



12th International LAB Meeting - Summer Session 2008
14th International Summer School

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction
in Media and Society

"Social Representations, Collective Memory and Socially
Shared Emotions: narrative and experimental approaches"

From 26th July to 3rd August 2008
http://www.europhd.eu/html/_onda02/07/14.00.00.00.shtml

Participants Presentations

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

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Research Plan

Communication Strategy and approach from global organizations and global companies

Research plan

- Qualitative approach as methodology
- Comparative overview regarding global organizations and global companies
- Selected international organizations: (can be changeable)
 - United Nations
 - European Union
 - ECB
- Selected companies: (can be changeable)
 - JP Morgan
 - Time Warner
 - Telefonica
 - Goldman Sachs

Research Proposal

- Area of study
 - Corporate communications department organization, structure,
 - Study of corporate communications actions and approach to global and local public
 - Web Pages
 - Magazines
 - Press Releases
 - Corporate responsibility actions

Research Proposal

- Qualitative Content research on corporate communications delivered from these organizations

Bibliography

- U Flick, *An Introduction to qualitative research* Sage, 1998;
- A Hansen et al, *Mass Communications Research Methods*, MacMillan, 1998;
- R P Webster, *Basic Content Analysis* Sage, 1985;
- R Kent, *Measuring Media Audiences* Routledge, 1994;
- R C Adams, *Social Survey Methods for Mass Media Research* Lawrence Erlbaum Associates, 1989
- K B Jensen & N Jankowski (eds), *A Handbook of Qualitative Methodologies for Mass Communications Research*, Routledge, 1991
- P Alasuutari, *Researching Culture*, Sage, 1995
- D Silverman (ed), *Qualitative Research. Theory, method, practice*, Sage, 1997;
- J Habermas, *Knowledge and human interest*, Polity, 1997;
- M W Bauer & G Gaskell (eds), *Qualitative researching with text, image and sound: A practical handbook*, London, Sage, 2000;
- D Burton, *Research Training for Social Scientists: A Handbook for Postgraduate Researchers*, Sage, 2000;
- C Robson, *Real World Research: A Resource for Social Scientists and Practitioner Researchers*, Blackwell, 1993;
- D Deacon, et al, *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*, Oxford University Press, 1999.

Bibliography

- Web Pages from these organizations mentioned
- Interviews to some of the corporate communications responsables of these organizations
- Press Releases and media communication online from these organizations