

The 19th Edition of the Franco-Romanian Colloquium in Information and Communication Sciences: *Scientific Actuality in Organizational Communication: Questioning the New Stakes, Problems and Practices*, March 14th, 2013, University of Bucharest

Under the patronage of the University of Bucharest, the 19th edition of the Franco-Romanian Colloquium in Information and Communication Sciences took place in March. It was entitled: “Scientific actuality in organizational communication: questioning the new stakes, problems and practices”. The principal organizer of this event was the Department of Communication Sciences at the Faculty of Letters, University of Bucharest, in association with the French Society for Information and Communication Sciences (SFSIC) and with the “Paul Valery” University of Montpellier. The Romanian National School of Political and Administrative Studies (SNSPA), the Sociology Institute “D. Gusti” of the Romanian Academy as well as, within the University of Bucharest, the Faculty of Journalism and Communication Sciences together with the Center of Media Studies and New Communication Technologies were co-organizers of this edition. Its theme was simultaneously actual and highly important: culture and social responsibility in organizational communication. More than 80 participants coming from the Francophone linguistic area (professors, researchers and doctoral students) debated, at a top scientific level, upon the communication issues and practices in the cases of various types of organizations. The focus of the debate was on their identity, on their intrinsic cultures and their public responsibility. The contents of the oral presentations were structured following 3 directions: 1) Applied Ethics, culture and responsibility shown towards the community and the surrounding environment; 2) Role held by the interested sides, moral behaviour chosen by organizations and enterprises; communication strategies adopted by active organizations in the fields of culture, education, health, humanitarian care and ecology; 3) Stakes of ethical nature concerning organizational communication, created due to the appearance of the digital information devices, means which are now used for libraries and for purposes regarding information and research. At present, the organizations within the European space have to undergo some restructuration processes required for their future developments, for the study of which disciplines like “Public Relations” and “Organizational Communication” is useful and prevails. The participants chose such topics as: the analysis of managerial communication through its discourse, its models and its practice; the debate upon the issues pertaining to the organization reliability in the public eyes; for the research itself, to identify the most appropriately applicable methodologies, theoretical frames, concepts and notions; pointing out the intrinsic dynamics of the processes which contribute to the public prestige of organizations, namely studying: the human resources development; the discourses and practices which are able to sustain the social economy; the quality level of the assumed institutional initiatives; the ethical grounds chosen by organizations for supporting the statements they release about their practical activity towards culture, towards society and the natural environment.