



*The 3rd International Conference of Cultural Studies*

*“Multiculturalism and the  
Need for Recognition”*

*Viçeu de Sus, 1-4 November, 2018*

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

**PROGRAMME**

*Friday, November 2, 2018*

Centrul Documentar Expozițional  
al  
Nobilimii Române Maramureșene

*Vi eu de Sus, Maramure*



Venue/Registration	8:30 – 9:00
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Opening	9:00 – 9:30
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Plenary Lecture 1						
	9:30	11:00	<b>Prof. Paul CLITEUR</b>	Leiden University, the Netherlands	NL	<b>Keynote address:</b> <i>Multiculturalism and Eurocentric Propaganda</i>
			<b>Pro. George ACHIM</b>	UTCN, North University Centre of Baia Mare	RO	<b>Keynote address:</b> <i>Radiografia unui concept: discurs, dogm , distopie</i>

11:00	11:30	COFFEE BREAK
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Plenary Lecture 2						
	11:30	12:15	<b>Prof. Ina MOTOI &amp; Prof. Catinca Adriana STAN</b>	Université du Québec en Abitibi-Témiscamingue, Canada/ Université Laval, Canada	CA	<b>Keynote address:</b> <i>Promotion du multiculturalisme ou propagande? L'exemple du Québec</i>

## Panels

<b>A1</b>	<b>12:15 – 14.00</b>	<b>Moderator: Eniko MAIOR</b>			
		<b>Mirjam HELDMANN</b>	<b>University of Leiden, the Netherlands</b>	<b>NL</b>	<b>The Resurgence of Religion</b>
Discussions					
		<b>Andrei ACHIM</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>Information Warfare and that Oldest of Battlefields, the Human Mind</b>
Discussions					
		<b>Horea NA CU</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>The Dark Side of Living in a Free World: Lies and More Lies</b>
Discussions					
		<b>Eniko MAIOR</b>	<b>Partium Christian University, Oradea</b>	<b>RO</b>	<b>Multicultural immigrants in Gary Shteyngart's <i>Little Failure</i></b>
Discussions					

<b>A2</b>	<b>12:15 – 14.00</b>	<b>Moderator: Melinda ACHIM</b>			
		<b>Iulia MACARIA &amp; Iulia SAB U</b>	<b>Babe -Bolyai University of Cluj-Napoca</b>	<b>RO</b>	<b>Particularités linguistiques et culturelles communes imprégnées dans le message publicitaire roumain et français</b>
Discussions					
		<b>Melinda ACHIM</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>Reflectarea produselor farmaceutice între publicitate și propagandă</b>
Discussions					
		<b>Anamaria F L U</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>Underlying Force: the Role of Speech Acts and Intertextuality in Propaganda</b>
Discussions					
		<b>Claudiu FARCA</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>The Manifestation of Propaganda in Virtual Social Environments</b>
Discussions					

	<b>14:00</b>	<b>15:00</b>	<b>LUNCH BREAK</b>		
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<b>B</b>	<b>15:00 – 16.30</b>	<b>Moderator: Adrian O OIU</b>			
		<b>Adrian O OIU</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>Feeding Gandhi's Proper Gender: Fictional Regurgitations of India's Politics of Deception</b>
Discussions					
		<b>Stephen POGANY</b>	<b>University of Warwick, United Kingdom</b>	<b>UK</b>	<b>Viktor Orbán and the 'Menace' of Multiculturalism</b>
Discussions					
		<b>Dan Hora iu POPESCU</b>	<b>Partium Christian University, Oradea</b>	<b>RO</b>	<b>Two Writers and a Republic the World Forgot</b>
Discussions					

	<b>16:30</b>	<b>17:00</b>	<b>COFFEE BREAK</b>		
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<b>C</b>	<b>17:00 – 19.00</b>	<b>Moderator: Ioan Benjamin POP</b>			
		<b>Ramona DEMARCSEK</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>Propaganda and Manipulation in Advertising. A Case Study on Romanian Advertising</b>
Discussions					
		<b>Lumini a TODEA</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>Digital Propaganda: Technologies Behind Language Evolution</b>
Discussions					
		<b>Ligia TOMOIAG</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>Stereotyping the Foreigner in the Group as Propaganda of Good Practices in American Sitcoms: <i>The 70's Show</i> and <i>The Big Bang Theory</i></b>
Discussions					
		<b>Ioan Benjamin POP</b>	<b>UTCN North University Centre Baia Mare</b>	<b>RO</b>	<b>Propaganda against and Persecution of Religious Minorities in Former Communist Nations</b>
Discussions					

	<b>19:30</b>	<b>DINNER</b>			
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*Saturday, November 3, 2018*

	<b>9:00</b>	<b>14:30</b>	<b>Trip with Moc ni a</b>		
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## Panels

<b>D</b>	<b>16:00 – 18.30</b>	<b>Moderator: Marius Ciprian CUCUIAT</b>		
	Daniela DUNCA	UTCN North University Centre Baia Mare	RO	Rhetoric and argumentation in propaganda speech
Discussions				
	Petru DUNCA	UTCN North University Centre Baia Mare	RO	Political Strategies and Propaganda
Discussions				
	Vinita BASANTANI	M. U. College of Commerce, Affiliated to SavitribaiPhule Pune University, India	IN	Ethnic Anxieties in Multicultural Societies: A Study of Rohinton Mistry's Fiction
Discussions				
	Tejaswini Deepak PATIL DANGE	Shivaji University, Kolhapur, Maharashtra, India	IN	<i>The White Tiger</i> by Arvind Adiga: A Document of Multicultural Social Criticism
Discussions				
	Shaleen Kumar SINGH	M.J.P. Rohilkhand University, Bareilly, India	IN	Propaganda of Multiculturalism in Indian Writing in English
Discussions				
	Marius Ciprian CUCUIAT	Western University "Vasile Goldis", Arad, Baia Mare Branch	RO	The Garden of the Forking Paths of Propaganda in <i>The Man in the High Castle</i>
Discussions				
	Liliana M RUN ELU	Ovidius University – Constan a, Romania	RO	Youth Alienation between Fiction and Utopia in the Communist Regime
Discussions				

<b>19:00</b>	<b>DINNER</b>
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*Sunday, November 4, 2018*

	<b>Back to Baia Mare</b>
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