

**Blanquerna School of Communication and International Relations
(Barcelona) and Emerson College (Boston, Los Angeles, Europe)**

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October 7th - 9th, 2015

Blanquerna School of Communication and International Relations
Barcelona

Inaugural Summit:

Global Communication Public Diplomacy and Civic Engagement



#BlanquernaEmersonSummit



The first inaugural joint conference sponsored by Emerson College and the Blanquerna School of Communication and International Relations will take place in Barcelona, October 7th-9th, 2015. The conference, titled “Summit: Global Communication, Public Diplomacy and Civic Engagement”, is part of the collaborative agreement signed by President Lee Pelton and Dr. Josep Maria Carbonell, Dean of Blanquerna School of Communication and International Relations.

The three day conference in Barcelona will explore projects, case studies and research in communication, public diplomacy, health communication, sports communication, civic engagement, cross cultural communication, nation and city branding, among others topics. It will feature professors and students from Emerson and Blanquerna and other European universities.

The keynote for the first day of the conference will be delivered by Dr. Scott C. Ratzan, speaking on “Bringing People Together for a Better World: Inspiring Smart Health Decisions Through Communication, Prudent Policy and Diplomacy”.

Dr. Ratzan is the founding co-director of the Emerson-Tufts Health Communication Program, Editor of the *Journal of Health Communication*, Vice President, Global Corporate Affairs, Anheuser-Busch *InBev*, and on the faculty of Tufts, George Washington and Columbia Medical School. He was formerly Vice President of Global Health at Johnson & Johnson, is a pioneer in health literacy and Health communication, having co-authored the definition that serves as the basis for U.S health literacy efforts.

Emerson participants will include the Dean of the School of Communication, professors, undergraduates and graduate students meeting their counterparts in Barcelona in the exploring themes of the Summit. The Summit also will include an art as soft power exhibit and dialogue, featuring Catalan artists and David Silvah of Rosarito Beach Mexico, an artist and vital creative advocate of the eight year, on-going “Baja to Boston to Barcelona Rediscover Rosarito project” (www.rediscoverosaritobeach.org) initiated by the Communication Studies Department at Emerson. Also presenting art as soft power will be Ahoud Algozaibi of Beirut and Dr. Nada Farhat, alum of Emerson and Tufts University School of Medicine, and the major artist for the Saudi Arabia Museum of Science.

Conference Committee: Dr. Gregory Payne, Dr. Josep Rom, Dr. Jordi Botey, Dr. Enric Ordeix

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Wednesday, October, the 7th, 2015 (preliminary Session)

**Place: Main building Pl. Joan Coromines s/n- 08001 Barcelona
Aula 106 (room)**

6.00 PM Welcome by **Dr. Josep Maria Carbonell, Dean Blanquerna School of Communication and International Relations-URL**

6.10 PM “Bringing People Together For a Better World - Inspiring Smart Health Decisions with Communication, Prudent Policy and Diplomacy”

Dr. Scott Ratzan, Editor of the Journal of Health Communication, Vice President Global Corporate Affairs, Anheuser-Busch *InBev*

7 PM MA Strategic Management in Global Communication Master Thesis consultancy cases

Lisa White, Liberia, - United Nations

Maria Warith, US, - Goldman Sachs, New York

Albert Llorens, Catalonia, “La Caixa” (Barcelona largest Bank)

Veronika Bigulova, Russia, International Affairs Consultant

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Thursday, October, the 8th, 2015

**Place: Main building Pl. Joan Coromines s/n- 08001 Barcelona
Auditorium Lobby / Aula 2 (room)**

12.00 PM Blanquerna-Emerson MOU Meeting - Dean Carbonell's Office.

Auditorium Lobby.

1.30 - 2.45 PM Blanquerna Faculty and Emerson Faculty and Students Networking Lunch

3.00 PM Welcome Remarks

Dr. Josep Maria Carbonell, Dean Blanquerna School of Communication and International Relations-URL.

Dr. Phillip Glenn, Interim Dean, School of Communication, Emerson College

3.15 - 3.45 PM Opening Keynote

“Towards Human Being 2.0: Global Education in Conflict Management”

Dr. Phillip Glenn, Interim Dean, School of Communication, Emerson College

3.45 - 4.00 PM - “What if I don't Want to Participate? Hegemonies in the Age of Participative Journalism”

Dr. Pere Masip, Vice Dean of Graduate Studies and Research. Blanquerna School of Communication and International Relations-URL

4.00 - 4.20 PM “Different Strokes for Different Folks: Politicians' Choice of Language(s) for Digital Outreach”

Dr. Vincent Raynauld, Communication Studies, Emerson College

4.20-4.30 PM Coffee Break



Aula A2 (room)

4.30-4.50 PM “The identity of the Social University Responsibility in the Web Sites at the Universities of the Comunidad de Madrid (España) and of the Estado de Puebla (México)”

Dr. Alfredo Arceo Vacas, Professor Universidad Complutense de Madrid

Discussant: Dr. Antoni Noguero, Autonomous University of Barcelona

4.50-5.10 PM “Corporate Citizenship and Civic Engagement”

Iban Rabasa, Public Affairs Director of KREAB. Former General Director for Foreign Affairs, Government of Catalonia, Alumni Blanquerna

5.10 -5.30 PM “Events and Representation: The Case of Nike Partnership with FC Barcelona”

Judith Rubinat, Consultant, former Communication Director of Nike Iberia, Alumni Blanquerna

5.30- 5.45 PM “Trends and Opportunities in Global Sport: Corporate Diplomacy Sponsorship, Endorsements, Branding Corporate Social Responsibility Programs, Global Opportunities for Barcelona”

Prof. Mohamed Khalil, Emerson College

5.45-6.00 PM Wrap up, Conclusions and Paths Forward

Conference Committee:

Dr. Enric Ordeix, Academic Director MA-Strategic Management in Global Communication, Blanquerna, Ramon Llull University

Dr. Gregory Payne, Chair, Department of Communication Studies

Dr. Josep Rom, Vice Dean, Blanquerna, Ramon Llull University

6.00- 6.30 PM Dialogue with the Artists: “Art as Soft Power in Connecting Cultures Through Public Diplomacy: Baja Boston, Barcelona”

David Silvah, Artist, Rosarito Beach, Baja California Mexico

Maria Toru, Fulbright Scholar, Pakistan, Emerson College

Nada Farhat. Physician. Artist, Global Change, Harvard University Medical School

7.00-9.00 PM Blanquerna Alumni 20th Anniversary Reunion. Drinks and Canapés. Joan Coromines Plaza. Barcelona

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Friday, October, 9th, 2015

Place: Library building C/Valldonzella, 13 08001 Barcelona.

Aula A2 (room)

9.00 AM Registration and coffee

9.30- 10:00 AM “Communication Studies How Students’ Cultural Lenses Affect Studying Intercultural Communication”



Cathryn Cushner Edelstein, Senior Scholar-in-Residence, Emerson College

10:00-10.15 AM - 10.45 AM “Nepal & Crisis Communication: Facts Vs Mediated Reality”

Dr. Gregory Payne, Chair Department of Communication Studies, Emerson College

10.15 - 10.45 “Grassroots Media in a Violent Environment: The case of a Community Radio Station in Veracruz, Mexico”

Dr. Antoni Castells, Universidad Veracruzana, Visiting researcher at Blanquerna-URL

10.45-11.15 AM “Smart cities Across the Atlantic”

Dr. Josep Rom, Blanquerna, Ramon Llull University

Dr. Enric Ordeix, Blanquerna, Ramon Llull University

Dr. Jordi Botey, Blanquerna, Ramon Llull University

Dr. Vincent Raynauld, Ph. D. Assistant Professor, Communication Studies, Emerson College

Dr. Adel Fatima Zohra, University of Bechar, Algeria

Dr. Guendouz Abdelkader, University of Tlemcen, Algeria

11.15 AM-11.45 Coffee break

11.45 - 12. 15 AM “Celebrity Spectacle in the 2016 US Presidential Campaign”

Keri Thompson, University of Texas Austin Doctoral Candidate, Senior Lecturer, Emerson College

12.15-12.30 “Sports Management, Sports Marketing”

Dr. Xavier Ginesta, Journalist and Vice Dean of School of Business and Communication-University of Vic

12.30-12.45 PM “Accountability in Sustainable Development: Do Companies Report Their Good Intentions or Measurable Parameters?”

Dr. Pavel Slutsky, Chulalongkorn University (Thailand) –Skype–

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Graduate and Undergraduate Global Case Studies

12.45- 1.00PM -“Rediscover Rosarito as a Public Diplomacy Initiative”

Maria Toru, Fulbright Scholar, Pakistan, Graduate Student-Communication Management, Emerson College

1.00 -1.15 PM-“Creating Feminine Brands through Instagram: A Case from Saudi Arabia”

Aziz Muqaddam, Saudi Arabia, Graduate Student-Integrated Marketing Communication, Emerson College

1.15 - 2.00 PM-“Soft Power – Connecting Cultures Through Gastro-Diplomacy”

Michael Whitecar, United States, Graduate Student-Communication Management, Emerson College



2.00-2.30 PM “The Expanding Role of Extracurriculars in Higher Education: Case Study CPLA at Emerson College – Thinking Globally, Acting Locally”.

“The Government’s view of Disabilities around the World”,

“The 2016 Election and What it means”

Charles White, Political Communication Major, Emerson College

Amanda Weisman, Journalism Major, Emerson College

Kiera Wilson, Studio TV Production Major, Emerson College

Christina Safford, President of Communication Politics and Law, Political Communication Major, Emerson College

2.30-3.00 PM-“The Value of the Globe Comm Project – Practical Experience in Global Communication/Public Relations Case with 15 Universities: Lessons Learned in Malaysia and Borneo Project, 2015.” B

Insights from Blanquerna and Emerson College Students GlobCom Project participants

Christina Safford, President of Communication Politics and Law, Political Communication Major, Emerson College

Michael Whitecar, Graduate Student-Communication Management, Emerson College

Aziz Uqaddam, Graduate Student- Integrated Marketing Communication, Emerson College.

Paula Beneyto, Advertising and PR Major, Blanquerna, Ramon Llull University

Ana Amaral, Advertising and PR Major, Blanquerna, Ramon Llull University

Ariadna Pozo, Advertising and PR Major, Blanquerna, Ramon Llull University

Discussants:

Dr. Enric Ordeix, Vice president of Global Communication Institute-Blanquerna, Ramon Llull University

Dr. Gregory Payne, Chair Department of Communication Studies, Emerson College (USA)

Dr. Volker Soltz, Global Communication Institute President (Germany)

Averill Gordon, AUT University (New Zealand)

3.00 PM Lunch at Blanquerna

5.30-7.00 PM Catalan Parliament Visit and Reception

8.00 PM Farewell Dinner - Traditional Tapas
City of Barcelona.

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Saturday-Sunday, October, 10th-11th, 2015:

Sightseeing-major touristic attractions of Barcelona: Sagrada Família, Olympic Ring, Seaside, Roman and Gothic Neighbourhood, Ramblas...

