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Despre rolul mediatorilor culturali in societatea gazda si influenta comunicarii

Masa rotunda: *Diaspora Studies* – cercetări și studii despre diaspora,
realizate de universitari români din străinătate

Conferentiar dr., London College of Communication, UAL

- Doctor in Antropologie Culturala, Universitatea din Bucuresti si Universite Libre de Bruxelles
- Lector in Relatii Publice, Universitatea din Bucuresti
- Lector si conferentiar, director program de licenta Relatii Publice, London College of Communication, UAL.

Cercetator

- Membru a Creative Industries Management Research Hub, LCC:
 - Axat pe dezvoltarea cunoasterii comportamentelor de management, organizationale si de retea;
 - Cercetarea mea, impreuna cu Dr. Anca Anton, Universitatea din Bucuresti:

“Rolul comunitatilor online pentru profesionistii freelanceri din industriile comunicarii”

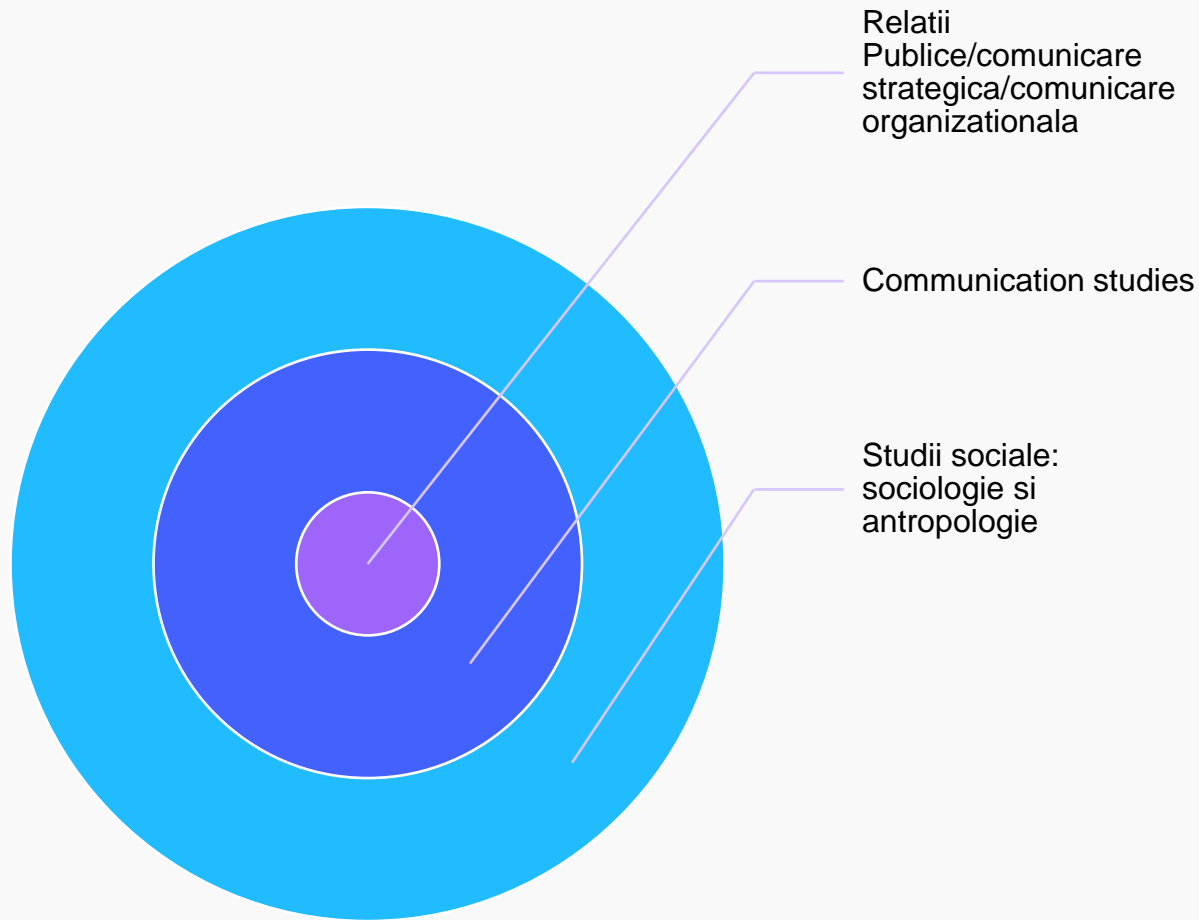
Cercetator

- Membru a Branded Content Hub:
 - Examineaza practicile si reglementarile a 'branded content' (Hardy, 2022), implicand cercetatori, profesionisti si societate civila;
 - implicata in proiectul 'Branded content governance'; evenimente stiintifice etc.

Cercetator

- Membru a Digital Cultures and Economies Research Hub:
 - Exploreaza media si comunicarea digitala in culturile si economiile contemporane; sub-axa de cercetare: media digitala si identitati transnationale (media, mobilitate si migratie, practici de marginalizare si intersectia lor cu economii digitale si practice culturale);
 - Cercetare mea: Rolul actorilor non-statali si a practicilor lor de comunicare in diplomatie publica/civila.

Arii de expertiza



Diaspora diplomacy and modes of engagement: the case of Romanian Diaspora in the UK

Diaspora
diplomacy and
modes of
engagement

Raluca Moise

*Department of Media and Communication, University of the Arts London,
London, UK and*

London College of Communication, University of the Arts London, London, UK

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Abstract

Purpose – The current study aims to map the existent modes of engagement used by both individual and organisational actors of Romanian diaspora community in the UK to build public legitimacy and social value in the host society. This study focuses on two main questions: (1) What are the forms of engagement by which diaspora members enact their role as diplomats for ethnic diaspora communities? (2) What is the nature of their communication practices that sustain these forms of diasporic engagement?

Design/methodology/approach – This study is based on an analysis of online public documents extracted from different websites, blogs and public social media accounts, complemented by primary data. The research design is a multi-levelled case study.

Findings – The main findings are that Romanian diaspora in the UK develops a specific model of diplomacy, focused on cultural and political forms of engagement. Firstly, equality and belonging are two key dimensions that clearly define this diasporic community diplomatic actions and practices. Secondly, the communication that fosters its networked and associative features has shifted towards a more democratic and strategic model.

Originality/value – This paper has multiple original points. Firstly, it deepens the understanding of diaspora diplomacy, connecting the concept with strategic communication. Secondly, the identification and theorisation of specific forms of engagement of diasporic communities reflects a process which is yet underdeveloped in both types of literature. Findings may be instrumental in providing strategies for relationship building, cultivation and the engagement efforts of the UK institutions regarding immigrant integration.

Keywords Diaspora diplomacy, Diasporic communities, Advocacy, Mediation, Representation, Strategic communication

Paper type Research paper



Rezultate principale

- Trăsături distinctive:
- configurație tip rețea & capacitate relațională mare (Martinescu, 2020),
- model cultural organizațional,
- prezență digitală puternică (Trandafoiu, 2013);
- Trenduri:
- Intensificarea implicării civice și a activității politice (Trandafoiu, 2013);
- Creșterea coagulării și a vizibilității publice (Dolea, 2022);
- Construirea legitimității publice prin agregarea diferitelor grupuri și organizații non-profit/tip de probleme sau în jurul unei cauze comune – schimbarea percepției negative publice și deconstrucția stereotipurilor etnice (Moise, 2022);
- Concentrate în jurul ariilor de interes culturale și politice, grupurile digitale și online manifestă comportament strategic: scop comun, lideri de opinie, mobilizează audiențe, devine agent de schimbare.

ual: university
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Thank you