theme of corporate communication. About 150 participants from 5 countries took part in the event. The debate was rich and inspiring, performed in a very convivial ambiance. An English book was published and a second is prepared in three languages.

For the conference in Barcelona, we received 80 propositions and had near 20 articles presented, and 1 poster.

Our section had election in Barcelona on 26 November 2008. The steering team (Adela Rogoginaru from Romania, Lars Thøger Christensen from Denmark, and Arlette Bouzon from France) was happy to propose itself for 2 years to come and was elected (Adela Rogoginaru <adelarogojinaru@yahoo.com>, Lars Thøger Christensen <ltc@sam.sdu.dk>, and Arlette Bouzon <arlette.bouzon@iut-tlse3.fr>). The vote was unanimous.

The meeting was an occasion to discuss future and forthcoming activity of our section. We would like to organize a round-table in EUPRERA congress next year, in September, to edit a book with a variety of contributions from various authors (ECREA members and non-members) using as much as possible material from the Barcelona conference, and/or publish a volume in an interdisciplinary journal on communication ON and IN organizations. We would like to create a list diffusion for the members of our section. The main purpose of the list is to constitute a community where any scholar working within the emerging field of organizational and strategic communication can inform their peers about new publications, upcoming conferences or other relevant information.

For more information you can join the chair or vice-chair of the section (Arlette Bouzon <arlette.bouzon@iut-tlse3.fr>, or Adela Rogoginaru <adelarogojinaru@yahoo.com>, or Lars Thøger Christensen <ltc@sam.sdu.dk>).

Arlette Bouzon