

ECREA – European Communication Research and Education Association

Organisational and Strategic Communication Section

Full names of chairs (2012-2014):

Chair: Gisela Gonçalves (University of Beira Interior, Portugal)

Vice-chairs: Ana Duarte Melo (University of Minho, Portugal) and Ian Somerville (University of Ulster, United Kingdom)

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Annual Report of the Organisational and Strategic Communication Section. 2010- 2012.

The Report was prepared by Ana Duarte Melo, vice-chair of the OSC Section for the period of 2010-2012, on behalf of the management team, based on the report of 2011, and approved during the Business meeting of the Section at the 4rd ECREA Conference in Istanbul, 25th October, 13.00-14.15.

Additions have been formulated by Ana Duarte Melo based on the input from the management team and member discussions during the business meeting and conference section works.

Mission and aims of the Section

The ECREA section for OSC has been created in 2006 with the aim of promoting an active and critical dialogue among scholars involved in the study of corporate communication and cultures. Scholars from Europe and elsewhere are called to debate on the fundamentals of corporate communication and to propose new research topics and input concepts relevant to the interdisciplinary growth of these disciplines within the field of organizational and strategic communications.

Events:

12-15 October 2010, 3rd European Communication Conference of ECREA

From 12 to 15 October 2010, the Hans Bredow Institute hosted the third conference of the European Communication Research and Education Association (ECREA) in cooperation with the University of Hamburg and Hamburg Media School. The conference focused on the topic of "**Transcultural Communication – Intercultural Comparisons**". The members of our Section participated with research papers on various topics (including *advertising*, which at the time had no specific TWG) and used the opportunity as an optimal platform for launching European multilateral projects.

5-6 May 2011

The 2011 workshop of the Organisation and Strategic Communication Section was organized by Gisela Gonçalves at the Universidade da Beira Interior, Covilhã (Portugal), in 5-6 May, on the challenging theme of "**The Dialogue Imperative. Trends and challenges in organizational and strategic communication**". Two of the management team members took an active part in the event, the chair Adela Rogojinaru and the vice-chair Ana Duarte Melo.

Two keynote speakers — Magda Pieczka (Queen Margareth University, Edinburgh) with "*The place of dialogue in communication management*" and Jordi Xifra (Universitat Pompeu Fabra, Barcelona) with "*Thoughts on imperative dialogue*

through the state of the art of PR in Spain” — set up the mood for the works that went on in 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. See more at: <http://www.oscs-ecrea2011.ubi.pt> .

27-28 May 2011

As part of the Annual Colloquium of the Department of Communication and Public Relations of the Faculty of Letters, University of Bucharest, Romania, the Section organised a thematic research workshop on ***Cultures, Ethics and Communication in (Post)-Recession Times*** in 28 May 2011. The OSCS chair of that time, Adela Rogojinaru, was in charge with the general scientific and logistic coordination of the whole event and also chaired the Section workshop. The organisers encouraged the expression in the European languages of the participants (Romanian, English, French). A key-note with the title *De la communication à l'intelligence collective. La conception de systèmes à risques* was delivered by the Section vice-chair, Arlette Bouzon. See conference agenda at <http://www.comunicare-relatiipublice.ro/content/view/417/102/>.

The 20 panelists (professors, researchers, doctoral students) and the audience of the conference were mainly from the country (Romania), as the main goal of organising this workshop was to raise awareness and encourage the national participation to OSCS, as well as to disseminate theoretical ideas and empirical results of the national studies in the field of organisational communication and marketing. The topics covered interdisciplinary themes and stimulated debates on *cultural and corporate identities, online strategic communication, strategic public relations, applied ethics and corporate responsibility, risk and crisis communication, consumer behaviour and brand management*.

23-26 November 2011

In collaboration with the Russian Communication Association (RCA), we contributed to the **3rd International Conference on “Organizational Communication: Innovative Technologies”**, in November, Moscow (Russia). Our member, Irina Rozina, the president of Russian Communication Association (RCA) was the liaison person of the Section for this event.

Russian New University (RosNOU) and the National Research University Higher School of Economics (*Research laboratory for business communication*) in collaboration with the Russian Communication Association (RCA) supported by the *Eurasian Communication Association of North America* (ECANA) and the Organizational and Strategic Communication Section of the European Communication Research and Education Association (OSCS ECREA) held the Third International Conference: Organizational Communication: Innovative Technologies (OrgCom-2011) on November 23-26, 2011 in Moscow, Russia.

The main goal of the conference was 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 all 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.

Numerous participants from France, Germany Portugal, Romania, Spain, United Arab Emirates, United Kingdom, and 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.

2011-2012. Preparation of the 4th European Communication Conference of ECREA

For the 4th ECREA Conference, our Section Committee received quite a significant number of propositions and finally approved more than 40 communications and 10 posters. The proposals referred to the influence of different forms of public communication, including public relations, advertising, branding and internal communication. When evaluating the proposals of the Conference, the Reviewing

Committee paid attention to the qualitative improvement of scientific exchange and best articulation of research methods.

2012

The year of 2012 was marked by a series of unfortunate events related to the Chair, Adela Rogojinaru's health, that took a toll in the section spirit and dynamics. Yet, besides all problems, the preparation of the **4th European Communication Conference of ECREA**, in Istanbul, got much of our attention and the conference as such represented the central event of the year.

The section also published, as planned, an online book edited by Gisela Gonçalves: **"The Dialogue Imperative: Trends and challenges in strategic and organisational communication"**, ISBN 978-989-654-087-6. It can be downloaded at <http://www.livroslabcom.ubi.pt/book/85>.

During the preparation for the elections of the new OSCS Executive Team we managed to find three candidates, after two candidate calls. Voting by mail was also set up for the first time within the section to compensate lack of participation and the more and more notorious funding difficulties that prevent members to travel to conferences' location.

Future developments

The Section is looking forward to continuing the development of networks and to seek scientific excellence, namely by expanding the professional exchange and multilateral projects. Interested Universities and research centres are invited to cooperate for initiating bilateral and multilateral projects or to propose special research interest groups.

During its existence, the Section managed to step up raising the interest for an enhanced European cooperation in the field. More efforts should be made for visibility, including online news and publication. Before, we have created a diffusion list and a quarterly newsletter for the members of our section. In the 2010, business

meeting it was decided to stop the newsletter, Yet, the main purpose of the list — 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 — seems to be valid still. The Section remains open to respond to any other European language groups, in order to better represent the diversity of approaches as well as the interdisciplinary methodologies.

The Section would continue to support the efforts of higher education departments for communication sciences and recommend to its academic members to plead for introducing or consolidating, if exist, the disciplines of organisational culture and communication in the curricula of European communication schools.

As a new team is taking over, the future developments of the OSCS will depend on the proposals expressed in the letters of intentions of the candidates that were diffused through the OSCS community in different calls for voting.

Addendum to the Annual Report of the Organisational and Strategic Communication Section: Election results 2012

Previous elections of the OSC section:

The OSCS Section was set up in 2006, by the ECREA Board approval of Arlette Bouzon's initiative to found the section.

Barcelona, the 26th of November, 2008:

Arlette Bouzon, University of Toulouse 3, France – chair; Lars Thøger Christensen, University of Southern Denmark – vice-chair; Adela Rogojinaru, University of Bucharest, Romania – vice-chair.

Hamburg, the 14th October, 2010

Adela Rogojinaru, University of Bucharest, Romania – chair; Arlette Bouzon, University of Toulouse 3, France – vice-chair; Ana Duarte Melo, University of Minho, Portugal

Recent elections were organized in **Istanbul** during the OSC Section Business Meeting, on the **25th of October, 2012**.

The interested candidates have been invited to submit letters of intent to the chair, Adela Rogojinaru, and later, on in various calls for candidates to vice-chair, Ana Duarte Melo. The following members expressed their interest in the management positions:

Chair: Gisela Gonçalves (University of Beira Interior, Portugal); Ian Somerville (University of Ulster, United Kingdom)

Vice-chair: Ana Duarte Melo (University of Minho, Portugal)

Both candidates for the chair position agreed that the most voted would become chair and the second most voted would automatically assume a vice-chair position.

Voting by mail was closed on the 22nd October (12h00) and the vote counting, confirmed by OSCS management team, was as follows:

Chair:

Gisela Gonçalves - 6 votes

Ian Somerville – 2 votes

Vice-chairs:

Ana Duarte Melo - 8 votes

Ian Somerville - 6 votes

Gisela Gonçalves – 2 votes.

As only one candidate was present in the meeting, candidates were briefly introduced by vice-chair, Ana Duarte Melo, in addition to several previous information releases through the OSCS mailing list.

The voting process was individual and secret. The ECREA Board was represented by Alenka Jelen.

The elected members are the following (full counting):

Chair: Gisela Gonçalves (Universidade da Beira Interior, Portugal), with 14 votes;

Vice-chair: Ana Duarte Melo (Universidade do Minho, Portugal), with 24 votes;

Vice-chair: Ian Somerville (University of Ulster, United Kingdom), with 10 votes;

Before closing the section there was a thankful mention to the work and commitment of the former OSCS management team, particularly to the Chair, Adela Rogojinaru (Bucharest University, Romania) and the Vice Chair, Arlette Bouzon, (University of Toulouse 3, France).

Istanbul, 25th October, 2012

Ana Duarte Melo (Vice-Chair)

On behalf of the outgoing management team:

Adela Rogojinaru (Chair)

Arlette Bouzon (Vice-Chair)