

ECREA Section for Organisational and Strategic Communication

- **Full names of chairs:**

Chair:

Adela Rogojinaru, Ph.D, University of Bucharest, Romania

VChair:

Arlette Bouzon, Professor, University Toulouse, France

Ana Guilhermina Seixas Duarte Melo, Universidade do Minho, Portugal

Contact details : arlette.bouzon@iut-tlse3.fr, adelarogojinaru@yahoo.com; adelarogojinaru@comunicare-relatiipublice.ro, anamel@ics.uminho.pt

The ECREA section for Organizational and Strategic Communication has been created with the aim of promoting an active and critical dialogue among scholars involved in the study of organizational and strategic communications.

Our section wants to consolidate an interdisciplinary field of debate, applications and complex projects.

They concerned the influence of different sorts of communications, from and in organization, including public-relation, advertising and human resource management. Each of these fields has expended its outlook and domain beyond its conventional definition and extent to integrative communication processes.

We had a diffusion list for the members of our section created in 2009. 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.

The 2011 workshop of the Section was organized in Ecrea workshop in Covilhã (Portugal), in May, on the challenging theme of “The Dialogue Imperative. Trends and challenges in organizational and strategic communication”

We had 5 panels. Panel 1 – Theoretical approaches on Dialogue, Panel 2 – Dialogue on sustainability and Reputation, Panel 3 Integrated communication strategies, Panel 4 - Dialogue in Crisis Communication, Panel 5 - Interactive Communication Campaigns.

In collaboration with the Russian Communication Association (RCA), we contributed to the third International Conference on “Organizational Communication: Innovative Technologies” in November, Moscow (Russia). The main goal of the conference is to discuss innovative technologies in professional communication by the organizations promoting efficient management in modern Russia. The Conference working languages were English and Russian. The Topics Under Discussion included a plenary session talk, panel discussion paper, roundtable discussion and a workshop : Professional, organizational and business communication theory, Professional, organizational and business communication terminology, Transformations of the strategy and practice of the organizational communication in the 21st century, Creativity and Innovation in communication: types, models, methods, Linguistic, psychological, institutional, project and other approaches to organizational communication, Virtual and computer-mediated communication as one way of innovation in business.

The workshops aimed to understand contemporary developments in communication theory by looking backwards as well as forwards. They proposed to deal with the question of how communication is intertwined at various levels. Additionally, we wanted to address the question of what kind of alterations can be used to adapt existing models and theories for current crisis, and to encourage papers that explore tensions between older and new approaches.

Through these events, the Strategic and Organizational Communication Section intended to analyse the current situation of communication ON and IN companies, in a crisis period where dialogue is precious. In fact, the present crisis has led to increased unemployment, and other signs of contemporaneous economic downturns in major economies of the world.

A lot of participants from European Union (Spain, Portugal, France, Turkey, ...) took part in these events. Various forms of presentations were chosen, in order to outline the complexity of the research field and allow contributors to find their specific place in the programme.

The debates reflected the cross-disciplinary process of conceptual and methodological transfer from humanities and social sciences to organizational communication. Each paper tried to introduce the state-of-the-art or key aspects of the research work connected to corporate communication in the respective countries/societies/contexts, and explained methodologies and/or main results of studies and reflections in the field. The debates were rich and inspiring, performed in a very convivial ambience.

A conference volume is in its way, so in 2012 we will show it to our members. The book will present various peer reviewed contributions (submitted by professors and researchers from France, Germany, Poland, Romania, and Turkey), with the focus on capturing the dynamic of organizational changes.