

26-27 JANUARY 2022

INTERNATIONAL CONFERENCE

UNIVERSITY OF RENNES II
UNIVERSITY OF URBINO CARLO BO

PERSPECTIVES OF PUBLIC COMMUNICATION IN EUROPE

PUBLIC ORGANIZATIONS,
COMMUNICATORS,
RESEARCHES

ONLINE CONFERENCE
ON ZOOM

To receive the link to join the
conference, please send an email to:

c.folena@campus.uniurb.it

or chaimae.laaribi@gmail.com

PERSPECTIVES OF PUBLIC COMMUNICATION IN EUROPE

PUBLIC ORGANIZATIONS, COMMUNICATORS, RESEARCHES

The international conference intends to address the perspectives of public communication in different European countries, stimulating comparison between academics and taking into consideration the professional associations operating in France, Italy, Spain and Belgium.

The aim is to take stock of the models of public communication adopted so far in different countries, the state of the art of this discipline and its professional field (theories, rules, practices, professions).

All this, in order to identify possible development paths that can be shared on an international scale, and lay the groundwork for methodologies and questions to organize the realisation of surveys and the development of a transnational research project.

The conference, bi-located between the University of Rennes 2 in France and the University of Urbino in Italy, is the first meeting between the researchers involved in the international research "Scope of the Franco-European model of public communication".

ORGANIZING COMMITTEE:

Dominique Bessières, University of Rennes II

Gea Ducci, University of Urbino Carlo Bo

with the collaboration of :

Camilla Folena, Phd student, University of Urbino Carlo Bo

Chaimae Laaribi, Phd student, University of Rennes II

CONFERENCE PROGRAMME

WEDNESDAY 26 JANUARY

14:30 – 17:00 RESEARCH TEAM MEETING

Discussion on the national contexts of public communication by the research team

THURSDAY 27 JANUARY

PROGRAMME

09.00-09.30 CONFERENCE OPENING

Jean-Luc Bouillon and Gudrun Ledegen, directors of PREFICS, Pôle de Recherche Francophonies, Interculturel, Communication, Sociolinguistique, University of Rennes II

Giovanni Boccia Artieri, director of Dept. Communication sciences, Humanities and International Studies, University of Urbino Carlo Bo

Lella Mazzoli, director of Institute for Journalism Training, University of Urbino Carlo Bo

09.30 - 11:00 PANEL: PRINCIPLES AND MODELS OF PUBLIC COMMUNICATION IN THE CONTEMPORARY SOCIETY

Chair: Gea Ducci, University of Urbino Carlo Bo

The hybridity of public communication: between antiquity and modernity in France
Dominique Bessières, University of Rennes II

Historical perspectives on public communication in France
Isabelle Paillard, University of Grenoble

*Public communication between politics, administrations, citizens and the media.
The new challenges and perspectives in Italy*

Franca Faccioli, Sapienza University of Rome and Lucia D'Ambrosi, University of Macerata

It's complicated: the social media impact on public communication
Alessandro Lovari, University of Cagliari

A challenging complementarity in the public sector communication. Managing digital relationships during the pandemic in Italy

Laura Solito and Letizia Materassi, University of Florence

11.15 - 13:30 ROUND TABLE WITH PROFESSIONAL ASSOCIATIONS: VALUES, REGULATIONS AND PROFESSIONALS OF PUBLIC SECTOR COMMUNICATION

Coordinator: Dominique Bessières, University of Rennes II

Associations representatives:

Leda Guidi, Comunicazione Pubblica

Francesco Di Costanzo, PASocial

Fabio Famoso, Federazione Relazioni Pubbliche Italiana

Carlo Bartoli, Ordine nazionale dei Giornalisti

Armelle Tanvez, Communication Publique

Jacques Moisse, WBCOM' Le réseau des communicateurs belges-francophones

15.00 - 16.00 RESEARCH TEAM MEETING

Planning next steps of the international research "Scope of the Franco-European model of public communication"

16.00 - 16.30 CONCLUSION