

La politique d'information et de communication de l'Union Européenne: formulation et mise en œuvre

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Abstract: *The transparency, the information and the communication are indispensable elements for bringing closer the citizen to the European integration project. The European Commission, through different presented proposals, had taken as starting point the formulation of an information and communication policy (PIC). The goal was the contribution to mitigate the democratic deficit of the Union and the creation of a sort of a pro-European conscience. The different instruments created for implementing the above mentioned policy – which is still devoid of legal basis – have three axes to stand on: inter institutionalization, decentralization and cooperation.*

Keywords: *European Union, Information, Communication, Information and communication policy*

Communication and Information Studies Curricula – Instrument for the Internal and External Cross-Border Communication of the EU

Ioan HORGA

Abstract: *EU Communication and Information Studies represent an opportunity for curricula development within the European universities. At the same time, this new field stands for an important challenge to make human resources able to settle and use the tools for the internal and external cross-border communication of the EU and be involved in the constructive neighbourhood relations. There are interdisciplinary and multidisciplinary approaches that prove the need for a more flexible and integrative approach of European issues. Any of the fields identified by our evaluation comprise courses that are fundamental for the field of EU studies, in order to strengthen the specific competences and skills of the students who are willing to understand such complexity and to work within the competitive European system.*

Keywords: *EU Communication and Information Studies, internal and external cross-border communication of EU, multidisciplinary/interdisciplinary framework, European public*

The communication frontiers of EU's Eastward enlargement: The power of discourse as identity-building and boundary-making device

Cristina BLANCO SIO-LOPEZ

Abstract: *The main objective of this essay lies in defining the motivations, strategies and discourses of EU institutional narratives and their monopoly of legitimacy in the communication of the objectives and implications of EU's enlargement towards Central and Eastern Europe to the citizenship. In particular, when dealing with this key border modification issue, special attention will be paid to the observation of how relevant EU institutional discourse and utterances pose a notorious semantic charge whose power and influence are no less significant than harder identity-building and boundary-making devices.*

Going beyond territorial and geographical borders, we find a no less important theoretical delimitation of Central and Eastern Europe is or should be, namely, identity borders, which are deeply associated to a supposed mental and cultural gap between the two sides of the continent. This mental, economic, social and political boundary can be more or less a reality, according to different perceptions or motivations, but it is, above all, an interest-driven border which is subject to change depending on the also changing political context and objectives.

Keywords: *EU enlargement, institutional discourse, European identity, citizenship, communication*

Higher Education Area: Redefining European Education Borders

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Abstract: In March 2000, the European Council held in Lisbon laid down a new strategic goal for European Union for the new decade, that of becoming “the most competitive and dynamic knowledge-based economy in the world, capable of sustainable economic growth and greater social cohesion”. Accordingly, European Union has set higher education and scientific research as steering elements in promoting and achieving these purposes, along with the establishment of European Higher Education Area. The objective of this article is redefining European borders in the context of the European Education Area with focus on higher education and research. I argue that the Bologna Process with the establishment of European Higher Education Area has led to the convergence of higher education systems throughout the European countries thus reshaping EU's borders by enlarging them.

Keywords: border, higher education, Bologna process, performance, European Union, internationalization, governance

Exploring and Crossing Communication and Media Industry Frontiers: Creating a Strategy to Expand Foreign Direct Investment (FDI) Inflow in SEEC

Zvezdan VUKANOVIC

Abstract: The main aim of the paper is to investigate the factors for a successful FDI inflow into the South East Europe media market for western investors. The data sample includes 16 countries and provides several important results of comparative analysis of major macroeconomic factors such as government consumption to GDP, market size, corporate tax rates, ICT, business, economic, financial and monetary competitiveness as well as innovation capacity in order to determine the potential for FDI in SEE countries. In summary, the author states that countries that provide most profitable business solutions for FDI inflow in both printed and broadcasting (TV and radio) media are Turkey, Bulgaria and Hungary. On the other hand, the most concentrated, oversaturated and at the same time least profitable SEE printed and broadcasting media markets to enter are those of Greece, Montenegro, Romania and Malta. In printed media, it is recommended to consider prospective FDI to Serbia, Hungary, Slovenia, Bulgaria, Turkey, Croatia, Bosnia and Herzegovina, Kosovo, FYR Macedonia. The market entry in the field of TV media is highly recommended to Hungary, Bulgaria, Croatia, Turkey, Croatia and Moldova. Investing in radio stations is the least profitable business because of the low consumption of this media as well as high market concentration in SEEC market. The only country that is recommended for market entry in the radio media industry is Hungary.

Key words: media market concentration, global FDI, entrepreneurship, innovation.

The Romanian media landscape: Evolution, Frontiers and Digital Information

Philip PIATKIEWICZ

Abstract: All of the EU-member states today have implemented guarantees of press freedom in their constitutions and/or judicial systems, but trends and observations across Europe have raised questions and concerns of interference with press freedom structured along different realms of society. By analyzing the greater context that the debate takes place in, the article attempts to give examples of how problems arising from regulation manifest themselves within a European and Romanian perspective. Lack of guidance from the EU and the cultural inheritance of the communist era, have combined with professional, political and general societal culture to establish the current status quo, of organizational and functional inefficiency of national government institutions in resolving the problem. These problems are reflected by a distinct lack of social responsibility by Romania's media and political elites who actively block the pursuit of further democratization. Furthermore, the article illustrates the theory of bottom-up processes of social interaction through technology reinforcing convergence of physical space and digital space that creates a new sense of place, community and solidarity. Post-

mass media functions, thus create new forms of informational territory in the form of autonomous and collaborative productions of content that are competing with the classical notions of the mass media.

Keywords: Romania, Mass media, Concentrations, Pluralism, Post-mass media, EU, Digital Media

The integration of Western Balkans in the European Union. A securitization approach.

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Abstract: *The hypothesis proposed for analysis in this article suggests that the public speech and mass-communication can be used by political elites as a tool to induce and influence the public perception with regard on what is a challenge to security (and perception of security) and to determine certain preferences and behaviors. This approach, developed within the “securitization theory” by the Copenhagen School of International Relations, insist on the importance of understanding securitization as an act of speech. Within the same theoretical framework we can use the model of “de-securitization” as a mechanism to transform something that is perceived as a threat into something that might be seen as an opportunity. From this perspective, we propose an analysis on the Western Balkan Region in relation with the idea of future integration into the European Union, focused on perceptions, preferences, expectations of the public opinion, as well as the public speech used by political elites. The aim of this paper is to demonstrate that the constructivist approaches and especially “de-securitization” can offer the best options to evaluate the readiness of integration of WBS into the EU.*

Keywords: Western Balkans, European Union, constructivism, securitization, communication, integration

Communication between Settlements in the Center Part of Hungarian-Romanian Border - Tourism and Renewable Energy

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Abstract: *In the changed East-Carpathian space it has improved the role of the settlement contacts. The authors focus on the cross-border elements of these contacts. In this article they examine two topics: the cooperation in the case of tourism and renewable energy. Both topics seem a success story in Hungarian-Romanian border region, because in the last two decades many projects were built in these themes. The authors analyze these projects, the methods and the elements of success. They suggest some practical advice to the future projects.*

Keywords: borders, tourism development, renewal energy, settlements communication

The World Economic Crisis - Key Moment for Redefining the Borders of Financial Communication

Luminița ȘOPRONI

Abstract. *In the last few years, both companies and financial institutions have greatly expanded the sphere and the content of the financial communication in order to meet the increasingly demanding audience and the higher legal requirements. The international financial crisis has increased the market's sensitivity to the communication strategies of firms and central banks and has given entirely new coordinates to the financial communication. The capita lhas never been more global and neither the competition between companies has ever*

been stronger. In this context, many companies are redefining the limits of communication with investors and analysts in order to reduce the risks associated with unfavourable conjunctures and lack of confidence. The central banks understand that an efficient communication is more than necessary in times of increased uncertainty, when the public is faced with a lack of confidence in both economy and in those that create and implement the economic policies.

Keywords: financial communication, transparency, strategy, crisis

Crossing Borders in Education: Information Flow in the Hungarian-Romanian Border Region

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Abstract. The authors focus on the cross-border elements of education in the Hungarian-Romanian border region. The levels of primary and secondary as well as of the higher education are studied. The complexity of the topic may be approached from various aspects whose most important factors include the institutional, integrational and territorial co-operations (research centres, euroregional working committees, school alliances, etc.). The formal communication between the various levels and the great variety of institutions are determined by the communication between the nation states and territorial co-operations. The informal forms of communication are more likely to be met on the level of the actors and participants (teachers, students, etc.). The analysis of the number and ratio of students from the areas outside the borders of Hungary (concentrating on Romania) allows for conclusions depending on the nature of the potentials to communicate (starting with the opening of borders up to the common EU membership). The changes in the migration patterns with educational purposes after the millennium also reflect the changes in communication. In addition to taking account of the cross-border institutions serving educational purposes, the paper also intends to give an insight into the formal and informal types of communication in the higher education (concentrating on the University of Debrecen and the University of Oradea). This includes the analysis of the data of the two universities about the co-operations provided by the freemover and Erasmus students.

Keywords: higher education, freemover students, ERASMUS students, cross-border co-operation, formal and informal communication.

Communication and Nationalism at the French-Spanish Border. The Basque Country

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Abstract: Considered a strategic priority by the Barroso Commission, communication with and between the citizens of the European Union represents the general subject of the following paper. Our case study refers to the communication between the Basque community living on both sides of the French-Spanish border and aims to offer a concrete analysis of the possible or existent communication points and cross-border cooperation opportunities within the members of the Basque community that form the Greater Basque Country.

Our scientific undertaking starts from a historical rationale, a justification of the existent differences between the communities on each side of the border, one of the most important causes of the endangerment of the Basque identity and existential continuity. The paper continues by tackling the determining factor of the Basque unity, namely the Basque language, by insisting on the cultural cooperation, which is on a continuing path of ascension, due to the numerous existing cultural centers.

Keywords: Basque Country, cross-border cooperation, ethnic conflicts, culture, nationalism

Médias et système politique. L'enjeu politique du pluralisme culturel

Georges CONTOGEORGIS

Résumé: Cet article pose le cadre politique général dans lequel se situe la gestion de tout autre phénomène, tel que la diversité culturelle (et les minorités). La nature pré-représente du système politique moderne définit de manière restrictive la diversité culturelle et le statut des minorités, avec l'exclusion de leur expression politique. En même temps, la constitution du système des médias en termes de propriété, est à l'origine du fait que la politique, la culture etc. font l'objet d'appropriation et se transforment en « produits » et, par extension, transforment la société des citoyens en simples consommateurs, inféodés à la volonté du propriétaire du média. L'auteur prend comme exemple la gestion du phénomène politique par les médias, considéré comme « l'épicentre » qui conditionne le statut et le fonctionnement des phénomènes particuliers, y compris la question du pluralisme culturel. En somme la problématique développée sur le phénomène politique vaut aussi pour la gestion de la diversité culturelle dans les pays de la modernité. Les médias, les technologies de la communication en général, s'érigent ainsi en vecteur d'une transformation substantielle du système, qu'il soit politique, économique ou culturel.

Les questions du Moyen Orient versus l'Europe d'aujourd'hui

Mariana BUDA

Review of: *Questions Internationales*, AfPak (Afghanistan-Pakistan). No. 50 juillet-août 2011, La Documentation Française, Paris, ISSN: 1761-7146

Questions Internationales, À la recherche des Européens. No. 51 septembre-octobre 2011, La Documentation Française, Paris, ISSN: 1761-7146

Keywords: AfPak, conflicts, Mideast, diversity of European Union, European identity

Security and Integration in a Global Environment

Anca OLTEAN

Review of: *Journal of East European and Asian Studies* (Center for East-European and Asian Studies) 1, 4 (November 2010), 552 p and 2, 1 (July 2011), 182 p.

Keywords: security, globalization, strategy, democracy, economic development

Romania Schengen examination reported in mass – media

Constantin – Vasile TOCA

Abstract: Alina Bârgoanu, *Examenul Schengen. În căutarea sferei publice europene*, Editura Comunicare.ro, Bucureşti, 2011, ISBN 978-973-711-311-5, 249p. The book of Alina Bârgăoanu „Examenul Schengen. În căutarea sferei publice europene” is structured on two great dimensions, the first one representing theoretical dimension and conceptual analysis, the second one representing the practical dimension and here it is used a methodology of research with the view to analyze the proposed subject.

The Balkans in Transition: Minorities, Identity and Self-Determination

Edina Lilla MESZAROS

Review of: Geistlinger, Michael; Peter Hilpold and Georg Kremnitz, “Schwerpunkt Balkan im Umbruch”, in: *Europa Ethnica*, 68 Jahrgang, 2011, ISSN 0531-2485.

Keywords: *Ohrid agreement, Western Balkans, Gottscheerisch dialect, right of self-determination, collective rights, minorities*

Culture and cultural pluralism in Europe

Alina STOICA

Abstract: Culture and cultural pluralism in Europe, Georges Contogeorgis, *L'Europe et le monde. Civilisation et pluralism cultural*, L'Harmattan, 2011, 134p., ISBN:978-2-296-56135-9
