



**Technical University of Cluj-Napoca, North University
Centre of Baia Mare, Romania**



invite you to take part in

**The 3rd International Conference of Cultural Studies
“Multiculturalism and the Need for Recognition”**

with the theme:

**Multiculturalism in the Context of Contemporary Forms of
Propaganda**

**Baia Mare/Vişeu de Sus, Maramureş
1-4 November, 2018**

Keynote Speakers:

Prof. dr. Ina Motoi, Université du Québec en Abitibi-Témiscamingue (UQAT), Canada

Prof. dr. P.B. Cliteur, Professor of Jurisprudence, University of Leiden, the Netherlands

Prof. dr. George Achim, Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Nowadays, the subject of multiculturalism cannot be analysed without making reference to two opposing perspectives, one belonging to interculturalism and its support for dialogue between cultures, with constant challenges to any tendencies they (i.e. cultures) might have to isolate themselves, and one focusing on extreme, protectionist nationalism and its limiting, constraining, exclusive values.

Some voices consider that multiculturalism has demonstrated its limits, and that the reality of multicultural countries is much different from such ideals. Does propaganda influence the

ideology of multiculturalism? Does multicultural policies benefit from a kind of 'positive thinking', or 'velvet wrapping' of reality in persuading different ethnic groups to accept and tolerate each other? Does advertising for good practices and behaviours actually work? Can the rhetoric of multiculturalism be labeled as propaganda in certain instances?

In this context, propaganda and its aspects: fake news, post-truth, advertising, mass manipulation, mass communication, mass consumption, the dark face of the internet, cyber intimidation, political correctness, wooden language etc. play an essential part. The New World Encyclopedia defines propaganda as "a specific type of message presentation directly aimed at influencing the opinions or behavior of people rather than providing objective information". Nowadays, the manipulation of information has become a major global industry. The abundant publication, consumption and circulation of information have lead to an obvious impossibility to distinguish between reality and fiction. The real questions, under such circumstances, are: Can we still think for ourselves? Are we constantly manipulated? Can we distinguish between reality and utopia/dystopia?

Is multiculturalism a victim or a beneficiary of propaganda? Should we bring the issue of propaganda in discussing multiculturalism in general, and if so, how is propaganda functioning in a contemporary multicultural environment differently from its historical forms? As a country that went through decades of extreme cases of propaganda, Romania might have a lot to contribute – alongside other East European countries – to a re-defining and re-dimensioning of the issue of propaganda in the contemporary world. Today's immigration in Western Europe can also add to the issues of the clash of cultures and how propaganda influences such cases. Researchers from the American and Asian continents are experts in various forms of multiculturalism and how such an ideal can/cannot be considered as being a working project or a reality in their countries. We hope that such a conference could bring numerous valuable positions and examples, and, eventually, open a new chapter in assessing multiculturalism and its policies and practices.

In view of the already mentioned ideas, we invite scholars from all fields of research (philosophy, philology, social sciences, politics, linguistics, arts, law, business and education, science and technology) to explore issues related to the concept of propaganda and its various facets, overt or covert, good or bad, truthful or mendacious, serious or humorous, rational or emotional. The range of subjects is limitless, from fictional or docu-fictional propagandistic writings to cyber bullying, all projected on the larger context of present day multicultural movements.

*The conference is going to take place in **Vișeu de Sus**, a tourism-oriented town, the second largest in the country in terms of area. Situated in the intra-mountainous depression of **Maramureș** county, the location has an important historical and cultural value, offering the best example of multicultural co-existence in the region, the ethnic diversity of the town (Romanians, Hungarians, Zipsers, Ukrainians, Jews) contributing to the cultural value of the organised event.*

The languages of the presentations might be **Romanian, English, French and German.**

Submit a 250-word abstract by **July 1st, 2018** along with your professional details (name, title affiliation) to lect. dr. Tomoiagă Ligia (ligiatomoiaga@gmail.com) and lect. dr. Fălăuș Anamaria (anamariafelecan@gmail.com).

The time allotted to the presentation of a paper is 15 minutes, followed by 10-minute sessions of questions and answers.

The registration fee is:

75 Euros for international participants;

200 Lei for Romanian participants

Participation fee shall be paid to the account below, with the note: "International Conference of Cultural Studies".

Beneficiary:

Ion si Livia Piso – În Memoria și pentru Redescoperirea Trecutului Nobilimii Maramureșene și a Boierilor Zârneșteni

Address:

16A, Libertății Street, Vișeu de Sus, 435700, Maramureș

Banca Transilvania

Cod IBAN: RO08BTRLRONCRT0251850701

The fee covers:

- Access to all conference sessions;
- Publishing of conference proceedings;
- Meals (lunch, dinner) and coffee breaks;
- Transport from Baia Mare to Vișeu de Sus and back to Baia Mare at the end of the conference.

Transport to Baia Mare and accommodation are not included.

For any additional information do not hesitate to contact us:

lect. dr. Tomoiagă Ligia (ligiatomoiaga@gmail.com)

lect. dr. Fălăuș Anamaria (anamariafelecan@gmail.com)