



Blanquerna-Emerson 7th Global Summit 2021

“Responding to a Disrupted World: New Narratives and Mediated Realities”

October 7-9, 2021

**CENTER FOR
GLOBAL
COMMUNICATION**

Emerson
COLLEGE

 **Blanquerna**
UNIVERSITAT RAMON LLULL

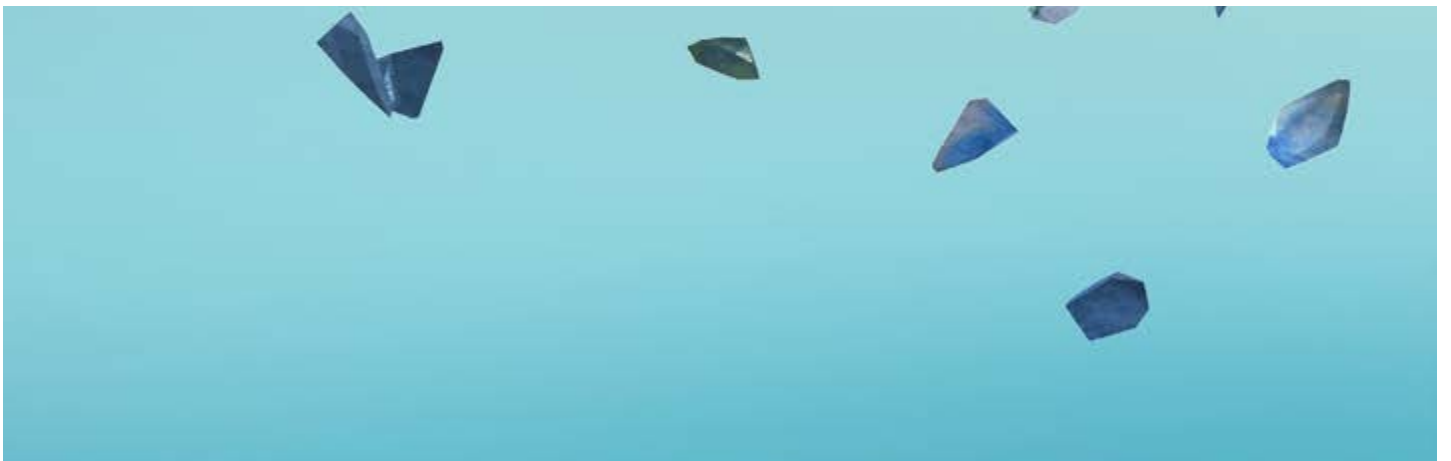


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Organized by:

Blanquerna School of Communication and International Relations-Ramon Llull University (Barcelona)
& Emerson College (Boston, Los Angeles, Kasteel Well)

Location:

Blanquerna School of Communication and International Relations. Main Auditorium- FCRIB-URL.
Valldonzella 12. 08001 Barcelona.

Special Thanks:

Onary, Tinkle, International Public Relations Association, International Academy of Business Disciplines,
American Behavioral Scientist, Tripodos, Rendon Group, Rey Juan Carlos University, ESCS, Esports and Fun

About the Summit

1.1 Description

The 7th Blanquerna-Emerson Global Summit will take place in Barcelona on October, 7-9th, 2021 organized by the Blanquerna School of Communication and International Relations and Emerson Collage. This conference will explore the new narratives and mediated realities that have emerged as a response to today's disrupted world.

1.2. Goals:

The main goals of the Summit are:

- To create a global academic, professional and Students best practices network of change agents in Global Communication.
- To foster and promote new disruptive narratives, communication strategies, messages, storytelling, that break the social, political, and economic Status Quo.
- To highlight the most relevant topics related to big social and political changes as the COVID-19 pandemic, the economic crisis, globalization and business challenges, domestic terrorism, the rise of authoritarianism, political polarization, and widespread protest movements, and insurrections, including the Jan. 6, 2021 attack on the U.S. Capitol, as well as current and historical protest/insurrection movements happening.
- To invite scholars, students, independent researchers, communication practitioners, governmental officials, and business leaders to face new challenges in times of disruption and to rethink their communication actions towards media, community, governments, markets and employees.

1.3. Previous Summits and Conferences

- **Inaugural Summit: Global Communication, Public Diplomacy and Civic Engagement**
Barcelona, Spain
October 8-9, 2015
https://www.blanquerna.edu/sites/default/files/FCC/summit_v3.pdf
- **2nd Annual Emerson-Blanquerna Global Summit: Politics, Sports and Civic Engagement**
Boston, MA, USA
October 19-22, 2016
<https://www.blanquerna.edu/en/fcc/news/blanquerna-fcri-and-emerson-college-held-second-global-summit-boston>
- **3rd Annual Blanquerna-Emerson Summit 2017: Cross-Cultural Diplomacy - Engaging in Diplomacy, Sports and Politics Across Cultures**
Barcelona, Spain
October 9-11, 2017
<http://www.blanquernafcri.com/summitbe/wp-content/uploads/2017/10/libret-emerson-1.pdf>
- **Special Conference: Election Retrospective Conference**
Boston, MA, USA
November 9-11, 2017
<https://www.emerson.edu/school-communication/center-global-communication/events/election-retrospective-conference>

- 4th Annual Emerson-Blanquerna Global Summit 2018: Politics, Propaganda and Strategic Diplomacy
Washington, D.C., USA
October 4-5, 2018
<https://www.emerson.edu/school-communication/news/politics-propaganda-strategic-diplomacy-head-line-emerson-blanquerna-global-summit-nations-capital#XQnyULEryL8>
- 5th Annual Emerson-Blanquerna Global Summit 2019: “Advocating United Nations Sustainable Goals Through Public Diplomacy”
Barcelona, Spain
November 13-16, 2019
<https://www.url.edu/ca/sala-de-premsa/agenda/fires-congressos-i-exposicions/2019/blanquerna-emerson-global-summit-2019>
- 6th Annual Emerson-Blanquerna Global Summit 2020: “Building Bridges Through Civic Engagement”
Boston, MA, USA (Virtual via zoom)
October 7-9, 2020
American Behavioral Scientist Retrospective on Election 2020 (U.S. and Global), Spring, 2021, (Virtual via zoom), Boston, MA, USA



About the Center for Global Communication

The Blanquerna-Emerson Center for Global Communication (BE-CGC) was created to advance the dynamic academic partnership between Emerson College and Blanquerna School of Communication and International Relations in Barcelona, Catalonia-Spain, by creating new opportunities for research and teaching collaborations between the two institutions, and other associated partners.

The mission of the CGC is to foster collaborations in the field of global communication that develops education and research to promote critical thinking and ethical communication through International Relations, Political Communication, Strategic Diplomacy, Global Public Relations and Corporate Communication.

This mission is guided by five major objectives upon which the Center was founded:

- Develop innovative approaches to applied research
- Collaborate with professionals and organizations through teaching, special events, and publications
- Share best practices with businesses, government agencies, NGOs, and grassroots organizations
- Provide international networking opportunities for students and faculty
- Create sustainable public and private partnerships to serve as funding sources
- To foster educational programs of the field in Global Communication, Public Relations, Public Affairs and Diplomacy.

As an initiative, the Center further embodies the spirit of innovative collaboration in the field of global communication that originally brought the two institutions together. It will connect Emerson and Blanquerna students and faculty members through worldwide projects and special events related to its main knowledge areas as: public diplomacy, international marketing, digital media, sports communication, public relations, and political communication, among others.

Co-Directors: Gregory Payne -Emerson Collage- and Enric Ordeix -Blanquerna-

Learn More: <https://www.emerson.edu/school-communication/center-global-communication>
<https://www.blanquerna.edu/es/fcc/investigación/center-global-communication>



Call for Abstracts

3.1. Abstracts and proceeding book:

Papers for presentation at the conference have been selected after peer review by an international academic panel, on the basis of abstracts of between 500-1000 words, including references. The abstract should express the purpose, methodology, findings, implications and originality of the study. Author and affiliation details are to be printed on a separate sheet and the author(s) should not be identified in the abstract. Abstracts must be presented in Word format, in 1.5 line spacing and 12 point font size on A4 format pages with one-inch (2.54cm) margins. Manuscripts of the selected Papers for publication are to be submitted with Harvard referencing. The manuscript of 3000 to 6000 words, plus references, must be presented in Word format, in 1.5 line spacing and 12 point font size on A4 format pages with one-inch (2.54cm) margins.

3.2. Associated journals:

The conference is partnered with several top-tier, international academic journals, including:

- Trípodos
[http://www.tripodos.com/index.php/Facultat Comunicacio Blanquerna](http://www.tripodos.com/index.php/Facultat_Comunicacio_Blanquerna)
- American Behavioral Scientist
<https://journals.sagepub.com/home/abs>

Past presented papers have appeared in:

Trípodos: New Perspectives on Cross-Cultural Communication and Corporate Diplomacy. Núm. 42, Barcelona (2018)

Trípodos is an academic journal of international scope edited by the Faculty of Communication and International Relations Blanquerna of the Ramon Llull University. Since 1996 the pages of this biannual publication offers a forum for debate and critical discussion around any discipline related to the world of communication: journalism, film, television, radio, advertising, public relations, internet, etc.

The New Perspectives on Cross-Cultural Communication and Corporate Diplomacy, Num. 42 explores this topic from a variety of perspectives that reflect theoretical and practical approaches to bridge-building and establishing meaningful relationships throughout our interconnected global village. This research reflects insights and case studies from colleagues around the world, all utilizing strategic diplomacy efforts at the grass roots, consumer, media, corporate, university levels in the joint effort to further understanding through communication that, if construed and executed properly, can enhance individual, corporate, university, media ethos in terms of brand identity and value.

-American Behavioral Scientist, Elections Retrospective (Nov. 2017 - 2019) and 2020 Election Issues (4 issues) Jan. 2020 - ; Special issue on Insurrection, Domestic Terrorism, Rebellion and Social Movements (multiple issues in press)

For over 50 years, American Behavioral Scientist has been a valuable source of information for scholars, researchers, professionals, and students, providing in-depth perspectives on intriguing contemporary topics throughout the social and behavioral sciences. Each issue offers comprehensive analysis of a single topic, examining such important and diverse arenas as sociology, international and U.S. politics, behavioral sciences, communication and media, economics, education, ethnic and racial studies, terrorism, and public service. The journal's interdisciplinary approach stimulates creativity and occasionally controversy within the emerging frontiers of the social sciences, exploring the critical issues that affect our world and challenge our thinking.

3.3. Scientific Committee and Reviewers:



Prof. Miriam Diez
Blanquerna-URL



Prof. Enric Ordeix
Blanquerna-URL



Prof. Gregory Payne
Emerson College-URL



Prof. Antoni Castells
Blanquerna-URL



Prof. Cathryn Edelstein
Emerson College



Prof. Vincent Raynauld
Emerson College



Prof. Alba Sabaté
Blanquerna-URL



Program

Thursday October 7, 2021

2.30 PM (BCN) / 8.30 AM (BOS)

Registration Location: Auditorium

2.45 PM (BCN) / 8.45 AM (BOS)

Opening Remarks:

- **Josep M^a Carbonell**, Dean of Blanquerna School of Communication and International Relations
- **William Gilligan**, Interim President of Emerson College (online)
- **Giorgia Miotto**, General Director of Blanquerna
- **Michaele Whelan**, Provost and VP for Academic Affairs, Emerson College
- **Anthony Pinder**, Vice-Provost and Associate Vice President of Academic Affairs for Internationalization and Global Engagement, Emerson College.
- **Miriam Diez**, Vice Dean of Research and International Relations
- **Raul Reis**, Dean of the School of Communication, Emerson College
- **Jan Roberts-Breslin**, Vice Dean of Research and International Relations

Location: Auditorium / [Zoom Link](#)

3:15 PM (BCN) / 9:15 AM (BOS)

Summit Welcome Co -Directors of the Blanquerna - Emerson Center for Global Communication,

Enric Ordeix and **Gregory Payne**

Polling Update, **Spencer Kimball**, **Emerson Polling** - Global Anti-Vaccine Sentiments

Location: Auditorium / [Zoom Link](#)

3:45 PM (BCN) / 9:45 AM (BOS)

Keynote Speaker **Rick Rendon** - Co-Founder & Senior Partner at The Rendon Group, Inc.

“Team Harmony: Global Civic Engagement on Eradicating Hate: Team Harmony: Team Harmony Project”

- **Mark Brodie** - Emerson College
- **Cathryn Edelstein** - Emerson College
- **Martina Canales** - Blanquerna
- **Mariana Pereira** - ESCS-Lisbon
- **Yasmine Ahmed** - Youth Reporter (Egypt)
- **Joseph Amoako-Atta** - Youth Reporter (Ghana)

Location: Auditorium / [Zoom Link](#)

4:15 PM (BCN) / 10:15 AM (BOS)

Presentation of the Observatory of Organizational Legitimacy

Giorgia Miotto, Blanquerna Lecturer and Researcher

Alicia Blanco, **Francisco Díez Rey** - Universidad Rey Juan Carlos

Location: Auditorium / [Zoom Link](#)

4:30 PM (BCN) / 10:30 AM (BOS) Global Summit Photo

5:00 PM - 6:30 PM (BCN) | 11.00 AM-12:30PM (BOS)

**Panel Discussion 1:
Issues in Gender
Equity**
Auditorium / [Zoom Link](#)

Session Chair:
Giorgia Miotto,
Blanquerna-URL

1. **The Woman of the Past Through the Eyes of the TV.** [Daniela Ortega \(Universitat Pompeu Fabra\)](#)
2. **Women in Lebanese Advertisements: Representations, Perceptions, Responses.** [Lubna Maaliki \(Blanquerna, URL\)](#)
3. **Gender Equality: a Shareholders or Stakeholders Management tool?** [Giorgia Miotto \(Blanquerna, URL\); Francisco Díez Martín \(Universidad Rey Juan Carlos\); Camilo Prado Román \(Universidad Rey Juan Carlos\)](#)
4. **Gender and Equity in Southeast Asia.** [Mehroz Sajjad \(University of Kentucky\)](#)
5. **Without Women's Voices, it is not Journalism.** [Lidia Cordero Triay \(Blanquerna, URL\)](#)
6. **Heartbeat or Handmaid's Tale? A Recontextualization of Texas' Six-Week Abortion Ban.** [Brianna Young \(Emerson College\); Leeah Derencourt \(Emerson College\)](#)

**Panel Discussion 2:
Legitimacy in
Disruptive Era**
Room B32 / [Zoom Link](#)

Session Chair:
Alicia Blanco-González,
Rey Juan Carlos University

1. **How Covid has Changed Consumer Behavior in Supermarket: The effect of legitimacy.** [Alicia Blanco-González \(Universidad Rey Juan Carlos\); Francisco Díez-Martín \(Universidad Rey Juan Carlos\); Giorgia Miotto \(Blanquerna, URL\)](#)
2. **Managing Legitimacy through the introduction of Social Responsibility policies within Employees during the COVID-19 Pandemic.** [Cristina Del-Castillo-Feito \(Universidad Rey Juan Carlos\); Alicia Blanco-González \(Universidad Rey Juan Carlos\); Felipe Hernández-Perlines \(Universidad de Castilla-La Mancha\)](#)
3. **Consumer's Resilience modulates Consumer's Behavior during Pandemic.** [Alberto Prado Román \(Universidad Rey Juan Carlos\); Miguel Prado Román \(Universidad Rey Juan Carlos\); Camilo Prado Román \(Universidad Rey Juan Carlos\)](#)
4. **Purpose-driven communication in hybrid organizations with competing institutional logics.** [Joan Cuenca \(Blanquerna, URL\)](#)
5. **Nike Shoe Scandal.** [Nela Argeñal \(The University of Texas at San Antonio\)](#)
6. **"Global PR" versus "Glocal PR": Why intercultural differences do matter in the Public Relations practice.** [Rumen Dimitrov, \(Blanquerna-URL\) and Enric Ordeix \(Blanquerna, URL\).](#)

**Panel Discussion 3:
Credibility and Health
Communication**
Room B33 / [Zoom Link](#)

Session Chair:
Miriam Diez,
Blanquerna-URL

1. **Social Media Hesitancy Amongst Healthcare Workers: A Narrative Review.** [Lina Alhafez \(Universitat Rovira i Virgili\); Maria Lourdes Rubio Rico \(Universidad Rovira i Virgili\), Míriam Díez Bosch \(Blanquerna, URL\)](#)
2. **Blue Bell Creameries Efforts to Repair its Damaged Reputation After a Listeria Outbreak: Public Relations Lessons Learned.** [Tala Kseibi \(The University of Texas at San Antonio\) and Sienna Ramirez \(The University of Texas at San Antonio\)](#)
3. **Exploring distrust in the wait and see: Lessons for vaccine communication.** [Lauren Rau \(City University of New York\); Hannah Stuart Lathan \(City University of New York\); Scott C. Ratzan \(City University of New York\)](#)
4. **COVID-19 App Trackers and the News Media in a Nordic Perspective.** [Malin Hallén \(Halmstad University\)](#)
5. **The Hidden Victims - COVID-19 Seen Through the Eyes of the Law and the Vulnerable in Society.** [Timothy Affonso \(University of West Indies\)](#)

6:40 PM (BCN) / 12:40 PM (BOS)

Special Southwick Performance

“Who Was She?” Ken Grout, Emerson College

Location: Auditorium / [Zoom Link](#)

7:15 PM (BCN) / 1:15 PM (BOS)

Conclusion of Global Summit - Day 1 & Toast

Location: Auditorium / [Zoom Link](#)



Friday October 8, 2021

9:30 AM (BCN) / 3:30 AM (BOS)- Special Pre-Summit Session: New World Order Post Afghanistan - A Pakistani Perspective: **Sohail Riaz**, COMSATS University.

Location: Auditorium / [Zoom Link](#)

9:45 AM (BCN) / 3:45 AM (BOS) - Welcome Remarks

Enric Ordeix, board member and Director BA-Global Communication Management

Raul Reis, Dean of the School of Communication, Emerson College

Anthony Pinder, Vice Provost of Internationalization and Equity, Emerson College

Location: Auditorium / [Zoom Link](#)

10:00 AM / 4:00 AM (BOS)

Keynote Speaker: Trends and Challenges in Social Media and Global Public Relations **Javier Curtichs**, CEO Tinkle

Location: Auditorium / [Zoom Link](#)

11:00 AM - 12:30 PM / 5:00 - 6:30 AM (BOS)

**Panel Discussion 1:
Religion, Culture and Identity in the Global Village**
Room B32 / [Zoom Link](#)

Session Chair:

Alba Sabaté, Blanquerna-URL

1. Evangelization in less than a minute: the tiktokers approaching Christianity to Generation Z. Abel Cobos-Alcázar (Blanquerna, URL)

2. The COVID-19 and its challenges on religion. The emergence of a new digital landscape. Silvia Pascual (Blanquerna, URL); Alba Sabaté Gauxachs (Blanquerna, URL)

3. The Demonization of Islam through Social Media: A Case Study of #Stopislam in Instagram. Sabina Civila (Universidad de Huelva); Luis Miguel Romero Rodríguez (Universidad Rey Juan); Amparo Civila Salas (Universidad de Málaga)

4. Using the full spectrum of marketing and communication tools to promote a cultural organization: A successful Greek case study. Chrysoula Bousiouta (Blanquerna-URL)

5. How the COVID-19 Media Coverage Affects the National Identity of Chinese Overseas Students. Cui Jiayong (Communication University of China); Wang Xiling (Communication University of China).

**Panel Discussion 2:
Building Global Communities Through Soft Power**
Room B21 / [Zoom Link](#)

Session Chair:

Lauren Anderson, Emerson College

1. Disruption and interactivity: the psychological HbbTV emotions.

Joan-Francesc Fondevila-Gascón (Blanquerna URL, CECABLE); Marc Polo-López (Blanquerna, URL); Omar Muñoz-Sánchez (Universidad Pontificia Bolivariana); Eduard Vidal (Blanquerna, URL)

2. Disruptive cities. Marc Polo (Blanquerna, URL); Núria Arbonés Aran (IVCF-City Marketing in Europe AMSIB Amsterdam); Joan Francesc Fondevila Gascón (Blanquerna, URL); Dra. Sandra Vilajoana (Blanquerna, URL)

3. La imagen como objeto de innovación social: elemento transformador de entornos sociales.

Alexander Gil-Triana (Universidad Pontificia Bolivariana); Josep Rom (Blanquerna, URL); Omar Muñoz-Sánchez (Universidad Pontificia Bolivariana)

4. Bringing the Values and Principles of Sustainability and Global Citizenship to Education through the lens of the Earth Charter.

Mirian Vilela (Earth Charter)

5. Analysing Polarised Discourse in Sports TV Programs: How to Use Infotainment to Engage Audiences. David Puertas-Graell (Blanquerna, URL)

6. Further Exploring the Relationship Between Sports Fandom and Racial Stereotyping.

Lauren Anderson (Emerson College); Art Raney (Florida State University)
Session Chair: Anthony Pinder, Emerson College

**Panel Discussion 3:
Global Challenges and the New Normal**
Room B22 / [Zoom Link](#)

Session Chair:

Anthony Pinder, Emerson College

1. Framing the Catalan conflict: a decade of el procés in the international media. Cristina Perales-García (Universitat Pompeu Fabra); Carles Pont-Sorribes (Universitat Pompeu Fabra); David Meseguer (Universitat Pompeu Fabra); Enric Xicoy-Comas (Blanquerna, URL)

2. Understanding Dissatisfaction at the University Through Evaluation Theory: Motives, Emotions and Confrontation Strategies.

Laura Pascual-Nebreda (Universidad Rey Juan Carlos); Alicia Blanco-González (Universidad Rey Juan Carlos); Pablo Cabanelas-Lorenzo (Universidad de Vigo)

3. "What truth?" An analysis of knowledge production around truth commissions in transitional justice settings.

Carles Fernández Torné (Blanquerna, URL); Ana Isabel Rodríguez Iglesias (Universitat Internacional de Catalunya); Albert Caramés Boada (Blanquerna, URL); Óscar Mateos (Blanquerna, URL); Nirajan Thapaliya (Amnesty International, Nepal)

4. Characteristics and Trends: Pluralistic Construction of Chinese Media Realities on Western Social Riots. Mengyu Jin (Communication University of China); Rong He (Communication University of China)

5. The super evolution of an online document: a new usage of collaborative media in the digital age.

Jiaming LI (CUHK)

6. Conceptualizing the Evaluation of Sustainability Communication Based on the Intended Goals.

Chanapa Itdhiamornkulchai (Chulalongkorn University); Pavel Slutskiy (Chulalongkorn University)

12:30 PM - 1:45 PM (BCN) / 6:30 AM - 7:45 AM (BOS)

Session Chair: Raul Reis, Dean of the School of Communication,

Emerson College, Jaume Suau, Coordinator for Bachelor's Degree in Global Communication Management at Blanquerna

"Global Student Perspectives and The Road Ahead" Cole Salamone, Arianna Cruz, Devin Nelson, Colin Han, Erin Butts, Tania Carretero, Silvia Pascual, Cathrine Hamre, Margarete Duprey, Eulàlia Ribera, Annais Soriano, Carla Garcia, Marina Roges, WeiWei Qiu, Maria Camprodon, Lola Lopez, Max Vilarasau, Helena Velasco, Pablo Hernandez-Puertolas

Students of:

- [Bachelor's Degree in Global Communication Management-Blanquerna](#)
- [Bachelor's Degree in Advertising, Marketing and Public Relations-Blanquerna](#)
- [BS in Communication Studies-Emerson College](#)
- [Master in Global Communication, Leadership and Corporate Diplomacy-Blanquerna](#)
- [Master in Public Relations-Emerson College](#)

Location: Auditorium / [Zoom Link](#)

1:45 PM (BCN) / 7:45 AM (BOS) / [Zoom Link](#)

Lunch break and Blanquerna - Emerson Global Summit Esports Exhibition. Pol Marzo (GCM Blanquerna), Andrew Geiger (Emerson College) Raul Ayza, CEO Esports and Fun.

3:00 PM - 4:30 PM (BCN) / 9:00 AM-10:30 AM (BOS)

**Panel Discussion 1:
Politics and Mediated
Reality
Auditorium / [Zoom Link](#)**

Session Chair:
Antoni Castells-Talens
Blanquerna, URL

1. Strategic political communication on Instagram and socio-cultural influences: A comparative between Spain and India. Celina Navarro (Universitat Autònoma de Barcelona); Deepti Ganapathy (Indian Institute of Management Bangalore); Vincent Reynauld (Emerson College).

2. The Cultivation of Ambiguity in an Era of Outrage. Robert Brown (Emerson College)

**Panel Discussion 2:
The Quest for Social
Justice
B21 / [Zoom Link](#)**

Session Chair:
Sharifa Simon-Roberts,
Emerson College

1. The Influence of Social Justice Movies. Owen Eagan (Emerson College); Sharifa Simon-Roberts (Emerson College); Spencer Kimball (Emerson College)

2. Non-aggression against oppressors, aggression against non-oppressors? Pavel Slutskiy (Chulalongkorn University)

3. Regional Disruptions and Sectarian Narratives in the MENA: The Impact of Regional Rivalry on Public Attitudes After the Arab Spring. Alireza Raisi (Emerson College)

**Panel Discussion 3:
Refuting Fake News
and Disinformation
B22 / [Zoom Link](#)**

Session Chair:
Verónica Israel,
Blanquerna-URL

1. Assessing the impact of disinformation narratives in a polarized electoral campaign: the case of 2021 Catalan elections. Jaume Suau (Blanquerna, URL); Itziar Bernaola (Universidad Carlos III)

2. Data Journalism in Spanish Newsrooms: A change in journalistic culture. Zeliha Isil Vural (Blanquerna, URL); Pere Masip (Blanquerna, URL)

3. The downfall of the Catalan rebellion: A graphic representation of secessionist political discussions. Adrià Alsina; Jordi de San Eugenio (Universitat de Vic)

4. The role of the civil society in the Catalan Political Process (2012-2021). Marta Pascal-Capdevila (Blanquerna, URL)

5. The Spanish Government insurrection against the post war agreements: How and why Spain left the Multi-National Force in Iraq in 2004. Jordi Xuclà-Costa (Blanquerna, URL)

6. Rebels, heroes, and the re-rooting of the Maya: Indigenous media practitioners and cultural revivalism in Mexico.
Session Chair: Sharifa Simon-Roberts, Emerson College

4. Extremist armed groups in the Syrian crisis in Arabic speaking tv Channels. Al Jazeera as a case study. Lana Kazkaz (Blanquerna, URL)

5. Politicians Disrupting Higher Education. Jennifer Summary (Florida Southwestern State College)
Session Chair: Verónica Israel, Blanquerna

6. Constitutional Originalism and the Hermeneutics of Hans-Georg Gadamer. Miguel Santos Silva (Blanquerna, URL); Ignasi Boada (Blanquerna, URL); Jordi Sánchez-Torrents (Blanquerna, URL)

7. Using the Sustainable Development Goals to Advance Social Justice at Emerson College: a Global Perspective. Nejem Raheem (Emerson College)

3. WhatsApp as a technological mediator for teaching creativity in times of confinement and social distancing times caused by the Covid-19 pandemic. Omar Muñoz-Sánchez (Universidad Pontificia Bolivariana); Inés Vélez-Ochoa (Universidad Pontificia Bolivariana); Daniel Ricardo Muñoz Sánchez (Universidad Pontificia Bolivariana)

4. How academic research can contribute against misinformation: the case of fake news about the COVID-19 vaccine in Catholic media. Verónica Israel Turim (Blanquerna-URL); Valentina Laferrara (Blanquerna-URL); Josep Lluís Micó (Blanquerna-URL).

5. Hypocrisy and “Fake News”: American Middle Eastern Propaganda Masked as Public Diplomacy. Ali Kanso (The University of Texas at San Antonio); Richard Nelson (Retired Professor)

4.30 PM (BCN) / 10:30 AM (BOS). Location: Auditorium / [Zoom Link](#)
Break Breathing and Yoga Exercise, Achyut Aryal, Nepal

4:45 PM - 5:45 PM (BCN) / 10:45 AM-11:45 AM (BOS)
Corporate Best Practices: Parallel Panel Discussion.

Chaired by
Sonia Tita Puopolo,
(Boston)
Location: Auditorium
[Zoom link](#)

Chaired by
Linda Peek Schacht
Location: B21
[Zoom link](#)

Chaired by
Donovan Birch Jr.
Location: B22
[Zoom link](#)

1. **Dr. Jennifer Joe** (Harvard-affiliated Massachusetts General Hospital);
2. **Dr. Ami Bhatt** (Harvard Medical School);
3. **Donna D’Cruz** (Rasa Music)

1. **Emily Schneller** (National 100 People Who Care)
2. **Maura Cunningham** (Rock the Street Wall Street);
3. **Laura Berlind** (The Sycamore Institute; Global Adaptive Leadership Network);
4. **Lori Hodge** (East Alabama Regional Planning and Development Commission);
5. **Stacey Levine** (Healthy Persons/Healthy Parks)
6. **Stephanie McCullough** (City Planner)

1. **Sara Asem** (Boston) Emotional Intelligence
2. **Bant Breen** CEO of Onary (New York) Linked in Reputation
3. **Francesc Robert,** Author (Andorra) Business Investment
4. **Cees Hoogendijk** (Amsterdam)

5:45 PM (BCN) / 11:45 AM (BOS)

Keynote Speaker.

Trinitee Stokes, “Does Social Media Hinder You From Being Bold and Blessed?”

Location: Auditorium / [Zoom Link](#)

6:15 PM (BCN) / 12:15 AM (BOS)

Closing remarks by **Philippe Borremans**, International Public Relations President and Enric Ordeix & Gregory Payne, Directors of BE-Center for Global Communication.

Location: Auditorium / [Zoom Link](#)

6:30 PM (BCN) / 12:30 AM (BOS)

End of the program

Location: Auditorium / [Zoom Link](#)

Saturday October 9, 2021

10:30 AM

Cultural Visit to the Gothic Quarter, the Picasso Museum.

10:30 PM

[Tribute to Paco de Lucía](#) at Palau de la Música Catalana (tickets around 45€ each).



Miscellaneous Information

5. Registration

In order to register, assistants and speakers must fill the [attendance registration form](#).

6. Special thanks to:

- [Bachelor's Degree in Global Communication Management-Blanquerna](#)
- [BS in Communication Studies](#)
- [Master in Global Communication. Leadership and Corporate Diplomacy-Blanquerna](#)
- [Master in Public Relations-Emerson](#)
- [International Public Relations Association](#)
- [International Academy Business Disciplines](#)
- [Global Communication Institute](#)
- [Instagram GCM Community](#)

7. Organizers and Contact:

Organizing Committee

- **Enric Ordeix.** Director of BA-Global Communication Management - Blanquerna School of Communication and International Relations - Ramon Llull University and Co-director BE Center for Global Communication
- **Gregory Payne.** Chair of Communication Studies- Emerson College, Boston-LA and Co-director BE Center for Global Communication;
- **Jaume Suau.** Coordinator Global Communication Management Degree. Blanquerna School of Communication and International Relations-Ramon Llull University;
- **Antoni Castells.** Coordinator Global Communication Management Degree. Blanquerna School of Communication and International Relations-Ramon Llull University;
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- **Executive Assistant: Judit Agràs.** Intern Global Communication Management Degree;
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