2021 - Springer book presentation

Diplomacy, Organisations and Citizens

A European Communication Perspective

MARPE diplo

Table of Contents

About

MARPE Diplo

The MARPE Diplo Erasmus+ project

The MARPE Network developed the MARPE Diplo Erasmus+ project from 2018 to 2021. The project initially aimed to explore public, corporate and civic diplomacy, an emerging discipline in the fields of international relations and communication sciences, political sciences and strategic studies, to research and to develop its wider applications in the context of business and civil society communication.

The objective was and still is to develop a European perspective drawing on public sphere (Habermas) and network society influences (Castells) as there is an increasing need for showing more transparency and sensitivity over operations, processes, and overall governance.

However, over the period of these three years, the critical reflections led the MARPE Diplo team to reconceptualise the triade from "public, corporate and civic" into "public, organisational and civil society" diplomacy.

Strategic partners (MARPE Network)
Université de Lorraine, France
Artevelde University of Applied Sciences, Belgium
ISCSP, Universidade de Lisboa, Portugal
Universidad Cardenal Herrera – CEU, Spain
University of Bucharest, Romania

Associated partners
- National Professional Associations in Communication & PR
- Knowledge organisations
- Independent researchers and experts

Diplomacy, Organisations and Citizens

A European Communication Perspective

This book uses an innovative interdisciplinary approach to explain how communication is a necessary condition for diplomacy in a digital and relationship-driven world. Divided into three parts, it highlights the importance of communication strategies and processes in contemporary society and in current global socio-political events in general, particularly within the field of diplomacy.

The first part discusses the main theoretical debates that shaped the central concepts of the project, while the second part of the book presents further practical approaches and examples of diplomatic practice. Lastly, the third part focuses on pedagogical and methodological approaches, which can be useful in diplomacy and communication classes and for the implementation of a European curriculum.

This interdisciplinary book will appeal to students, researchers, policy-makers, and practitioners from various disciplines, including international relations, political science, business, and communication.

How to order the book online
https://www.springer.com/gp/book/9783030818760

BENEFITS & KEYWORDS

Benefits

The book *Diplomacy, Organisations and Citizens. A European Communication Perspective*:

- Presents an innovative perspective on the contribution of communication for diplomacy in contemporary societies
- Based on contributions from academics, communication practitioners and diplomats
- Offers pedagogical solutions for life-long learning on professional ethics, digital media, and diplomacy

Keywords

1. Communication
2. Public Relations
3. Diplomacy
4. Public Diplomacy
5. Organisational Diplomacy
6. Civic Participation
7. Civil Society Diplomacy
8. Social Movements
9. Diplomat
10. Digital Media
11. Ethics
12. Pedagogy

CHAPTER INDEX

Chapter index

PART I – CONCEPTUAL APPROACHES

Chapter index

PART II – PRACTICAL APPROACHES

Chapter index

PART III – PROPOSALS FOR THE FUTURE

ABSTRACTS

Chapter 1. INTRODUCTION

Chapter 1. INTRODUCTION – The rationale for a communication perspective

Sónia Pedro Sebastião

Communication is the human activity that constitutes Man's relationship with the world. It is the basis for creating and maintaining relationships between individuals. Communication also allows the constitution of organisations (Kuhn, 2012; Putnam & McPhee, 2009; Putnam & Nicotera, 2009), other collective forms of association (Sillince, 2010) and academic fields (Wenzel & Will, 2019). Therefore, a communicational perspective becomes vital given that it focuses on and explains organisational and organising activities. Organisations are hereby largely understood as socially constructed realities largely by communicative interactions with the publics to create and assign meanings.

Chapter 2

Chapter 2 - Diplomacy in the context of Political Science, International Relations and Strategic Studies
Sandra Rodrigues Balão & Teresa Almeida e Silva

Abstract
"Diplomacy" is a concept that is usually associated with the International Relations (IR) field and, consequently, it is in that context that it is commonly considered to have been used and known. On the other hand, the concept of "diplomacy" is repeatedly and somehow misused as it is considered to be synonymous with foreign policy or international politics. However, the concept can be approached from different angles within the Social Sciences, such as Political Science and Strategic Studies, beyond the traditional view of International Relations.

This can be explained easily by considering the multiple types of interactions taking place among different actors in regional (European, Asian, African) and international (global) contexts, that is to say, in the multilevel and multidimensional (geo)political and (geo)strategic world stage.

The main objectives of this chapter are: 1. to contribute to a better understanding of the concept of Diplomacy, namely by clarifying how it is articulated in the scientific fields of Political Science, International Relations and Strategic Studies; 2. to discuss it through those lenses of analysis and 3. to identify the existing inter-relations and inter-connections among these areas of knowledge (if any).

Keywords: Diplomacy, International Relations, Political Science, Strategic Studies, Strategy.

Chapter 3

Chapter 3 – From Diplomacy to (New) Public Diplomacy: acommunication perspective

Anne-Marie Cotton & Sónia Pedro Sebastião

Abstract

The chapter introduces a diachronic approach distinguishing six periods, from traditional diplomacy to public diplomacy as the concept is conceived nowadays from a European point of view. Diplomacy is approached from a communication perspective, studying how a diachronic analysis enlightens the emergence of public diplomacy as a bridge between diplomacy and the diversity of publics. The chapter aims at developing a rationale legitimating the presence of communication researchers in public diplomacy and emphasises the link between public diplomacy, public relations and international public relations.

Keywords: Communication, Diplomacy, Public Diplomacy, Power, Trust, Public Relations

Chapter 4

Chapter 4 – From corporate to organisational diplomacy
Susana de Carvalho Spínola

Abstract
This chapter discusses the concept of corporate diplomacy, its "reason why", its definition and the idiosyncrasies connected with the understanding of the word corporate in a European context, namely as synonymous with business. Reflecting on the business sphere associated with corporate diplomacy, the chapter explores how the notion of "organisation" is filling the gap, going beyond the business logic, addressing and including the broad spectrum of "organised" societal actors: from private to non-governmental organisations, from the profit to the not-for-profit sector.

Keywords: Corporate diplomacy, Organisational diplomacy, Business, Public Relations

Chapter 5

Chapter 5 - Conceptual pathways to Civil Society Diplomacy

Anca Anton

Abstract

This chapter brings arguments for and proposes the use of an umbrella concept – civil society diplomacy (CSD) to unify the various existing concepts related to the "diplomacies" of non-state actors, non-state civil society actors in particular. This unification of complementary, overlapping or contradictory concepts is necessary in order to empower a society-centric perspective on the role on civil society actors on the global diplomatic arena in an effort to counterbalance the omnipresence of the state-centric public diplomacy concept.

Keywords: Civil society diplomacy, Diplomacies, Public diplomacy, Civic diplomacy, Non-state actors, Non-state civil society agents, Legitimacy

Chapter 6

Chapter 6 - Public Diplomats & Public Relations Practitioners: similar functions but distinct professional status and recognition?
Amos Guiora, Anne-Marie Cotton & Sónia Pedro Sebastião

Scholars suggest diplomacy is transforming, no longer restricted to be performed by official state representatives. Reflecting on this development, the authors address two intertwined questions: can we identify what differentiates officially State trained and appointed diplomats from the "occasional diplomat" and can we find parallels between the public diplomat and the communication/public relations practitioner?
The chapter presents a theoretical discussion about the functions of diplomats and communication/public relations practitioners, emphasising similarities and differences.

Chapter 7

Chapter 7 – Corporate Diplomacy in a post-COVID-19 World
Juan-Luis Manfredi-Sánchez

Abstract
Global disorder, major political transformations, volatility economic, generational change or life on the screens digital causes a paradigm shift in the structure and the organization of business management. There is a denominator common in all these phenomena: the collective is everywhere, with a strong reorientation of institutional concerns and business towards social issues, participation models and representation, the future of economic production and identity individual. In this context, transformative leadership emerges linked to that orientation towards the collective and the purpose in companies and organisations. Thus, the commitment to the environment is substance in three demands that are transforming social position that occupies the modern corporation: 1) the transformative agenda at the C-level suite, 2) the design of a narrative of the purpose, and 3) rapid response in networks and digital platforms. Based on 20 in-depth interviews to top international CEO based in Spain, the research will shed light on how managers are leading and managing the post-COVID-19 world.

Keywords: Corporate diplomacy, Political risk, Leadership, Globalisation, COVID-19

Chapter 8

Chapter 8 - Compass for public/private management in turbulent times: Corporate Diplomacy

Wilfried Bolewski

Abstract

In a post-global era, polycentric governance (social by nature and geo-political and –economical in function) needs an appropriate compass for the business/government nexus in an increasingly horizontal society and an Open Government Partnership. International society should engage in content-sensitive orientation knowledge to reassess, adjust and accommodate diplomacy's essentials (human factor interactions) to new expectations of the public sphere. Transnational corporations can profit from traditional state diplomacy in order to create a reliable working environment and to anticipate and avoid costly conflicts, if they practice Corporate Diplomacy as a key concept of trusted and coordinated collaboration with government and local host communities.

In a Cum-Covid-World, the quest for the status quo ante cannot be the compass and capitalism will best survive with the inclusion of transnational solidarity, empathy, a practical duty for societal due diligence and humanist care.

Keywords: Corporate Diplomacy, Management, Diplomacy, Orientation knowledge, COVID-19

Chapter 9

Chapter 9 – A public diplomacy perspective on Brexit – are states ignoring soft power?
Alastair McCapra

Abstract
Brexit is not unique but one of the signs that deep changes in public sentiment are underway in many countries; The supremacy of soft power in Europe may be coming to an end and we seem to be returning to the reliance on hard power that was the norm for most of our history. We are living in an age where *selbstbild* has started to count for much more than *fremdbild,* in which rulers judge that in order to be loved by their own people, they would do better to be feared by others. Populist politics are damaging the public sphere, and we are still only in the early stages of changes that will continue to wrench us further away from the founding ideals of postwar institutions such as the EU or the UN. The issues that are powering Brexit in the United Kingdom are also driving political forces in other countries across Europe. If the EU cannot overcome them it will have to accommodate them; it may therefore perhaps have to become less of a closely-integrated group of states and more of a symbolic entity.

Keywords: Public diplomacy, Soft power, Brexit, Selbstbild, Fremdbild

Chapter 10

Chapter 10 - Science Diplomacy: Knowledge is Power
Jorge Aranda

Abstract
This article explores the concept of science diplomacy as a specific vector of foreign policy, its historical evolution, and its relevance in the present context for both the scientific and diplomatic communities, which have different, but not necessarily diverging interests. By analysing the history of science diplomacy and its conceptual framework (including in light of some of the most relevant theories of International Relations, such as Realism, Liberalism and Constructivism), it attempts to demonstrate how science constitutes not only one of the subjects of diplomacy, but also one of its actors; not only one of its ends, but also one of its means. In the process of identifying those agents, goals and tools as defining elements of science diplomacy as an autonomous field on its own, both in terms of theory and practice, this article interrelates the concept of science diplomacy with other current forms of external action, such as economic diplomacy, public diplomacy, people-to-people diplomacy, or cultural diplomacy.

Keywords: Science diplomacy, International cooperation, Foreign policy, Science policy

Chapter 11

Chapter 11 - Traits and Patterns of Paradiplomacy to legitimiseCatalonia independence: the case of DiploCat
José Martínez-Sáez, Manuel Chavez & Sandra Femenía Almerich

Abstract
Public diplomacy actions are carried out by states to influence foreign public opinion. Electronic media has been used to disseminate messages, and with new digital platforms, countries resort to them to expand their messages. Although public diplomacy is carried out by nations, evidence demonstrates that regions within countries or sub-states have used it. That is the case of Quebec, Basque Country, Scotland or Catalonia, for instance. Some authors called this practice paradiplomacy and, regardless of the title, the notion is to seek external support to their specific causes. The goal of this chapter is to analyse the characteristics and patterns of the Catalonia public paradiplomacy strategy through a content analysis of the DiploCat website, and of the presence of the Catalan separation in the international press and in academic literature. With the results, the authors place their analysis under digital and public diplomacy functions to better understand the identified characteristics, frames and reach.

Keywords: Digital diplomacy, Public diplomacy, Academic diplomacy, Strategic communication

Chapter 12

Chapter 12 - Digital Diplomacy: the case of the Swedish Embassy inBucharest
Anca Anton & Mara Lăcătuș

Abstract
Traditional diplomacy saw a shift in paradigm when it entered the digital realm and a new series of challenges generated by the fundamentally different modus operandi of the Internet and diplomatic institutions; the former demands transparency, decentralisation, an informal, emotional style, interactivity and real-time management, while the latter is accustomed to ambiguity, confidentiality, politeness, hierarchy, and rational arguments, often delivered in a top-down approach (Bjola, 2018).
Digital diplomacy has the difficult task of reconciling the opposites and adapting traditional diplomatic communication to the digital public sphere. Such endeavours deliver mixed results, but sometimes manage to achieve spectacular ones. This chapter explores such a case: on September 3rd, 2019, the Embassy of Sweden in Bucharest, Romania, announced on its Facebook page that at the recent Swedish Diplomatic Reunion it received the "Facebook Influencer" distinction due to the fact that the reach of its posts surpassed that of the posts of all the other Swedish embassies and missions, globally, combined. The research presented in this chapter uses content analysis and covers almost 700 Facebook page posts over a period of 14 months in order to identify and analyse the characteristics of successful digital diplomacy on Facebook.

Keywords: Digital diplomacy, Public-centric digital diplomacy, Facebook diplomacy, Embassy, Dialogic engagement

Chapter 13

Chapter 13 – The Citizen Diplomats and their Pathways to Diplomatic Power

Anca Anton & Raluca Moise

Abstract

This chapter focuses on individual, citizen diplomats that reached a global level of notoriety and explores their representational work in order to identify pathways to diplomatic power. We applied Sharp's taxonomy of citizen diplomats (2001), adapting traditional models of soft power and public diplomacy (Nye, 2011) and employing a multiple case design focusing on descriptive case studies (Yin, 2018). We therefore selected global citizens who reflect the challenges and trends of contemporary citizen diplomacy (Cooper, 2007, p. 126): a sense of purpose, an ability to interact with high-level state officials and a global reach. By building specific case studies drawn from diplomatic actions of highly visible individuals, our focus was to explore the conversion process of soft power as a possible pathway to diplomatic power in terms of policymaking rather than awareness, a dimension often associated with the soft power of citizens.

Keywords: Citizen diplomacy, Citizen diplomats, Soft power, Conversion, Civil society diplomats, Symbolic capital

Chapter 14

Chapter 14 – The internationalisation of civic national movements
Camelia Cmeciu & Bruno Asdourian

Abstract
Social media platforms imply a continuum (Bennett & Segerberg, 2012) between the logics of collective action (the prevalence of organizationally brokered networks) and the logics of connective action (the salience of self-organizing networks). In this chapter, the connective logics will be associated with a soft choreographic leadership (Gerbaudo, 2012) whose focus lies on the logic of consensus through shared self-identification and acting together. We will assess two civic social movements (the 2017 #rezist anti-corruption protest in Romania and the 2019 #climatestrike movement) in terms of interconnectivity and shared content. Interconnectedness will be analysed using a social network analysis, providing insights into the group network structure. Considered "social movement entrepreneurs" (Noakes & Johnston, 2005), protesters intend to express their personal experiences through their shared content. Starting from Snow and Benford's (1988) diagnostic, prognostic and motivational framing, we will analyse the #climatestrike and #rezist "conversational bazaars" (Smith, et al., 2014), providing an assessment of the hashtags, URLs and word pairs within the top five groups of the two networks.

Keywords: Social movement, Internationalisation, Protesters, Citizen, Action

Chapter 15

Chapter 15 – Becoming an Ethical ambassador: proposal for a PublicRelations & Public Diplomacy Practitioner Course on Ethics
Sónia Pedro Sebastião

Abstract
The aim of this chapter is to introduce a proposal for a course on ethics for public relations practitioners and diplomats. According to L'Étang (2003), professionals are not always prepared to be the "ethical guardians" of organizations. Neill (2016) also mentions that they may not be trained to provide "ethical advice". The same author even states that codes of ethics and conduct can be a basis for preparing professionals through training events on the conduct they must adopt and the ethical principles they must follow (Neill, 2016). We have used an inductive approach and conducted a literature review of several scientific and professional reflections on Ethics, public relations and public diplomacy. As a result, we conceived a conceptual map of the main themes related to ethics and systematics of some relevant topics for communication, PR and PD practice. As a synthesis of this work, we propose a curriculum for a PR Practitioner and Diplomats Course on Ethics.

Keywords: Ethics, Communication Practice, Public Diplomacy, Course Proposal

Chapter 16

Chapter 16 - Cross-fertilisation between MARPE Diplo methodology, citizen science methods and public diplomacy studies. A comparison between the discourse of EEAS on Twitter from Federica Mogherini to Josep Borrell Fontelles

Hélène Boulanger & Anne-Marie Cotton

Abstract

The purpose of this chapter is to present the validation process of a methodological approach developed by members of the MARPE Diplo Team, in cooperation with 50 South American Bachelors (fifth year) students in communication studies and international relations, from Universidad San Ignacio De Loyola (Lima - Peru). The MARPE Diplo methodology aims to identify the presence of public diplomacy using content analysis.

This chapter will discuss how the citizen science approach can be used to train non-specialists students in the analysis of diplomatic discourse that may be relevant to public diplomacy. This method complements traditional approaches by enriching the analysis with the perspective of citizen-researchers, potentially from all over the world, thus ensuring that the point of view of external publics - the primary publics of public diplomacy - is taken into account.

The case study purpose is to analyse whether the European External Affairs Service of the EU kept or transformed its diplomacy/public diplomacy discourse on Twitter after the leadership and end of power of Federica Mogherini. The field research (content analysis of 765 tweets, from three distinctive periods) has been organised in cooperation with the Research Students from the Hotbed of Research in Communications (SEMICOM) of the Career of Communications at the Universidad San Ignacio de Loyola - Peru as their coordinator, Christian Ramirez was one of the students participating in the first MARPE Diplo Intensive Study Programme (2019).

Keywords: Public diplomacy, Methodology, Citizen science, Content analysis, Soft power

Chapter 17

Chapter 17 - Students' engagement and the ISP as a micro-world and a window on the educational world

Samuel Nowakowski & Anne-Marie Cotton

Abstract

This chapter reflects upon the variety of activities involved during the Erasmus+ Intensive Study Programme (ISP) "MARPE Diplo: Fostering European Citizenship through Public, Corporate and Civic Diplomacy". The authors contextualise and explain why the MARPE Diplo team decided to design a programme drawing on participatory and co-creative pedagogical approaches. They analyse step-by-step how the programme was conceived, always looking for the ideal balance between overall project aims, specific content objectives, appropriate didactics and evaluation. The authors reflect on how innovative pedagogical approaches support overcoming cultural barriers and facilitate genuine exchange, and how the ISP participants evaluated the effects of these approaches on their personal learning path, during the ISP, at the end of the ISP and 18 months later. The chapter closes with recommendations for future intensive study programmes.

Keywords: Pedagogy, Students' engagement, Co-creation, Erasmus Intensive Programme, European citizenship

Chapter 18

Chapter 18 – Higher Education for Public and Organisational Diplomacyin the contexts of communication sciences
Sónia Pedro Sebastião, Anne-Marie Cotton & Hélène Boulanger

Abstract
The purpose of this chapter is to establish the guidelines for higher education in communication and diplomacy, particularly in the context of public and organisational diplomacy. A web search engine request was developed to identify higher education courses and professional training in diplomacy. The information collected was used in the systematic observation of the existing programmes that include the word diplomacy in their designation to benchmark the European educational offer.
As a major outcome of this Erasmus+ project results in endorsing the convergence of both fields of study (communication and diplomacy), we can conclude that the present European situation does not offer many opportunities to diplomats to develop in-depth knowledge in communication. Thus we present an outline of the main aims, competencies (knowledge, skills and personal attributes), subjects, pedagogy and evaluation that should be approached in a joint European master diploma programme on Public and Organisational Diplomacy framed by communication sciences and combining education and research.

Keywords: Higher education, Communication, Diplomacy, Competencies, Assessment

Chapter 19. EPILOGUE

Chapter 19. EPILOGUE – Democratisation of Diplomacy
Dejan Verčič

Public diplomacy and public relations have a common ancestor: propaganda. [...]

Diplomacy has, at least in principle, democratized and there is no way back. Today, everybody can be a diplomat in the sense that it can communicate with "the attempt, by information, persuasion, and adjustment, to engineer public support for an activity, cause, movement, or institution" – which is exactly how Bernays (1955, p. 3) defined public relations.

The term public diplomacy became an alternative to propaganda in the age of Kennedy and Khruschev (Cull, 2009). As public relations replaced propaganda domestically fifty years earlier, public diplomacy replaced propaganda internationally due to the bad connotation of the latter term. But the denotation is the same: "public diplomacy seeks to influence the behaviour of foreign governments via influencing their citizens" (Hayes, 2020, p. 238). Ten years later it moved to sports diplomacy (pong-pong diplomacy between China and the USA), cultural diplomacy... and any kind of influencing one can imagine.

AUTHORS'

BIOS
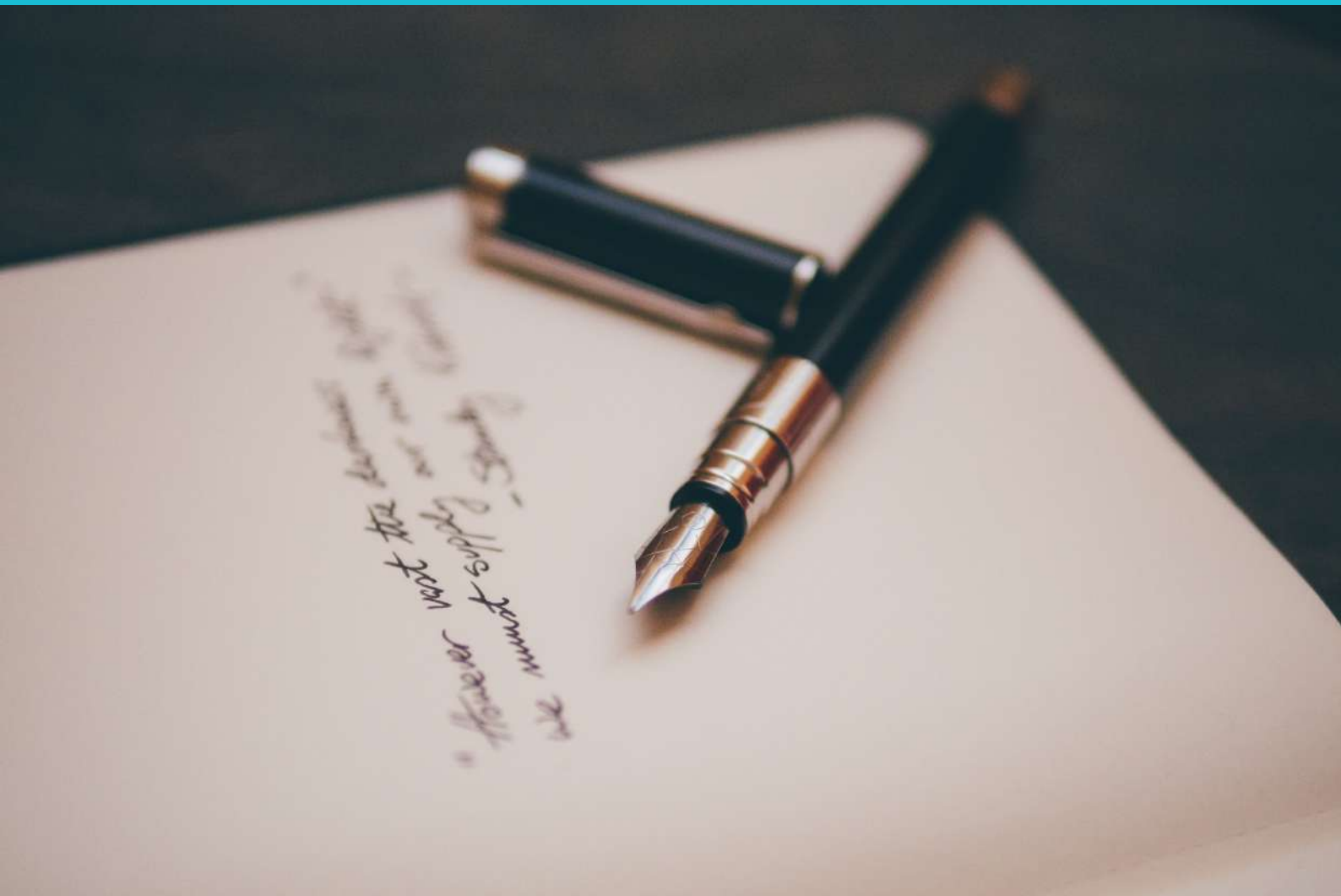
Author list
(alphabetical order)

Alastair McCapra

Amos Guiora

Anca Anton

Anne-Marie Cotton

Bruno Asdourian

Camelia Cmeciu

Dejan Verčič

Hélène Boulanger

Jorge Aranda

José Martínez-Sáez

Juan-Luis Manfredi-Sánchez

Manuel Chavez

Mara Lăcătuș

Mark Phillimore

Raluca Moise

Samuel Nowakowski

Sandra Rodrigues Balão

Sandra Femenía Almerich

Sónia Pedro Sebastião

Susana de Carvalho Spínola

Teresa de Almeida e Silva

Wilfried Bolewski

Alastair McCapra

Alastair McCapra has been Chief Executive of the Chartered Institute of Public Relations for seven years. Before this, he was Chief Executive of the Landscape Institute and of the Institute of Conservation. He currently serves on the Board of the Global Alliance for Public Relations and Communications Management and the International Integrated Reporting Council. He was previously Chair of the UK National Heritage Science Forum and a trustee of Wikimedia UK. His main interest outside work is editing Wikipedia.

Amos Guiora

Amos Guiora (amos.guiora@law.utah.edu) PhD, Professor of Law, S.J. Quinney College of Law, University of Utah develops and conducts scenario-based simulation exercises, is regularly invited to comment and speak on Middle East issues and operational counterterrorism, was involved in the implementation of the Israeli-Palestinian Oslo Agreement and Track II negotiations, writes on and is invited to speak on U.S. drone policy. For five years (1994–1999), he directly negotiated the on-the-ground implementation of the Oslo Peace Process in the Gaza Strip. In his capacity as the Judge Advocate General's ("JAG") Corps Legal Advisor to the Israel Defence Forces ("IDF") Commander, Gaza Strip (1994–1997), he had primary responsibility for both interpretation and negotiation, first for the Gaza-Jericho Agreement and subsequently for the Interim Agreement as it applied to the Gaza Strip.

Anca Anton

Anca Anton (anca.anton@fjsc.ro) is Senior lecturer at the Faculty of Journalism and Communication Sciences, University of Bucharest, teaching Marketing, Corporate PR, and Digital Writing. She collaborates with the Faculty of Business Administration and the Faculty of Foreign Languages (University of Bucharest) for various BA/MA English-taught courses: Intercultural Communication and Negotiation, Public Relations and Strategic Communication for Businesses, Organizational Culture. Her research interests cover digital and strategic communication, organisational communication, public and civil society diplomacy. She published in Styles of Communication and the Romanian Journal of Journalism and Communication. She has extensive experience in EU-funded projects, specializing in communication and marketing consultancy; in addition, she initiated and is the coordinator of a nationally awarded environmental volunteering project since 2006. Anca Anton has been part of the MARPE team since 2012 and is the Romanian coordinator within the MARPE Diplo project. She is also a member of EUPRERA and the Romanian PR Association.

Anne-Marie Cotton

Anne-Marie Cotton (am.cotton@arteveldehs.be) is lecturer at Arteveldehogeschool University of Applied Sciences. She teaches Communication Management, Public Relations and Reputation Management. She is a member of the MARPE Network and co-ordinates the Master programme in European Public Relations (MARPE) since 1997. She was president of Euprera (1999-2000) and Euprera secretary general (2001-2009). She graduated from the University of Ghent in Roman Philology, holds a DESS from lAE Université de Lille3, a MBA from the Vlerick Management School Leuven-Gent and a PhD in Communication from the Université de Bordeaux-Montaigne. Prior to lecturing she was an account manager in advertising agencies (Grey Belgium, JWT and Mirror GGK). She is the Belgian national researcher of the European Communication Monitor, is a member of several scientific committees, is managing editor of Scientia Paedagogica Experimentalis, is invited expert on the NQA (National Quality Agency Netherlands) and AEQES (Agence pour l'Evaluation de la Qualité de l'Enseignement Supérieur, Région Bruxelles-Wallonie) for accreditations and publishes in the fields of communication, public relations and education.

Bruno Asdourian

Bruno Asdourian (bruno.asdourian@unifr.ch) is a Senior Lecturer at the DCM Department of Communication and Media Research at the University of Fribourg.
He holds a PhD in Communication (Aix-Marseille University-2010). He is a specialist in civic/city diplomacy, participative communication and digital activism. He teaches communication and digital transformation of various types of organisations. His current research is mainly focused on third places, open data and hackathon contests where organizations and governments meet citizens and innovators. He also works on the negative emotional engagement of mayors in the contexts of city diplomacy, green issues and communicating city sustainability. His research contributes to the emerging academic discussion on city diplomacy and city branding by defining and measuring what city diplomacy entails and what positive outcomes a negative emotional engagement can have on citizen relationships.

Camelia Cmeciu

Camelia Cmeciu (camelia.cmeciu@fjsc.ro) is a Professor at the Faculty of Journalism and Communication Studies, University of Bucharest, Romania and the editor-in-chief of Styles of Communication, indexed in ERIH PLUS, EBSCO, DOAJ etc. Her research interests cover international organizational and political communication, crisis and risk communication, social movements, semiotics. She is the author of Strategii persuasive în discursul politic (Persuasive Strategies in Political Discourse), Semiotici textuale (Textual Semiotics) or Tendințe actuale în campanile de relații publice (Present Tendencies in Public Relations Campaigns). She was the project manager of the "European citizens - (De)legitimators of a networking Europe" (e-Eurociti) project http://eeurociti.fjsc.unibuc.ro/. Her work on international public relations, organizational discourse or social movements appears in academic journals like Semiotica, Public Relations Review, Comunicar, European Legacy, Communication & Society, or Communication Today.

Dejan Verčič

Dejan Verčič (Dejan.Vercic@fdv.uni-lj.si) is Professor and Head of the Communication Department at the Faculty of Social Sciences at the University of Ljubljana and a partner in the Strategic Communication consultancy Stratkom d.o.o., Slovenia. He holds a PhD from the London School of Economics and holds a Fullbright scholarship at San Diego State University, USA. His research focuses on topics such as globalization and strategic communication. He was also the President of the www.euprera.org network, a team member on the www.communicationmonitor.eu project. Since 1994 he has organized the conference www.bledcom.com. In 2016, he received the IPR Pathfinder Award, the highest academic honor from the Institute for Public Relations (IPR).

Hélène Boulanger

Hélène Boulanger (helene.boulanger@univ-lorraine.fr) is senior associate professor at the University of Lorraine. Former program leader MA Strategic Communication (until 2014), she was appointed as the dean of humanities and social sciences faculty (2012-2017). Since 2017, she is the 1rst Vice-Rector of the university. She holds a PhD in Information and Communication Sciences and her area of expertise covers the problematics of strategic communication. She is a researcher at Centre de Recherche sur les Médiations (CREM – Université de Lorraine), as a member of the PRAXIS research team.

Jorge Aranda

Jorge Aranda is a Portuguese career diplomat since 1998. Currently Director of Security and Defence at the Ministry of Foreign Affairs in Lisbon. Before he was Diplomatic Advisor to the Prime Minister and, in previous Governments, to the State Secretary for European Affairs and the State Secretary for National Defence. Previously he served at the Embassies of Portugal in Copenhagen, Berlin, Warsaw, Helsinki, and at NATO. He holds a master's degree in International Relations at the ISCSP, University of Lisbon, where he is now a PhD student. He published a book on Science Diplomacy ("Diplomacia Científica – Saber é Poder").

José Martínez-Sáez

José Martínez-Sáez (pemartinez@uchceu.es), PhD in Communication (CEU Cardenal Herrera University-2008) and Professor of Creativity and Innovation. He is the Head of Audiovisual Communication and Advertising Department in the Faculty of Humanities and Communication Sciences. As a Research Fellow has held postdoctoral research stays in the United Kingdom, in the Netherlands and in the United States in the Michigan State University. He is the leader of the research group "Rock&Love" based on the study of creativity in the digital era. He began his career in a creative consulting called Createle and then as Account Manager in McCann Erickson. Once in the academic field, he also has a long experience as a strategic consultant for different national brands in the field of beauty, food, energy and the environment. He is a member of the Governing Council of the Valencian Public Media Corporation.

Juan-Luis Manfredi-Sánchez

Juan-Luis Manfredi-Sánchez (juan.manfredi@uclm.es) is a tenured Associate Professor at the University of Castilla-La Mancha, where he teaches Journalism and International Relations. He writes on international relations and diplomacy, communication and technology, as well as political risk and the liberal order. As a professional journalist, he is op-ed contributor for Cinco Días, leading financial newspaper, and senior contributor to The Conversation, CMM Radio and Canal Sur Televisión.

Manuel Chavez

Manuel Chavez (chavezm1@msu.edu) is a Professor of international and crisis journalism at the School of Journalism in Michigan State University. He serves as the Director of the PhD and Research of Journalism in the Information & Media doctoral program of the College of Communication Arts and Sciences. He teaches courses on the sociology of the media, international news media, journalism research methods, media law and ethics, media impacts and crisis communication. His research has concentrated on media sociology on issues related to international affairs. He directs the International Collaboratory on Crisis Communication that includes 12 international universities working on crisis reporting in the news media and communication models used for organizations, institutions and governments. He has been a prolific author of research articles and books and has received different awards such as the 2019 AEJMC Kudson Best Book Award on Latin America Research. He has been funded by U.S. governmental agencies, the National Science Foundation, U.S. Department of Education, USAID, and from private foundations. He has been a reviewer of major journals on media studies and journalism, international studies, and border scholarship. He currently serves as President of the Association for Latino Media Markets and Communication Research.

Mara Lăcătuș

Mara Lăcătuş (mara.lacatus@fjsc.ro) is a young communication professional, graduate of the Faculty of Journalism and Communication Sciences, University of Bucharest, Romania. She has a BA in Advertising and is studying project management. As a student, she attended the 2019 MARPE Diplo Intensive Study Programme in Ghent, Belgium on public, corporate and civic diplomacy and later focused on digital diplomacy in her BA paper.

Mark Phillimore

Mark Phillimore is a Senior Lecturer at the University of Greenwich, London. He specialises in corporate communications and is currently undertaking a part time doctorate on organisational legitimacy and its influence on communications practice. He joined the University in January 2009 and lectures on both undergraduate and postgraduate communications courses. During his time running the MA Public Relations, Greenwich PR students were invited to join the Erasmus (IP) Intensive Programme studying Government Relations and Lobbying in the EU joining (2012-14) with other European universities. He also contributed to later Erasmus applications around public diplomacy with European partners. Prior to Greenwich, he was a Visiting Lecturer at several British universities as well as Escem's Poitiers campus in France. He also developed and ran training programmes in social media for the UK's professional PR body, the Chartered Institute of Public Relations from 2006-9, including for a variety of national organisations such as the Royal Household at Buckingham Palace. Prior to lecturing, he had his own PR consultancy from 1986-2005, specialising in B2B technology sectors with clients in Japan, USA and Europe. He completed a part time MBA at the University of Portsmouth in 2005. He lead's Greenwich's involvement with EUPRERA and is a member of the CIPR and BAFTA.

Raluca Moise

Raluca Moise (r.moise@lcc.arts.ac.uk) is Lecturer in the Communications and Media Programme at London College of Communication, teaching both undergraduate students in BA (Hons) and MA (Hons) Public Relations. Her previous experience in teaching in an academic setting, researching social sciences related topics and managing a PR department is crucial to her approach in teaching students to become ethical, creative and critical future PR professionals. Her recent research focuses on the link between PR professional aggregates (communities, networks etc.) and creativity & innovation. She also focuses on critical aspects of the professional field, such as ethics and inclusivity. Previously, she published a monography about SMS cultural practices in youth culture, followed by scientific articles on the social role of Public Relations. Prior to joining LCC, she has worked as PR lecturer at University of Bucharest and held the position of associate researcher at CEREFREA. She worked as PR manager, in advertising and digital publishing.

Samuel Nowakowski

Samuel Nowakowski (samuel.nowakowski@univ-lorraine.fr; http://nowakowski.hypotheses.org) is a senior associate professor at the University of Lorraine. He is a researcher at LORIA (Laboratory of Computer Science and its Applications - UMR 7503). His current research is mainly focused on the modeling of web uses, artificial intelligence, intelligent companion systems and their implementation in transversal eEducation projects. He teaches digital humanities at the Information Communication department of UFR SHS Nancy and at the Ecole des Mines de Nancy and carries out several educational innovation projects. He is in charge of the pedagogical & digital mission for the UFR SHS Nancy, responsible for the teaching of Humanities at the École des Mines de Nancy, member of the network of educational guides of the University of Lorraine and intervenes on humanism issues, digital, digital transition and pedagogy in many public and private institutions in France and abroad. He is the co-author of the book entitled "Demain est-il ailleurs? Odyssée urbaine autour de la transition numérique", FYP Editions, 2020.

Sandra Rodrigues Balão

Sandra Rodrigues Balão (sbalao@iscsp.ulisboa.pt) has a PhD in Social Sciences in the speciality of Political Facts History (ISCSP - Technical University of Lisbon) (2008). She is an Associate Professor (Strategy) (ISCSP-University of Lisbon) and the Pedagogical and Scientific Coordinator of the Strategic Studies Department, as well as the Portuguese delegate at the International Arctic Science Committee - Social and Human Working Group (IASC-SHWG). She has been a researcher at CAPP-ISCSP / FCT since 2003, with a special focus on Political and Strategic Studies namely in large spaces, with a perspective of multilevel analysis, as well as in Area Studies, namely the Arctic region. National Defense Auditor (CDN10-IDN/ MDN), Salzburg Global Seminar Fellow and member of TN on Geopolitics and Security (NRF/UArctic), she has participated in international projects and conferences, as well as published nationally and internationally, either individually, or in collective works. She is a member of ISA, IPSA and APCP (Portuguese Political Science Association).

Sandra Femenía Almerich

Sandra Femenía Almerich (sfemenia@uchceu.es) has a degree in Advertising and Public Relations. She holds a PhD in Communication with the Thesis: Management of Sport sponsorship focusing on net theory. As a professor, her professional life has been linked to CEU Cardenal Herrera University since 2001. She is in charge of subjects such as: corporate communication, public relations theory, internal communication management, etc. She takes part in the public relations groups of research about drugs, consumption and traffic accidents. She took part in National and International congresses and seminars as an organiser or a speaker. She has a huge experience organizing and managing activities and events. Nowadays she is the Vice Dean of the Advertising and Public Relations department at the Faculty of Humanities and Communication Sciences (CEU Cardenal Herrera University).

Sónia Pedro Sebastião

Sónia Pedro Sebastião (ssebastiao@iscsp.ulisboa.pt) has a PhD in Social Sciences in the specialty of Communication Sciences (ISCSP, Technical University of Lisbon) (2008). Associate Professor with Habilitation in Strategic Communication (2019) and researcher at the Center of Administration and Political Policies (FCT-ISCSP) in the Society, Communication and Culture Group. She develops research on the areas of public relations, strategic communication, citizenship and culture. She is the Portuguese national researcher of the European Communication Monitor and the Pedagogical and Scientific Coordinator of the Communication Sciences Department of ISCSP, University of Lisbon. She is a member of EUPRERA, of SOPCOM (Portuguese Association of Communication Sciences) and APCE (Portuguese Business Communication Association).

Susana de Carvalho Spínola

Susana de Carvalho Spínola (sspinola@iscsp.ulisboa.pt) has a PhD in Communication Sciences and was recognized with the Doctoral Excellence Award on Social and Legal Sciences by the University of CEU Cardenal Herrera, Spain. She is Assistant Invited Professor at ISCSP, University of Lisbon and a researcher at the Center of Administration and Political Policies (FCT-ISCSP) in the Society, Communication and Culture Group. From 1991-2015 she was lecturer and vice-dean of the Communication Sciences Department at INP, Lisbon. She has been part of the MARPE network since the 1990's. Now in ISCSP, University of Lisbon, she is the contact person for the ERASMUS+ MARPE Diplo project, and the Pedagogical and Scientific Executive Coordinator of the Communication Sciences Department for Master and PhD studies. She published several articles and book chapters in the fields of PR theories, strategic PR, public affairs, lobbying, public diplomacy and PR education. She is a member of EUPRERA, SOPCOM (Portuguese Association of Communication Sciences) and APCE (Portuguese Business Communication Association).

Teresa de Almeida e Silva

Teresa de Almeida e Silva (tasilva@iscsp.ulisboa.pt) has a PhD in Social Sciences in the specialty of International Relations (ISCSP, Technical University of Lisbon, 2008). Associate Professor with Habilitation in International Relations at the ISCSP, University of Lisbon. Researcher at the Orient Institute (FCT-ISCSP), where she is Vice-President and coordinator of the group "Middle East and Central Asia". She is the Pedagogical and Scientific Coordinator of the International Relations Department of ISCSP, Scientific Coordinator of Terrorism and Counterterrorism Post-Graduation (ISCSP, University of Lisbon), Executive Coordinator of Intelligence and Security Post-Graduation (ISCSP, University of Lisbon) and Coordinator of the Centre of Studies on Terrorism and Counterterrorism (ISCSP, University of Lisbon).

Wilfried Bolewski

Wilfried Bolewski (wb.diplo@hotmail.com) Dr. jur. (Philipps-Universität Marburg, Germany), is a former German Ambassador and Chief of Protocol to Chancellors Schröder and Merkel when global business leaders accompanied them on diplomatic visits. He experienced international diplomatic practice and had access to the decision-making process at the highest level. He also served at bilateral (diplomatic as well as consular) and multilateral missions on all continents. As Professor of International Law and Diplomacy (Freie Universität Berlin) since 2008, he has also taught at the Hertie School of Governance, Berlin, the American University of Paris and Sciences Po Paris.

Contact

NATIONAL REPRESENTATIVES

Hélène BOULANGER - helene.boulanger@univ-lorraine.fr
Université de Lorraine, France
MARPE Diplo project coordinator | MARPE network national representative in France

Anne-Marie COTTON - am.cotton@arteveldehs.be
Artevelde University of Applied Sciences, Belgium
MARPE network coordinator | MARPE network national representative in Belgium

Susana de CARVALHO - sspinola@iscsp.ulisboa.pt
ISCSP, Universidade de Lisboa, Portugal
MARPE network national representative in Portugal

José MARTÍNEZ SÁEZ - pemartinez@uchceu.es
Universidad Cardenal Herrera - CEU, Spain
MARPE network national representative in Spain

Anca ANTON - anca.anton@fjsc.ro
University of Bucharest, Romania
MARPE network national representative in Romania

ONLINE AND SOCIAL MEDIA
www.marpenetwork.eu
contact@marpenetwork.eu
https://www.facebook.com/MARPENetwork/
https://twitter.com/mastermarpe
https://www.instagram.com/marpenetwork/
https://www.youtube.com/channel/UCCeDHk1m2-vRtlot0S2xiWQ