

Critical Intersections: Communication, public relations, and beyond in a time of convergence



Organized by:



Sponsored by:



Presentation

BCN Meeting PR # 8 *Critical Intersections: Communication, public relations, and beyond in a time of convergence* is the eighth edition of an International academic conference on Public Relations.

The first edition of the conference was held in 2010 and since then it has been celebrated annually in Barcelona. Every year we receive some of the most well-expected academics of the field.

Scientific Committee

Dr. David McKie (University of Waikato)

Dr. Jordi Xifra (Pompeu Fabra University)

Dr. Ferran Lalueza (Open University of Catalonia)

Organizing Support Staff

Ms. Mittzy Arciniega

Ms. Montse Palau

Ms. Rosa Maria Pardo

Programme

2nd July 2017 – Monday

8.45h-9.15h Registration

9.15h-9.30h WELCOME SESSION

Josep Fernández Cavia, Head of the Department of Communication – Pompeu Fabra University.

David McKie, Scientific committee – University of Waikato.

Jordi Xifra, Scientific committee – Pompeu Fabra University.

9.30h-11.00h PLENARY SESSION 1

Chair: **Jordi Xifra**

Kate Fitch – *Zombie PR: Rethinking public relations and popular culture.*

Robert Heath – *Public Relations Intersections: Statues, Monuments, and Narrative Continuity.*

Juliet Roper – *PR Plus: Interdisciplinary methods to identify, create and test actionable sustainable futures.*

David McKie – *Globalising challenges: Theories in historiography, in PR, and in PR history*

Shirley Beresford - *Disabling Professions? A critique of Arts Marketing as a communications*

11.00h-11.30h Coffee break

11.30h – 12.45h PLENARY SESSION 2

Chair: **David McKie**

Lukasz Swiatek and Christopher Galloway– *Digital Labour Dilemmas for Public Relations*

Cristina Aced and Ferran Lalueza– *Where is your Company Placed in the Polis of Social Media?
A proposal of a Dialogic Conceptual Tool*

Sebastian Michael Pfister– *Catching up with the Trend? A quantitative and qualitative analysis of
LinkedIn presences and activities of German CEO's*

Sharon Schoenmaker – *Cultivating online relationship*

12.45h-13.45h Lunch

13.45h-15.00h PLENARY SESSION 3

Chair: Elizabeth Bridgen

Lukasz Swiatek and Christopher Galloway– *It's not (just) about robots: PR and Artificial Intelligence*

Edward Spence and Donald Alexander– *The Human Vs. The Artificial: Is Artificial Intelligence creating manipulative, opaque and unaccountable communications and communicators?*

Simon Moore – *Artificial intelligence and "Machine to Machine PR"*

Lukasz Swiatek and Christopher Galloway– *Public Relations and the Cloud: A Critical Interrogation of a Growing Issue*

15.00h-16.15h PLENARY SESSION 4

Chair: Simon Moore

Ester Rinski - Cohen and Clila Magen – *The Gender Component in Political Crises: Crisis Communication amongst Female and Male Politician*

Elizabeth Bridgen– *Diversity initiatives - what happens next? Telling stories about life after the Taylor Bennett Foundation training and mentoring scheme*

Paul Willis and David McKie– *Intelligent project participation: Strategic communication and interdisciplinary interventions in engineering education*

Alba Santa Soriano, Rosa María Torres Valdés and Carla Pérez Almendros – *Productive Transdisciplinary Intersections in Public Relations Management: transferring theoretical models to practical applications in society*

16.15h-16.35h Coffee break

16.35h-17.35h PLENARY SESSION 5

Chair: Paul Willis

Erika Casajoana– *The European Citizens' Initiative in the EU: Empowerment Tool or Flop?*

Silvia Caballero Hernández– *The use of metaphors in the construction of political discourses during the Catalonia's independence referendum*

Pilar Buil, Olga Roger-Loppacher, Mireia Tintoré and Vanessa Prieto-Sandova– *Creating the habit of recycling in early childhood: how education and public relations can work together*

20.30h Dinner at Café La Pedrera: Passeig de Gràcia Avenue, 92 - 08008 Barcelona

3rd July 2017 - Tuesday

9.30 -10.45h PLENARY SESSION 6

Chair: Charles Marsh

Guillem Marca, Joan Frigola and Andrea Oliveira– *Public relations outcomes in health organizations*

Pauline Paredes and Lluís Mas Manchón– *Values in Communication Management of Corporate Social Responsibility Crisis*

Margaret Brunton and Catherine Cook – *Efficiency doesn't translate: cultural influences on healthcare communication*

Carolina Carbone – *PR on air*

10.45h-11.15h Coffee break

11.15 -12.15h PANEL

Anne Gregory, Johanna Fawkes and Elena Gutierrez-Garcia

From Competences to Capabilities: the concepts and the practice

12.30-13.45h Lunch

13.45 -14.45h PLENARY SESSION 7

Chair: Anne Gregory

Elizabeth Bridgen and Sarah Williams– *"It's respectable now": The parallels between the histories of pole dancing and public relations*

Charles Marsh – *Neuroscientific Understandings of Indirect Reciprocity: Implications for Reputation Management in Public Relations*

Robert Gill - *Perception plays a critical role in the reputation of an organisation*

14.45 -15.00h CLOSING SESSION

David McKie, Scientific committee – University of Waikato.

Jordi Xifra, Scientific committee – Pompeu Fabra University.

15.15 -17.45h

BCN Meeting PR Tour

15.15.h

Departure Tour

15.45 – 16.45h

Tour Sant Antoni Market

16.45 – 17.30h

Typical Catalanian Gourmet Tasting