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**Interdisciplinary Dimensions of Communication Science**

**Forms of Pamphlet Discourse in the  
Romanian Media during the Interwar Period**

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**Abstract:** The interwar period is characterized by a veritable explosion of pamphlet, not only in the journalistic or literary texts, but also in the theoretical concerns. Approached by many journalists, as well as important representatives of literature, the pamphlet has undergone true theoretical debates regarding its condition. We will not allocate a very large space for the theoretical issues, as this has already been done by other authors. Our theoretical approach is required for understanding the functioning of the pamphlet.

**Keywords:** pamphlet; journalism; speech; blackmail; rhetoric

### **1. Theoretical Benchmarks**

Despite the fact that it had, in various forms, an intense movement since antiquity, the pamphlet earns its fame in the West, particularly in France of the 17<sup>th</sup> century and the beginning of the 18<sup>th</sup> century, “in the philosophical and literary disputes, through the famous Blaise Pascal's *Provincial Letters*, and the Voltaire's *Epistle to Urania*” (Rotund, 2004, p. 7). The interest for theoretical categorization of the pamphlet manifests only in the 19<sup>th</sup> century. At its inception, the pamphlet was designated as *small writings*, circulating under the form of leaflets. More exactly, *the pamphlet* was a *booklet*, *brochure*, containing no less than 5 pages and no more than 48, according to some sources, or 96, according to others. *Literary terminology dictionary* states that pamphlet is characterized by verbal violence. The same source indicates that the pamphlet does not explain or demonstrate, it only accuses, and its value is given by the strength of conviction and by the passionate temperament. According to Cornel Munteanu, the pamphlet, before existing in the written literature, stated and circulated in oral and anonymous form. The adequate terms for the pamphlet for that stage of its creation are: Hand-held papering (*palme-feuillet*), booklet (*libel*), *mazarinade*, *pasquil*. This form of manifestation answered to “some advertising, commercial needs, for immediate and effective contact with the daily events of the wide public.” (Munteanu, 1999, p. 73)

Regarding the origin of the term *pamphlet*, the situation is not very clear. There are two hypotheses on this matter. In the first case, the term *pamphlet* forms as a result of the alteration of the surname of a Latin comedy XII century, *Pamphilus seu de Amore* / *Pamphilus or about love*, the transition from

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English to French. The name of Pamphilus / pamphlet was given to strong critical writings (Nițu 1994, pp. 7-8). The second hypothesis refers to the Greek word *pamphlectos*, which consists of two parts: *pán* = everything and *phlégō* = to burn. The word thus formed, *pamphlet*, had the meaning of the “one who burns everything.” Over the years, the pamphlet has been the subject of much debate. The most vehement of them were those that focused on the extent to which the pamphlet belongs to literature or journalism, as a consequence many authors have included it to the border literature. A clarification in this regard brings Nicolae Round: “It [the pamphlet] passed from pure rhetoric and press to consolidated literary genres, which has determined the course of its destiny. In fact, there is a return to the womb, if we consider, as it is natural, it was taken to journalism from its beginnings in the literature.” (Round, 2004, pp. 7-8)

According to Cornel Munteanu, in the Romanian area, the pamphlet’s origins are found in the 19<sup>th</sup> century. In his opinion, *the premises of a satirical literature, with strong pamphlet nuances*, were set up by *the threat of introducing the Hungarian language in the curricula in Transylvania’s schools, the danger of Russian expansion, the emergence of the first germs of political parties, the Romanian media appearance etc.* Cornel Munteanu says “We may now rightly speak of the first age of our pamphleteer literature, which, paradoxically, is far from being just a literature in an experimental phase” (Munteanu, 1999, p. 54). The author places the beginning of the second age of the Romanian pamphlet *around the 20<sup>th</sup> century*: “This second age of the Romanian pamphlet requires by the press and polemics, the literary pamphlet as kind of narrative fiction, as we see it in the *rightful place writings*” (Munteanu, 1999, p. 56). Munteanu establishes also two categories of pamphleteers: the *classical* one and *the interwar*. In the first category he placed: Eminescu, Caragiale, Slavici, Macedonski, Hașdeu, Bacalbașa, and in the second one he placed Arghezi, Călinescu, Cocea, Vinea, Paul Zarifopol and Iorga.

The Romanians’ passion for nature *satirical* texts is demonstrated by a collection of *political satire*, collected and published in 1884, by C.D. Aricescu. In the mentioned work there are collected a lot of political satire, which circulated in the public, signed or anonymous, between 1840 and 1866. The need for people to write, on the one hand, and to read, on the other, the *satire* is explained by C.D. Aricescu in the *Preface*: “The lack of freedom of the press, the public awareness was obliged to manifest its opinion, clandestinely, against arbitrary acts, scandalous or vicious of public people; criticism, as a satire, quickly spread through manuscripts” (Aricescu, 1884, p. 3). Some authors argue that the most inspired pamphlet’s definitions belong to the creators of pamphlets (Mihuleac, 2009, p. 16). Unfortunately, there are few Romanian pamphleteers who were concerned about the pamphlet’s poetics (Munteanu, 1999, p. 27). Therefore we will begin with Paul Louis Courier, who was considered as being the founder of modern pamphlet in the universal literature.

In “*The pamphlet of pamphlets*” (1824), a masterpiece of the genre, Courier shows that the pamphlets are some *rags*, i.e. fifteen or sixteen pages of writings, passing from hand to hand and which tell to contemporaries about the daily facts and happenings, and the pamphleteering expression includes exposure of the opinion in a clear way, in a few words. But for a pamphlet to be useful to the world, the thought of whom writes it should be “developed, concise and clear, with evidence, documents, examples” (Courier, 1960, p. 299). This requirement is not easy to achieve. Few people have the ability to concentrate many meanings in a few words. Nevertheless, the effort to achieve such writings remains without reward. The battle of ideas waged through pamphlets has as results perfecting innovative thoughts.

A *Small treaty of pamphlet’s poetics* (Munteanu, 1999, p. 30) is given by Tudor Arghezi. He mentions in his writings some theoretical rules on the pamphlet art. We will focus on three texts: *The pamphlet*

(1916), *The pamphlet* (1925) and *The fist against stupidity* (1928). Thus the pamphlet, a *sort of freeing the pen against the grain*, is a *literary genre half actual and half eternal*. The pamphlet is a *fast and alive genre* and it represents for the art, science and compensations necessary for the social life, an invigorating work. A good pamphlet is rare, as it requires *active personal invention* of the one who makes it, which is why it was practiced only by intelligent people, such as Voltaire, Veuillot, Bloy, Maurras, Leon Daudet. In order to make a pamphlet it is not enough to present a problem widely recognized. It is well written, if it can determine the *pamphletized character* to doubt himself. The pamphlet has the role to depreciate an individual and to work in him an "immoral self-confidence." (Arghezi, 1979, p. 132).

To become a pamphlet character, an individual "must show a vulnerable side, ridiculous by the difference between social and the real quality" (Arghezi, 1979, p. 12). The field of interest of the pamphlet is between *private business* and *political issues*. In order to achieve its goal, it "must necessarily be materialized visually and to correspond equally to the subject; it works in depth, with intuition and image. The pamphlet goes around the object with a certain raven beauty: between two circular flights, it pinches, scratches, bites, breaks. The pamphlet works with knitting needle, with wire brush, with grater or jeweler's saw; and sometimes in supreme moments with butcher's tools" (Arghezi, 1979, p. 10). Contributions to defining the *pamphlet* are brought also by Radu Gyr. In his opinion, the pamphlet is an acid writing, which assumes all the violence attributes: disfigurement of the opponent, invective, the furious vocabulary, the virulent hyperbole, etc. Gyr believes that the pamphlet can become a work of art, only if the signer fails to live up to a high level of stylistic virtuosity, to a glittering aggression, supported with verve and talent. (Gyr, 1996, p. 134)

A different outlook on *the pamphlet* is found at E. Lovinescu. According to him the pamphlet, which *howls from all sides like a raging storm, dragging all the mud, is the expression of an era and it answers to a phase of cultural evolution*. The critics divide the pamphlet into two *breeds*: one of ideas, the pamphlet of another pamphlet and words. To achieve an ideas' pamphlet, there can be used two ways: *the power of the logics and the measured word and the sentimental logic, the lava of the enthusiastic verb*. A *pamphleteer of ideas* knows only friends or enemies (Lovinescu 1982, p. 308). For writing a *words' pamphlet* does not need culture, ideas or moral sense, the talent is enough. The existence of this pamphlet breed is due to *a need to defile the beautiful*. According to Lovinescu, N. Iorga and Tudor Arghezi are representatives for the two types of pamphlet. The first is the model of the pamphleteer fighting for an ideal, and the second is the head of *literary school* promoting the words' pamphlet.

At N. Davidescu we find the idea that the pamphlet, in its essence, is superior to many literary genres and it involves a conflict between the *author's beliefs and feelings and between the outside circumstances*. Also, a pamphlet is a work of art where you can see the author's beginning of tearing down by a *major violation* a situation which is in contrast to an ideal. Regarding the artistic value of the pamphlet, in relation to other genres, the critic believes that it can be good or bad, being valued by the personal talent of the author. In other words, a discussion on the pamphlet's artistic value compared to other genres can be only achieved for each work (Lovinescu 1982, p. 173). The pamphlet is not a gentle text, but an odious one, because it represents, firstly a "denunciation" (Vinea, 1929, p. 2), as Ion Vinea shows in 1929. The same author argues that the pamphlet can be considered as "an attack with acid on the monuments, statues, busts, effigies of the forum". The Pamphleteer's targets are always alive characters. The author of the pamphlet is "*a vitriolic of the current glory*", as an exception it can be shown Pamfil Șeicaru, which in 1926 published in *Cuvântul/ The word* the article "*La Catafalcul Porcului/To the catafalque of the Pig*", a text which was addressed to Alexandru

“Alecu” Constantinescu (*the Pig*). The mentioned pamphlet was published after the funeral of the former politician. According to Vinea, the pamphlet has taken roots in our country because the “Romanian language and sensitivity” are favorable for this kind.

## 2. Cursing

In the structure of a pamphlet, cursing occupies an important place, but the pamphleteer cannot use it at random. Cursing in the text should appear only when it is needed. For the pamphlet, the role of ratings is that of decreasing the attacked one in the eyes of the reader. According to Ion Vinea, cursing is “the hardest of the word’s arts.” For this reason, for it to be employed with “use and beauty” (Vinea, 1984, pp. 52-53), it takes a man with special qualities. Among the pamphleteers who rose *cursing* at a level of art is the terrible journalist, Pamfil Șeicaru. The linguistic inspiration and inventiveness of most of the invectives used by the famous man has led some authors to talk about a *genius in cursing* (Florescu, 1998, p. 56). According to Șeicaru, the invective must appear in phrase in a natural way “as a high note of a rebellion feeling” (Șeicaru, 2002, p. 150). It is true *that the attack to a person* occupies an important place in the structure of a pamphlet, but it must be accompanied by other arguments. Questioning the honesty, character and intelligence of the attacked one, in order to prove the falsity of the ideas that they support or represent, it is part of the usual argumentative arsenal of a pamphleteer, but the wound must contain more than the *ad hominem* argument.

Pointless swearing is appreciated, especially by the younger public, and this is not just a feature of the times in which we live. I. Agârbiceanu, more than eight decades ago, noted: “there are young readers who take in hand the newspaper only for the strong word and epithet, for the invention of insult, for trivial expression. They search for novelty, or what it was hitherto new for the printed letter. And if they find it, they read it, enjoying themselves. Often you will see one reading intensely articles clothed in violence, listening to others with joy, with pleasure painted on their face. The newspapers that replete in language with violence, the strong epithet, even trivial, are more sought.” (Agârbiceanu, 1928, p. 1018) With almost three decades before the intervention of Agârbiceanu, Basile C. Livianu said in a study on the main causes of *suicide*, that the media “is the most effective means of social education,” it cannot fulfill its mission due to the language used by most of the journalists, and it becomes “a propagator means of corruption and anarchy”. (Livianu, 1900, p. 27)

After two decades since the fall of communism, the Romanian pamphlet finds itself in a situation that does not make it honorable. In an article published in 2011, Nicolae Manolescu condemns the post-communist pamphlet productions, with their poor quality due to the lack of literary talent: “The bad news is that the pamphlet claims literary talent. If you do not know how to write accordingly, it is better not to write pamphlet at all. What I noticed at plenty of the people in love overnight of the pamphlet’s verve and color is the confusion between expressiveness and triviality. It is amazing to realize how much rudeness people are capable of, otherwise quite small minded people; a rudeness that exists not only in language, but also in ideas. It may even be said that the pamphlet has blunt their pen and mind” (Manolescu, 2011, p. 3). For Manolescu, the post-communist pamphlet is the equivalent of *an extermination war*, which places the authors of pamphlet texts to a shameful intellectual level.

### 3. The Polemist and the Pamphleteer

In 1940, Nicolae Roșu speaks of, in an article published in the *Universul literar/The Literary Universe*, about the difference between the polemic and the pamphlet, the polemist and pamphleteer. The text is consistent and it refers to many aspects differentiating the pamphleteer from the polemist, but also those connecting the two. For the distinction between pamphleteer and polemist to be as clear as possible, the author begins by showcasing the feature of the represented genre. So the *polemics*, which has its origins in the Greek word *polemos* (war), is a *war of ideas*, which is led, especially in literature (Roșu, 1940, p. 1). Based on this idea, the author outlines the polemicist's profile which, having a combative temperament, knows how to use the pen with the same effectiveness with which the duelist handles his sword. He is gifted with a brilliant intelligence and is a "bold promoter of the word." Moreover, the polemist cannot be controlled, as it is "a barricade soldier" who "commands himself". On the other hand, the work of a pamphleteer is "a satirical, deforming and defamatory writing". Unlike the polemicist, the pamphleteer attacks not only the ideas but also the man who represents them. Text pamphleteer's text resembles a lot with *mockery* and *caricature*. It appears, therefore, one of the elements that separate the two: "the polemist can be confined to his purpose of being impartial and not being obliged to be also a pamphleteer. A pamphleteer, by contrast, is an innate polemicist, the connection between ideas and people being very close." (Roșu, 1940, p. 1) The socio-political moments with major impact on the development of the European continent has created great polemicists and pamphleteers.

In Romania, the 19<sup>th</sup> century is characterized by an invasion of extremely violent polemical and pamphlet writings, "the best-known writers are not afraid of this temptation. The weapon was used with skill and the opponents strike relentlessly. Satire and rhymed chronicles were published" (Roșu, 1940, p. 1). According to Roșu, a pamphlet enjoys public appreciation when its actions are based on good faith. The mentioned author even gave the definition of good faith: "When he was wrong, when the accusation was not based on authentic evidence, when further development of the person has shown to be different, the good faith pamphleteer finds himself forced to reconsider his views, to rectify the style, to do an act of justice by restoring the truth. But these cases are very few." (Roșu, 1940, p. 6) Another problem which arises for the pamphleteer is the *temperament*. Regarding the differences between a *polemicist* and a *pamphleteer*, Nicolae Roșu indicates at the end of the text, that both *polemics* and *pamphlet* represent the fight of *barricade ideas* and the value of a text, polemic or pamphlet, is the existence of an idea, regardless of being praiseworthy or not, on behalf of which the author acts.

### 4. The Booklets

The pamphlet published as a booklet enjoyed great appreciation from the reader during the inter wars period. The pamphlet text written in the form of *booklets*, as we saw above, is not a figment of the years between the two world wars. The proof of the appreciation of these booklets is that pamphleteers wanted for their attack to have a greater effect, they would gather pamphlet texts written in a certain period, in the newspaper where they were working, against a certain character, in order to publish them as a whole, in such a work. The appearance of the book gave to the content an air of credibility. The booklets were not always signed. In many cases, the authors used pseudonyms for signature by the desire to avoid some intentions of revenge from those they attack. There were not rare the cases where those considered to be slandered in an article to call the author to a duel (Nedelescu, 1926). Nevertheless, the signed booklets added a plus to the trust chapter. Signed or not, they produced their

desired effect, more or less, placing the attack person in the doubt area. For example, we stopped on several such booklets.

The booklet *Un braconier politic: Octavian Goga/A political poacher. Octavian Goga*, which bears the signature of Zaharia Boilă, has only 32 pages; it drew our attention, beyond the name of the person concerned for the pamphlet attack, the fact that in its preface the author warns the reader that in this paper, they will not *poke* the “private life of Mr Goga”. In this way, the author of the booklet is put into contrast with the newspaper editors *Țara Noastră/Our Country*, whose director was Octavian Goga, “which, in the absence of other arguments, they are engaged in the description of the nationalist leaders and, by placing some fantastic slander, they are trying to produce favorable evidence for their political tightrope” (Boileau, 1924, p. 4). However, as a pamphlet, the text could not miss the personal attacks. Thus, Goga is sketched by the author of the booklet in the following lines: “a negative spirit, mediocre mentality of politician, destructive nature, cunning, jealous and ambitious beyond any limit, Mr Goga has not ever disavowed from the day of his entry to the political scene to this day” (Boileau, 1924, p. 8). Goga's main sin, according to the author, is that instead of being a poet and a journalist, occupations where he was very good at, he decided to ruin his reputation by entering into the politics, a domain for which he had no calling.

Another booklet is called *Domnul Pamfil Șeicaru/Mr Pamfil Șeicaru*, under the signature of Ștefan Florescu. At page 4, we find the following announcement: “The present edition was printed in fifty copies, on vellum paper, numbered from 1 to 50, not being released on the market.” Unlike the other booklet, the pamphleteer’s target is attacked on all levels. Appealing to the irony, the author ridicules the *victim’s* physique: “the seductive physique of journalist-deputy externalizes a rare soul, where courage and unselfishness are hidden, shy, behind modesty and discretion” (Florescu, 1929, p. 8). Then, the attacks are against Șeicaru’s family: “the Child Pamfil being very early precocious for the compulsory primary education, from the age of 7 years and a half he started learning the ABC primer and arithmetic. The diligent child graduates his first four primary classes under the direct supervision and authority of one of his analphabet grandmother” (Florescu, 1929, p. 9). After the grandmother, is the journalist’s father’s turn, the author of the booklet claims that he used to steal money from the treasury CFR (the Romanian Railway) where he worked as a clerk. The largest part of the booklet, which has 78 pages, is reserved, as it is natural, to the political and journalistic activities of Pamfil Șeicaru. The basic idea of the booklet is that the current director of the newspaper *Curentul/The current*, the “*gologanii/dough*” is more important than the “*virtue*”.

The booklet *Viața unui aventurier - Cine este Stelian Popescu. Cine conduce „Universul”/The life of an adventurer - Who is Stelian Popescu. Who runs the “universe”*, written probably in 1922, with 46 pages, which bears no signature, includes the summary of the campaign conducted by the unknown author, for four months, in *Aurora* newspaper, to show to the public’s opinion the true face of the Director of the most powerful Romanian newspaper during the interwar period. As shown even in the *Preface*, the author called the booklet a “*conscientious biography*”, trying perhaps to avoid the pamphlet label, which could bring a shadow of doubt over the content. As the things are not exactly so, we can see even in the following words: “Where this man has passed, he has left traces of authentic dirt. In school, he was an impertinent student; in the army, a deserter soldier; in magistracy, a sadistic judge; in the Bar, a testament buffoon; politics, simple tachist; as minister, only ridiculous; in journalism, illiterate trader, - in all hopelessly ineffective” (p. 6). The author promised to release a second booklet, but only the first will succeed in bookstores. We do not know what happened to the promise of the author.

It came into our attention also the booklet *Țigani în Biserică (Partea I-a)/Gypsies in the Church (Part I)*, signed by C. Cernăianu, published in 1928. The text covers 48 pages. The “Heroes” of the booklet are two famous journalists of that time, Nichifor Crainic and Pamfil Șeicaru, but also a high Church personality – The holy Tit Simeonea, vicar of the Holy Metropolis of Hungarian-Wallachia. We will present an excerpt from the text to show why the three deserve, according to the author, the worst possible punishments: “These are people who, as in the forest, attack, shoot and rob whoever comes along. A posse must be organized to exterminate these hijackers of the Romanian press and writing, ruffians in church and in the society. Seeing what is happening in our church life, we should give the cry of alarm: Intervene folks, gypsies in the church, for robbery, for plunder and putting on fire! The Gypsy criminals are, as you can see, some clergy, but especially *young people, the laymen*, who claim to bring back to Christianity the Romanian people and especially the *intellectual youth*. By this mask, as they come to church to pray, they were thrown by surprise and deception to robbery and murder on the church and on the holy servants” (Cernăianu, 1928, p. 48). The attack on the three personalities is, as you can easily notice, extremely violent, but it is justified by his “holy” aim - punishing those who spin “the devil’s mill” in the Church and in society. Booklets were released after the end of the Second World War, but on those pamphlet productions there is the suspicion of the interference of the political regime representatives established after 23 August 1944, which forced, using whatever means they had at hand, the annihilation of opponents.

## 5. The Pamphlet Today

The freedom of expression, brought by the regime generated by the political events from December 1989, has been misunderstood by some journalists, many in number, who turned the pages of the newspaper in that *bowl of slops*, which Pamfil Șeicaru was talking of. The post-communist pamphleteers have enjoyed great success from the public who just taste the *new* journalistic product. Pamphleteer productions existed also in the years of communism, but they could not be compared with the texts of the same kind, for example, from the interwar period. In general, the pamphlets were allowed by the representatives of the communist regime only when they were targeted people who were not liked by the political leaders.

Released from the reins of the communist officials, the pamphlet has found a much high leveled post-communist journalistic market, from the technical standpoint, compared to those during the interwar period. Thus the pamphlet productions could be followed by this genre’s public on TV or radio, not only in the media. Unfortunately, the technology has not been matched by the knowledge of the basic elements that must be included in the structure of a pamphlet. For this reason, the pamphlet has entered into obscurity.

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**An Analysis of University Services Delivered via the Internet**

**Catalin Vrabie<sup>1</sup>**

**Abstract:** The purpose of this article is to assess how the information can be more easily disseminated on the Web sites of higher education institutions. Marshall McLuhan saw the language developed in a book as a proof in favor of knowledge. "When information comes in contact with another information, the results are sensational and effective". In terms of talent and how fast they adapt, the youth of today, Generation Net as Don Tapscott calls them, have the power to transform the present. They come up with new approaches on collaboration, sharing information and innovation in business and governance from around the world. There is strong evidence that organizations that embrace these new ways of working are more efficient registering a growth and greater success. We selected for this purpose a number of foreign students on master programs (based on the experience they have already) from two prestigious universities Hacettepe in Ankara, Turkey and NUPSPA in Bucharest, Romania, and based on some questions and interviews we set up a strategy for how to improve quality management for university - Web services for students based on their perceptions. We started with the assumption that better e-integration, infrastructure, and Web-services will go to better quality management and from here to better results on intake of international students (with more successful students, research and education of high quality) - assuming that internationalization yield increase higher education quality, public benefit, better competition, better access to funds etc. The SWOT analysis will be the centerpiece of our discussions with the students from those two groups – one from Hacettepe and the second one from NUPSPA.

**Keywords:** e-services; universities; e-learning; Web services

## **1. Introduction**

In today's globalizing world, competition is very intense not only between businesses but also amongst the public institutions. Of course, not all of those are subject to competition but some of them are. The competition between public educational institutions, for example, varies around such issues as the education is an important pole of development for a society, attracting many investments. Among those, universities are an important center of education and one of the most important consequences of the economic change is the fierce competition between them (Gordon, 1999; Lever & Turok, 1999; Mishra & Rolland, 2009; Zhang & Zhao, 2009). The universities especially compete with one another especially for imposing a brand likely to be obtained from those investments. The fact that investment in today's world is active and moving makes this competition all the more severe (Waitt, 1999).

University branding is attracting the attention of university and faculty administrators and the other stakeholders more and more every day. The reputation of a university is a very important factor in

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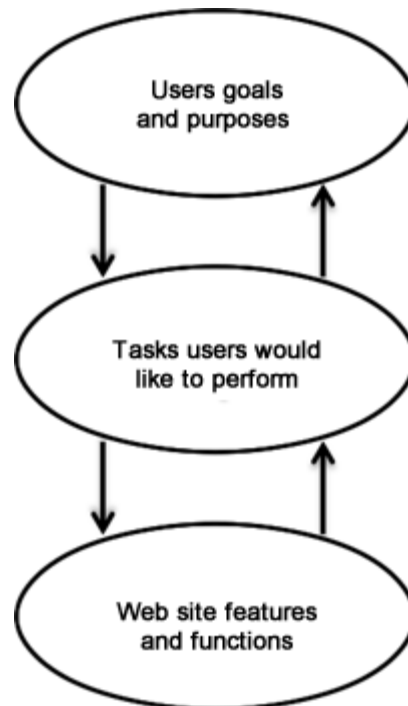
attracting new students and by that, financial and other resources into the university and retaining them there. Therefore, the brand of a university also needs to be managed just like a company brand; otherwise, the brand of a university may be damaged due to the information circulated around through the modern channels of communication (Kerr & Johnson, 2005). Using branding techniques for the universities is increasing more and more because of the national competition in today's local, national and even in the international markets. In addition, the great changes in the social and political texture of the modern society require the universities branding as a prerequisite in the 21st century to be implemented through a public-oriented approach. The commonly accepted duty of universities administrations is to constitute (or to reconstitute, if necessary) conditions of the universities, faculties and departments in the most effective way in order to be able to attract the potential students (Rogerson, 2000).

## **2. Background**

A growing number of Web designers, committed to the principles of user-centered design, seem to understand how to create highly usable, user-centered Web sites. This principle is an approach in designing computer interfaces that places the Internet user in the center of the design effort (Karat & Karat, 2003). User-centered Web sites practitioners strive to improve and increase the usability of the Web site by focusing on the tasks and/or activities that visitors would like to perform when interacting with a Web site. Focusing on users is critical in computer software design interfaces, because a Web site which is appropriate for one user group may be completely inappropriate for other users. For example, the university Website is usually sharing information to the students; only on the admission period it is possible to find on it news that may concern potential candidates. By emphasizing users and their tasks, User-centered Web sites practitioners will create systems that provide the appropriate functionality and are easier to use (Henneman, 1999).

Usability must be the ultimate goal for Web designers. Creating a highly usable Web site means that the Web site matches what the site visitors need and want. Usability as defined by the ISO 9241 (ISO, 1997) standard is "the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use." As can be seen from this definition, the concept of user goals is central to understanding usability.

Customer value is a marketing literature concept similar to the usability when considered within a value in use perspective. The value in use perspective emphasizes the instrumentality of products in achieving the customer's goals. As a result, value in use involves an evaluation of the effectiveness of a product within a particular usage context. The work of Woodruff (1997) on value hierarchies is particularly relevant for understanding user behavior online. Web sites are used by its visitors to accomplish their goals – this is a means-end approach to conceptualize the online value that provides a way to explain how the online customers derive value from their usage experiences. Building on the works cited above the definition of online value is:



**Figure 1: Perceived Website value (adapt after Porter, 2005)**

...an Internet user perceived preference and evaluation of that particular Web site features and functions that facilitate (or block) the performance of the tasks that are instrumental in achieving the user goals and purposes associated with the Web site visit.

This model (see Figure 1) of perceived Web site expectation integrates concepts like user centered approach design together with marketing means-end theory. The perceived value of a particular Web site is based on the scope of its visitors in achieving their goals. Likewise the perceptions of the effectiveness of goal accomplishment are influenced by the degree to which the Web site supports the necessary tasks or subtasks the citizen would like to perform in order to accomplish the goal. The user's tasks fulfillment and how effective this process is, is associated to the functions and purposes of that particular Web site along with its specific characteristics. An extension of this model for our study is that user perceptions of Web site value are related to both student and future student expectations regarding what the university Web site should act and what they would like to receive from it – during their online interaction (Vrabie, 2014). The more knowledge the university administrators and Web designers have about the user's goals, the better chance of creating a truly valuable Web site.

Fournier (1998) in a study of how consumers develop relationships with their brands, advances the concept of brand relationship quality as being a multidimensional construct composed of positive affective feelings (like self-connection), behavioral ties (commitment), and cognitions (brand partner quality). This concept is mediated by a number of psychosocial filters with the outcome determining the stability and durability of the consumer/brand relationship and is perfectly fitted to the student-university interaction.

Pedersen, Nysveen and Thorbjornsen, (2012) operationalized the concept dimensions and tested whether customer communities (person-to-person interaction) or personalized Web sites (machine-to-person interaction) were most effective in building brand relationship for hypothetical products. They found that for less experienced consumers, person-to-person interaction is more effective; for more experienced users, personalized Web sites were more effective.

### 3. Methodology

Since the beginning of this university year we formed a focus group composed of 40 students at master programs (20 from the National University of Political Studies and Public Administration in Bucharest, Romania and 20 from the Hacettepe University in Ankara, Turkey) and ask them to analyze and rate the Web site of the faculty where they have studied at the bachelor level. We wanted to find out the level of perceived expectation that students have when interacting with the Web site of their university (table 1). Each of the participants was asked to answer a series of open questions and finally to conclude by presenting a SWAT analyze on that specific Web site.

**Table 1. List of analyzed institution**

| University name                                                        |                                                             | Web address                                                                             |
|------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| The Bucharest University                                               | Romanian Universities                                       | <a href="http://www.unibuc.ro/">http://www.unibuc.ro/</a>                               |
| The Bucharest Academy of Economic Studies                              |                                                             | <a href="http://www.ase.ro/">http://www.ase.ro/</a>                                     |
| The National University of Political Studies and Public Administration |                                                             | <a href="http://www.snsa.ro/">http://www.snsa.ro/</a>                                   |
| The University of Pitesti                                              |                                                             | <a href="http://www.upit.ro/">http://www.upit.ro/</a>                                   |
| The Dimitrie Cantemir Christian University                             |                                                             | <a href="http://www.ucdc.ro/">http://www.ucdc.ro/</a>                                   |
| İzmir Institute of Technology                                          |                                                             | <a href="http://www.iyte.edu.tr/">http://www.iyte.edu.tr/</a>                           |
| Middle East Technical University                                       |                                                             | <a href="http://www.metu.edu.tr/">http://www.metu.edu.tr/</a>                           |
| Bilkent University                                                     | Turkeys Universities                                        | <a href="http://www.bilkent.edu.tr/index.html">http://www.bilkent.edu.tr/index.html</a> |
| Hacettepe University                                                   |                                                             | <a href="https://www.hacettepe.edu.tr/">https://www.hacettepe.edu.tr/</a>               |
| Yıldız Technical University                                            |                                                             | <a href="http://www.yildiz.edu.tr/">http://www.yildiz.edu.tr/</a>                       |
| Ankara University                                                      |                                                             | <a href="http://www.ankara.edu.tr/">http://www.ankara.edu.tr/</a>                       |
| Anadolu University                                                     |                                                             | <a href="https://www.anadolu.edu.tr/">https://www.anadolu.edu.tr/</a>                   |
| Turkey Ondokuz Mayıs University                                        | <a href="http://www.omu.edu.tr/">http://www.omu.edu.tr/</a> |                                                                                         |

We will present in this paper the participants views (and ours as well) of this type of interaction between students and their universities.

### 4. User Experience

The concept of *customer/consumer*, or nowadays, for the purpose of this paper, *user* experience, as a key in branding, predates the Internet (Hock & Deighton, 1989). Defined as a “structured set of social relationships among admirers of a brand” (Muniz & O’Guinn, 2001), brand community is definitely

not an Internet-specific phenomenon. Even if this is a fact, Muniz and O'Guinn studied Internet user groups, observing the importance of product-related Web sites in group activities. The user experience is aligned with the brand's values. The "like me" new Web sites feature shows to a specific user that he is not alone; he is into a community made up of people with the same interests. The site experience compels the user through a process of not only registering for an account, email signup, commerce, and submitting odds statements, but also in flying throughout the browsing experience.

For the purpose of this paper, a SWOT Analysis of a Website refers to finding strong points and weak points that could increase or affect both the usefulness of the Web site and the University brand. In Table 2, we presented some of the most common strengths and weakness we have identified during the interviews.

**Table 2. Most common strengths and weakness identified**

| <b>Strengths</b>                                                | <b>%</b> | <b>Weakness.</b>                                                          | <b>%</b> |
|-----------------------------------------------------------------|----------|---------------------------------------------------------------------------|----------|
| Most of the universities have...                                |          | Most of the universities don't have...                                    |          |
| daily updates;                                                  | 92       | an online user-counter;                                                   | 61       |
| the feature to download templates;                              | 77       | an events calendar (with <i>join</i> button);                             | 70       |
| history info;                                                   | 100      | possibility to subscribe to a newsletter;                                 | 85       |
| on-line libraries or access to international on-line libraries; | 100      | online advising for students;                                             | 92       |
| a search engine;                                                | 70       | an user-friendly Web site;                                                | 69       |
| useful and relevant content;                                    | 100      | foreign language support;                                                 | 61       |
| on-line map of the university campus                            | 70       | the possibility to make on-line payments;                                 | 92       |
| information about the classes timetable                         | 92       | pictures with the university facilities (and comments);                   | 85       |
|                                                                 |          | information for the international students;                               | 70       |
|                                                                 |          | web services for students with disabilities;                              | 92       |
|                                                                 |          | links to Funding Institutions and Scholarship opportunities for students; | 85       |
|                                                                 |          | customized GUI (Graphical User Interface).                                | 100      |

In our opinion, the weaknesses must be taken into consideration more than strengths, because those are the things that may improve the user experience when browsing the Web sites. A good user experience is leading to an increase visibility of the university name and brand.

"E-transformation" should exceed the expecting an automated computerization of public offices. Universities as a sub-system of general socio-economic systems, is in a dynamic interaction of equilibrium with physical environment, legal system, government policies, and level economic development etc. (Öktem & Aydın 2005).

As it may be seen from the table above, the most common weaknesses (that are missing on high scale on almost all the Universities Web sites that were taken into consideration in this study) are focusing on the idea of Web interactivity: (1) an events calendar with *join* button, (2) online advising for students, (3) the possibility to make on-line payments, (4) pictures with the university facilities and comments, (5) customized GUI. This is, of course, due to the increased level of social media participation among students... but this is showing the students interest in involving into the University activities (1 and 2), in using its facilities (4), and, of course, in rising their own comfort and efficiency (5 and 3).

## **5. Future Trends**

Definitely we shall not use the expression "*Web experience is still in the early stages*" anymore. Since the existence of Web 2.0 (W3C 2005) both marketing creativity and technological developments interact more simply by adding new features to the future Web sites. The experience to date, at the public institution level, focuses almost exclusively on Web tools that are not interacting with the individual user, but with all in the same manner (Vrabie, 2014)... except maybe with some section of the Web sites (e.g. Virtual classes or Virtual campuses) where students may use an individual account. Understanding interaction between users through the Web platform is critical to success (e.g. Facebook, MySpace etc.). Using data mining technics will help the academia to get closer to the students' needs and, by that, to create interactive experience that enhances overall user experience.

Starting with the assumption that better e-integration, infrastructure, and Web-services will go to better quality management and from here to better results on intake of international students, we may anticipate the next move that shall be done... developing high quality Web platforms for students and academia with an increase level of participation for each user to the content of the University Web site (allowing everyone to customize its personal account according to its needs).

## **6. Conclusion**

Despite the strengths of the University Web platforms that were taken into consideration in this paper, there are different weaknesses inherent in traditional Web approaches. The current trend toward blending both posting information on the Internet and Web interaction is a positive direction that needs further attention and study.

Years ago, the Internet provided just another channel for communication... nowadays this is The Channel of communication... Research indicates that brand development can take place as a result of customer exposure to online activities in ways that are similar to the branding effects of off-line marketing activities (Roberts 2007, Kotler 2014). It must be well understood that the students are accessing the universities Web platforms with immediately usable skills for browsing it and a realistic understanding of its role, related of course, to their future.

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# JOINT INTERNATIONAL CONFERENCES

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## **Foreign Language Learning using E-Communication Technologies in the Educational Sector**

**Andreea-Maria Tirziu<sup>1</sup>, Cătălin I. Vrabie<sup>2</sup>**

**Abstract:** E-communication places new demands on language, leading to interesting variations in written language use. E-mail, chats, online discussions and SMS messages use a language marked by traits of both informal speech and formal writing, a host of text-based icons and acronyms for handling social interaction and modifications in spelling norms. **Objectives:** The purpose of this article is to provide a framework on individuals' possibilities to learn a foreign language using e-communication technologies. **Approach:** It shows the specialty literature that focuses on e-learning, with priority to e-communication. **Results:** Proper use of new technologies allows a more systematic integration of language, content and culture, and gives individuals unprecedented opportunities for autonomous learning. E-communication not only helps teachers and students to exceed linguistic, geographical and time barriers, but also to build bridges between native and foreign language programs. **Implications:** This research work is important for academics and students who use online technologies to teach or learn another language. **Value:** In this paper, we have identified that the use of new technologies consents learners to engage in forms of online communication, thus research becoming vital for success in their academic and professional pursuits.

**Keywords:** e-communication; language learning; informational society; education; technology

### **1. Introduction**

Language represents a tool which allows individuals to function in the society they live in, also making available the means of relating to other cultures. Over the centuries, this was one of the main reasons why people were stimulated to learn foreign languages. In the increasingly global environment of nowadays, the need to know another language is vital in order to effectively function. Apart from exposure to the language through studying the speciality literature and grammar practice, today learners want this training to be more based on the usage of the foreign language in practical, realistic situations.

E-communication refers to the communication realized by electronic means, especially over computer networks. This type of communication has created the so-called "virtual space". Increasing the speed of giving and receiving information has categorically determined a change in the way information is experienced and perceived. Each virtual component can be understood and assumed as separated and interest worthy. Virtual space can be designed through the use of so many ways of access to

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information. At the same time, in the same place, multiple protocols can connect people to a multitude of areas: e-mail, virtual communities, video conferences, etc.

The informational society requires intensive use of information in all spheres of activity and human existence, this society starting its existence and being developed especially in the educational sector. New informational technologies are used both at an individual level and in the public institutions and organizations with a high flexibility.

## **2. Ways of Using E-communication Technology to Learn a Foreign Language**

The technologies supporting a cognitive approach useful to learn a foreign language are the ones that consent learners to have maximum opportunity to be exposed to language in significant context and to build their own individual knowledge (Warschauer, Meskill, 2000, pp. 303-318).

E-communication can be used in order to assist interaction within and across discourse communities. One way of using this sort of technology is by using online activities to support interaction opportunities within a single class. This is possible both through computer-assisted classroom discussion and outside-of-class discussion (Warschauer, Meskill, 2000, pp. 303-318).

Real-time writing programs are used in discussions assisted by computer, basically representing the meeting of a class in a networked computer lab, where students communicate through writing rather than through talking. To be more precisely, students type in their messages and hit a key to immediately send their thoughts to the rest of the class, all the messages being listed in chronological order, with the possibility to easily scroll through the ideas and re-read them. This type of session can be saved and passed on to other students, in electronic form as well as in hard copy (Warschauer, Meskill, 2000, pp. 303-318).

Discussions outside-of-class are typically carried out by means of asynchronous tools, precisely by creating special lists that will be helpful to automatically forward learners' messages to the entire class or just a small group of students (Warschauer, Meskill, 2000, pp. 303-318). In this case, an example of technology used is the **e-mail**, which represents a modality of receiving, sending, storing, forwarding and composing postal messages by using the systems of electronic communication (Vrabie, 2014, p. 40). This method outspreads the activities carried out by students and professors in a classroom, thus providing a virtual place for meeting and communicating in native or in a foreign language outside the class doors. Due to its nature, the foreign language learners can log in and write an e-mail from their homes, a public library or even a teahouse, these possibilities of spatial comfort offering them more time to spend on creating the message and reading in another language in a communicative context (Gonglewski, Meloni, Brant, 2001).

A very used technology for communicating online is **YouTube**, considered in 2014 the third element on a top of 100 tools for learning<sup>1</sup>. This website can truly be helpful for learning a foreign language because it provides a forum for learners to connect, inform other people and get themselves informed, acting as a distribution platform for original content creators and advertisers large and small. When watching YouTube channels, learners also have the possibility to make comments on certain videos, thus giving feedback, expressing their personal opinions, make friends and maybe share stories. We can see, by a simple click, that many courses in other language than ours are available on this platform, therefore learning a new language should not be that difficult, YouTube providing all the

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<sup>1</sup> According to a global ranking accomplished by the Centre for Learning and Performance Technologies (C4LPT), <http://c4lpt.co.uk/top100tools/>, accessed on February 19, 2015.

necessary needed in order to get learners interested and remain this way throughout the whole duration of the course.

Another e-communication technology useful for learning a foreign language is **Moodle** (Modular Object-Oriented Dynamic Learning Environment) which, in the last 8 years, has kept its place amongst the first 15 online learning platforms in the world. This is a freeware platform, based on an open source<sup>1</sup>, with a Course Management System (CMS), also known as a Learning Management System (LMS) or a Virtual Learning Environment (VLE). The platform's basic principle is social constructivism, this involving collaborative learning, based on projects and individual and group tasks. Therefore, learning becomes effective when the teacher builds a learning material for the students to interact with and gain experience in order to understand. In this context, the student is part of a learning community, being put in the position to understand what to do, explain to others and work in teams (Avramescu, 2014).

**Video conferences** are also an important tool for learning a new language, representing a live connection between learners in different locations with the purpose of communication, generally involving audio and often text and video. This modality of e-communicating offers a transmission of static images and text between two locations. It can also provide a broadcast of full-motion video images and high-quality audio between multiple locations. A video conference can be seen as a phone call with pictures, indicators suggesting that someday this will be the primary mode of distance communication (Rouse, 2007).

An enormous collection of informational resources from all over the world is offered by the **World Wide Web**. Most webpages are written directly in English or have translation possibilities, but there are also used other "international" languages, such as French, German, Spanish, Italian etc. A socio-cognitive approach is sustained by accessing these online pages in educational and language learning purposes, thus students being determined to participate in discussions that spread their area beyond the classroom, their appropriate communities and/or their language textbooks. Webpages can be used by learners, as authentic sources of information, for researching studies on culture and events or even for collecting material which they will present in class projects and presentations. Students can also publish their work in a foreign language on the WWW, thus allowing themselves to be read by native speakers, teachers and specialty experts in the fields studied. Other relevant examples in this case are: teachers creating online newsletters or magazines produced by their students; professors helping their students contribute to international online journals; learners working in collaboration with foreign students, creating international working-teams and publishing their projects on the web (Warschauer, Meskill, 2000, pp. 303-318).

### **3. The Impact of E-communication Technology on Written Language**

Computer technology has turned out to be a fundamental tool in the process of teaching and learning a foreign language, which students fully use as an advantage. Nowadays, the Internet has very high implications on learning the English language, it being considered as the most important linguistic environment. We chose to give as example the English language, because it is considered an universal language, being the most widely-spoken in the world, especially for the reason that it is being used in new globalized media and commerce, thus the number of English speakers is constantly growing all over the world (Atef Odeh AbuSa'aleek, 2013, p. 7).

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<sup>1</sup> A source that allows any person to contribute to the platform's development or improvement.

Language has always been in a constant change but, as a result of the communication technology's development, recently its change has speeded up, leading to remarkable variations in the usage of the written language (Hamzah, Ghorbani, Abdullah, 2009, p. 75). To give the most simple and relevant example of today's informational society, we can mention the abbreviated language used because of the technical restrictions and limitations of SMS as a communication modality. A common background amongst close friends and family members is another reason to explain the use of syntactic and lexical short forms to save energy, time and space (Atef Odeh AbuSa'aleek, 2013, p. 8).

The language of e-mail and SMS messages is linked to acronyms and changes in spelling norms, thus it being an informal system of communication. A new framework for the writing process has been provided as a consequence of the electronic age, engaging mainly university students in writing using electronic devices. In this case, it is important for both teachers and students to find the perfect ways of adapting the media in order to make their personal opinions understood (Hamzah, Ghorbani, Abdullah, 2009, p. 76).

As stated before, we can see that e-mail and SMS are maybe the most used tools of communication. However, this should not be a reason to not make use – as in any other way of communicating – of conciseness, precision and consideration of tone and manner of writing. If a user omits important aspects – such as: thanks, greetings, punctuation, capitalization and well used grammar – just to save a few moments, this reflects more a human problem rather than a technological one. The positive aspect of the e-communication technology's impact on written language is, though, the creativity which has led to a diminution of space, effort, time and cost (Hamzah, Ghorbani, Abdullah, 2009, p. 79).

#### **4. Promises and Problems of E-communication for Learning a Foreign Language**

E-communication is important in learning a foreign language, the ability to communicate being accepted as the key objective of the language learning process. Studies and activities realized in classrooms and laboratories using online technologies point out the fact that electronic communication makes available a secure, uninhibited, highly motivating and interactive learning environment. As other benefits of using this type of technology, we can mention the learner's participation which, in this case, could be more active and impartial, an environment more dynamic and centered on the student and also the development and improvement of competences from a general intercultural communicative point of view (Averianova, 2012, p. 15).

The problems, in this case, appear from the tendency of some foreign language learners to compress their writing as much as they don't make themselves understood anymore and also to use online dialogue in communicative situations considered inappropriate. On one hand, students can develop a desire of imitating the conversational behavior of the online community in order to be accepted by it. By doing this, they exaggerate with the abbreviated writing, usage of emoticons and thus make visible their ignorance regarding syntax and orthography. This can eventually lead to non-understandability, misunderstanding and even disruption of communication. Another problem can be caused when students use informal contractions, non-standard abbreviations and emoticons in academic writing, while corresponding with professors or other formal settings (Averianova, 2012, p. 16).

The existence of these problems regarding the learning of a foreign language by using the means of e-communication points out the fact that there should be developed a sort of literacy required for network communication, especially for the use of second-language learners. This would be helpful in order to make the students understand what is acceptable and also what is expected of them, as members of a virtual communication space (Averianova, 2012, p. 16).

## **5. Why Use E-communication to the Detriment of Face-to-Face Courses? Advantages and Disadvantages**

E-communication supports information exchange across large distances and in a big number of formats, but disadvantages start from the security problems, arriving to a lack of access and possible misunderstood messages. This type of communication offers learners many new modalities of transmitting ideas and information (Di Blas, Cantoni, 2006, pp. 163-190).

Synchronous communication, such as telephone or web conferencing, can be achieved when individuals are available at the same time for this activity. Conversely, asynchronous communications (for example: e-mail, texting, social media) consent learners to access information at different time periods, but this way it takes longer for every person to get on the same page (Di Blas, Cantoni, 2006, pp. 163-190).

Additionally to the different advantages and disadvantages of synchronicity, e-communication involves more general strengths and weaknesses. Electronic media are widely diverse, this meaning that the environment can and should be made so that it matches the message. When only text works well for a message, it can be sent by e-mail, but if a message requires that individuals see each other, online conferences are more proper. E-communication covers the entire world without costing much more than Internet service and a computer (Di Blas, Cantoni, 2006, pp. 163-190).

When using electronic communication, security is required in order to prevent viruses and other malevolent software, but even a good virus protection system may not prevent problems caused by spam or phishing e-mails, in which the reader clicks on a link or provides private information. For the reason that human communication implicates more than words, readers can misunderstand e-mails and text messages.

## **6. Conclusions**

E-communication has become a certain thing in daily life, its relation to foreign language learning being natural and facilitative. In order to achieve successful language teaching, professors must review their thinking and language lessons planning in order to incorporate the new capabilities available daily on the virtual environment. Students also need to develop or improve the skills required in order to well function within a society mainly driven by electronic communication.

There is a clear need of substantial investment and commitment of time, energy and training skills that the educational sector, with its professors, must meet. Dealing with e-communication technologies in other languages than the native one turns into the need of foreign language teachers to beneficiate of training and technical support in comparison to the teachers who function in those particular languages, especially in English language. Various additional support activities can be provided by the community of instructors who interchange information on virtual space, via e-mail discussion lists, announcement boards and the WWW.

The problems of access to e-communication in the foreign language curricula and its implementation basically emerge in professional discourses and ways of development. We must, however, not understand from this article that online technologies are the best solution for language learning. Using e-communication brings no guaranteed results if the learners do not involve themselves in the process

of learning, if they do not grant it the attention needed and if they want to just finish rapidly the course. This process is also time consuming and it must be taken seriously.

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## False Psychology Treaty for Translators

Constantin Frosin<sup>1</sup>

**Abstract:** The publication of a book containing translations of our great writers should not leave anyone indifferent, even less the experienced translators. By using objective criticism and based on examples from translations, we have chosen in this study to examine the feat, as we say, the feat of Annie Bentoïu, for the translation of Eminescu, for the reason that his translation of the *LAC* is resumed in 4 covers. This poem is viewed under the microscope by the translator's experience of more than 200 books, turned from all sides and seams, and commented. The criticism is sustained; the bad translation approaches are unraveled.

**Keywords:** Eminescu; translators; translations

Nous aurions pu intituler (directement) cette étude *Cinquante poèmes* (Eminescu, 2000) ou comment ne pas traduire Eminescu... La délicatesse nous en a empêché... Nous ne connaissons pas ANNIE BENTOÏU, nous savons que sa mère a été française, suisse plus exactement... Mais cela n'est pas évident, hélas ! En plus, ce livre est paru en 2000, quand MIHAI EMINESCU a été déclaré par l'UNESCO le Poète de l'Année. Le bel home/heaume/âge... Enfin, on y arrivera...

Pourquoi « Faux traité de psychologie » ? Pour la bonne raison que cette (modeste) étude n'a rien à voir avec un traité, d'autant moins un de psychologie (pas même en résumé !). Et pourtant, nous nous sommes toujours demandé qu'est-ce qui peut bien pousser certains traducteurs / certaines traductrices à s'en prendre à la mémoire de notre Grand Poète... Quel frein rongent-ils pour qu'un jour ils prennent le mors aux dents et la plume pour traduire (ou trahir ?) Eminescu ? Considèrent-ils que c'est un obstacle à absolument franchir, afin d'être couronné Traducteur ? Sont-ils hantés par la nécessité de le faire à tout prix ? A tort et à travers ?!

Pour traduire un tel Poète, il faut l'avoir lu dès son âge le plus tendre, puis avoir repris sa lecture de temps en temps, à bon nombre de reprises, pour le comprendre, le pardonner (quand il fait erreur ou quand il n'abonde pas dans notre sens) et puis, pour l'AIMER, au point d'éprouver le besoin impérieux et irréfragable de le dire dans toutes les langues, ou du moins dans celle que l'on connaît le mieux... A partir de ce jour-là, l'on ne peut plus tenir en place et les mains vous démangent d'entreprendre la réécriture des saintes écritures éminesciennes. J'ai bien dit *réécriture*, car il s'agit de le récrire, et non pas de le traduire au bas mot (sic !), puisqu'on le considère comme intraduisible...

Seulement, il faut attendre le moment de grâce, l'état alpha, lequel permet de se détacher de tout ce qui est, afin de s'attacher au seul, à l'unique EMINESCU !!! A ce moment-là, tous ses problèmes

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personnels, toutes les angoisses, insatisfactions, tous ses échecs et mécontentements, toutes ses frustrations personnelles se doivent de disparaître et le traducteur doit se laisser habiter par EMINESCU et personne d'autre !

D'habitude, ce sont les amoureux qui traduisent le mieux les poèmes d'amour, les philosophes (un tout petit peu ratés...) qui traduisent le mieux les poèmes philosophiques ou Cioran et ainsi de suite. Une femme récemment divorcée ne sera aucunement capable de traduire les superbes poèmes d'amour d'Eminescu, tout comme un amoureux (ou un amant heureux...) ne voudra jamais traduire *Mortua est, Memento mori*, pas même les *Lettres*...

On a dit que le meilleur traducteur du *LUCEAFARUL* (Hypérion) en anglais fut Cornel Popescu, un jeune homme de 19 ans, amoureux fou ou du moins épris de quelque idéal, y compris de beauté... C'est dans la logique des choses, finalement... Je doute qu'un vieil homme passé l'âge de 80 ans, puisse traduire un poème d'amour comme un jeune homme de 19 ou 20 ans...

Un bot (sic !) jour, il nous est tombé sous la main (puis sous la dent...) un livre a(g)noste de tous les points de vue, hélas ! Il s'agit d'un livre morose et maussade à la fois, de 230 pages, une traduction de 50 poèmes d'Eminescu par Annie BENTOIU, en français. Paru juste l'année où Eminescu a été déclaré par l'UNESCO, le Poète de l'Année... Cela en dit-il long ? Ou court, ou bref... ?! Une telle traduction ne pouvait-elle pas attendre des jours meilleurs ? Des lendemains qui chantent ?! La traductrice a-t-elle visé juste ?... Dans le mille... Elle a fait (d'un éléphant, une) mouche, en effet... Mais Eminescu n'y était pour rien, voyons...

*Per farla breve / To cut it short*, nous allons abrégé cette introduction et passer au fait, *id est*, passer au crible les faits et gestes (au sens de *gesta heroica*) de la traductrice. Un poème qui nous tient à cœur, est *LACUL / Le Lac*, et pour cause... Eh bien, nous n'allons pas nous demander quel était l'âge de notre Collègue quand elle a traduit (Lustucru !) ce poème (elle aurait mieux fait de le réécrire) ni quel était son état d'âme, Dame ! A-t-elle pu finalement damer le pion à Eminescu... A son plus grand dam !

La traduction française de ce superbe poème roumain débute sous les pires augures en français : le lac se trouve « au fond des bois », pourquoi donc ? Fallait-il traverser toute la forêt pour y parvenir ?! Ce vers de huit syllabes est rendu par un de sept (du reste, c'est la règle chez A B), alors que pour l'amour d'Eminescu, il fallait faire un effort et marcher sur ses brisées, sans briser l'unité et l'harmonie du vers éminescien... Le second vers, toujours de 8 syllabes, est rendu cette fois-ci par un vers de 6 syllabes, très maladroit et d'une veulerie..., enfin : « îl încarca » qui en roumain signifie *joncher, parsemer* ou tout simplement *orner*, devient chez A B *alourdir*, ce qui connote péjorativement *l'oppression*, comme si cette attente lui pesait, au poète / à l'amant... L'émotion de l'attente, des retrouvailles avec l'être aimé devient un poids sur le cœur, le renvoi à *lourd* et *lourdaud* fait saillie, hélas ! Et puis, chère Collègue, *lis jaune* signifie *belle-d'un jour, hémérocalle*... Vous pensiez peut-être à *lis d'eau, d'étang*, ça oui...

Après un premier vers de 7 syllabes, d'un deuxième de 6 syllabes, nous voilà ensuite en présence d'un troisième vers qui compte... 5 syllabes et, dans cette lignée, on pourrait s'attendre à ce que le 4<sup>e</sup> vers compte... 4 syllabes... Et dire qu'Eminescu fut un Maître de la perfection poétique, de l'Harmonie musicale, du Rythme enchanteur... Qu'en reste-t-il, sinon des restes ?! Pour revenir, ce fameux troisième vers est hallucinant, recelant (quel sophisme...) un verbe antipoétique, qui ces derniers temps connote péjorativement et argotiquement : *vibrer*, qui en cette traduction, est monosyllabe !!! Le voilà : « Dès qu'il vibre, l'onde fait », que l'on pourrait réécrire, hélas, comme : *Dès qu'il vibre (fait vibrer), l'on défait*... Serait-ce là un exemple d'ambiguïté poétique ? Tant s'en faut...

Et comme pour démontrer que toutes les bonnes choses ne sont pas toujours trois, la quatrième s'ensuit (elle aurait pu nous en dispenser, tout de même...) : « Qu'une barque au bord frémissse ». Va pour un vers qui compte à peine 6 syllabes, mais deux mots qui commencent par la consonne dure B (et presque contiguës, ce qui fait penser à BB, ou à BD...) c'est trop, puis il y a lieu de se demander : fallait-il localiser dans le temps et l'espace une (possible) histoire d'amour, d'habitude atemporelle et a-spatiale ? Car universelle et presque partout la même... Et au bord de quoi, exactement ? Dans ce cas de figure, s'attendait-on que cette barque soit amarrée au milieu du lac, comme quoi l'amant était censé inviter sa bien-aimée à la rejoindre à la nage ? Bigre...

Voilà à titre de réparation, notre propre version :

« Un lac bleu, au milieu d'un bois  
De jaunets d'eau est parsemé,  
Faisant des ronds d'écume sur l'eau  
Une petite barque s'y voit trembler. »

Dans la strophe suivante, A B rivalise de réductionnismes, à l'envi. Elle frise le ridicule, en mettant : « Et je vais, longeant la rive », comme si l'on pouvait longer une rive sans aller / marcher, alors là, pense-t-elle que le poète le faisait (ou aurait voulu le faire) en volant, ou en survolant la rive... Dans le deuxième vers de cette deuxième strophe, elle met les pieds dans les plats et doute du poète, de ses sentiments, de ce qu'il attende sa bien-aimée : « J'attends presque, à chaque pas », autrement dit, il doute, à chaque pas, de son envie de revoir son amante, alors là, ça passe notre entendement, tout en passant les bornes... ! De quel droit se fourre-t-elle le doigt dans l'œil d'Eminescu jusqu'au coude ?! Dans le 3<sup>e</sup> vers, elle utilise le verbe *surgir*, qui renvoie à *faire irruption*, apparaît brusquement, alors qu'elle avait à sa disposition le verbe *jaillir* : se manifester soudainement, impétueusement, s'élancer, ce qui suggère l'*élan*, n'est-ce pas ? Mais le 4<sup>e</sup> vers réussit à faire aller en fumée tout le reste : « Et s'abatte entre mes bras ». Certes, la même malheureuse suite de 6 vers... Enfin, voyons ce que nous dit le *Trésor de la Langue Française* : « S'abattre. [Le suj. est un inanimé, plus rarement un animal ou un homme] Tomber brusquement ou perdre sa position verticale, sous l'effet d'une force ou d'un choc violents. » Ensuite : « S'abattre sur. Tomber brusquement et violemment sur un être (animé) de manière à le priver de ses forces ou de sa vie ». Clair comme de l'eau de roche, n'est-ce pas ? On s'imagine déjà une femme épuisée d'avoir couru pour revoir son amant, et qui tombe *dans les pommes* dans les bras de son amant... Les lecteurs français doivent se taper le cul par terre en lisant de tels livres de pacotille ! Mal vous en a pris, madame, de vouloir vous mesurer à Eminescu... Le triste sort de ce Poète unique !!!

Modestement vôtre, nous vous présentons (et offrons) notre propre version *des faits* :

« Je me promène le long des berges,  
L'oreille tendue, pris de langueur.  
Je veux la voir jaillir des joncs,  
Tendrement me presser sur son cœur. »

Dans la 3<sup>e</sup> strophe, elle revient à la charge, débute par un Subjonctif qu'elle aurait pu éviter, use du verbe *chantonner*, alors que *murmurer* et surtout son déverbal : *murmure* étaient plus convenables (parce *chantonner* signifie : « Chanter à demi-voix. Synon. *fredonner* ». ou alors, toujours selon le TLF : *P. métaph.* [Le suj. désigne une bouillotte, une marmite sur le feu, une fontaine, un tramway qui glisse sur les rails]. Dans le 3<sup>e</sup> vers, elle use de *barre* qui, en effet signifie : « Tige actionnant le gouvernail et, p. ext., tout dispositif servant à gouverner un bateau », mais ignore-t-elle vraiment, notre traductrice, qu'un vers ne devrait jamais se terminer en monosyllabe ?! Que l'harmonie et la



musicalité du vers en auront à pâtir ? Chez A B, ce sont *la barre* et *les avirons* qui prennent les devants, qui ont l'initiative, et non pas le Poète, qui vise par là à libérer / dégager ses mains afin d'embrasser son amante etc. Selon elle, le poète n'aurait jamais la moindre idée de ce qu'il doit faire... Comme si le Poète disait : Cela m'a échappé... Quoi donc ? La barre et les avirons... Où est donc passé le sens de l'humour et de la juste mesure ?!

Pour nous, traduire de la sorte un Poète comme Eminescu, c'est lâcher une bordée d'injures à son adresse, le traiter à toutes les sauces, de tous les noms... L'a-t-on obligée de le faire ? Lui a-t-on demandé de le faire ? Ne réalise-t-elle pas le désastre d'une telle traduction ? Dans le doute, abstiens-toi ! Et pendant que nous y sommes, voyons une version plus poétique (en toute modestie) :

Et sauter ensemble dans la barque  
Par le murmure des vagues guidés,  
Ensuite lâcher le gouvernail,  
Les avirons abandonner.

La 4<sup>e</sup> strophe est vouée au néant, d'entrée de jeu : *voguer sous le charme* est un non-sens, car *le charme* est un arbre (ce qui prête à l'équivoque !), ensuite, d'habitude il est préférable de flotter / voguer *sur* et non pas *sous*, et l'expression qu'elle vise est *être sous le charme*, mais là, elle se méprend une fois de plus, voyons le TLF : « Vx, littér. Formule incantatoire. Craindre, enseigner les charmes », et « Puissance magique ainsi produite. Synon. enchantement, ensorcellement, envoûtement. », donc, être sous le charme, c'est être sous l'effet d'une formule incantatoire... : « Être, tenir qqn sous un charme; briser, dissiper, rompre un charme. » Hélas, madame, hélas...

Dans le vers suivant, malgré l'élément liquide, elle s'imagine que la lune baigne les deux, et du rêve romantique du clair de Lune, il ne reste que des poussières, car la lune d'A B est... pâle (comme sa traduction...). Puis, ce » n'est pas le vent qui froisse (peut-il être antipoétique, ce verbe !) les roseaux, mais ce sont les roseaux / les joncs qui bruissent / frémissent au vent. Ce bruissement fait pendant au murmure de l'eau, n'ayant nullement une composante inesthétique, comme le laisse entendre la traductrice par le verbe *froisser* (nous suggérant aussi son déverbal *froissement*). Le dernier vers de la 4<sup>e</sup> strophe est bien le der des ders, étant tout à fait cata(strophique) : « Unduioasa apa sune » devient chez elle, attention, attachez vos ceintures : « Que l'eau tinte, musicale... » Alors là, on aura tout vu ! Consultons le TLF : Tinter : « [Le suj. désigne une cloche, une sonnette ou un timbre] Produire un son métallique vibrant. Synon. résonner, sonner. » et « produire des sons semblables à ceux émis par une cloche ou une sonnette qui résonne. » ou : « Faire entendre des tintements selon un rythme donné pour annoncer un événement. Synon. sonner. Tinter le tocsin. » Les oreilles peuvent bien vous tinter, mais jamais l'eau, elle peut murmurer, chantonner... Pour comble d'infortune, elle postpose un adjectif : *musicale* après le verbe *tinter*, alors qu'elle aurait dû user d'un adverbe de mode : musicalement, tout au plus. Mais voyons ce que cela a donné dans notre réécriture :

Ainsi flotter, ensorcelés,  
Au clair de la lune, douce et blonde –  
D'ouïr les joncs bruire au vent  
Et le tendre clapotis de l'onde !

*Se non è vero, e ben trovato...* (Si ce n'est pas vrai, c'est bien trouvé).

Comme de juste, vu que le début augure de la fin, sa traduction finit en queue de poisson... Chez A B, le Poète s'énerve, pique une colère blanche, marquée par la présence de l'Impératif (presque une injure, car très vocatif...), alors que chez le Poète, il n'en est rien... Le deuxième vers de la dernière strophe est une suite de mots sans... suite : « Seul, en vain, mon lourd fardeau », des mots

apparemment sans rapport entre eux, le fardeau devient sujet / actant ; l'équivoque guette cette strophe ; à lire les trois derniers vers, il résulte que son lourd fardeau est seul près du lac si bleu, qui tremble (qui ça ? le lac ou son lourd fardeau ?!), surchargé de grands lis d'eau... Oh là là, mon Dieu ! Une fois de plus, la traductrice se méprend sur le sens des mots : *surchargé* n'a rien à voir avec *încarcat* du roumain, où il signifie, répétons-le : *jonché, parsemé*, en fait au sens de : *orner, enjoliver* si l'on veut.

Nous craignons presque de tirer des conclusions, mais avant d'y procéder, voyons notre solution, pour le moins meilleure que la faribole que nous offre A B :

Mais elle ne vient pas. Solitaire,  
J'ai beau souffrir et soupirer  
Au bord de ce lac tellement bleu  
De jaunets d'eau tout parsemé.

Pour en venir aux conclusions, jetons d'abord un coup d'œil à sa *Note sur la traduction*, d'où nous apprenons, avec un serrement de cœur, qu'elle a déjà publié trente poèmes d'Eminescu aux Editions de l'Aire de Lausanne, en Suisse. A notre grande surprise, et surtout à notre grand étonnement / ébahissement, la traductrice affirme avoir essayé de respecter / observer au plus près la prosodie originale. Voyez-vous, s'il est vrai que *Qui ne risque rien, n'a rien*, il n'en est pas moins vrai qu'on ne gagne pas à tous les coups... et vu les coups qu'elle a portés à Eminescu (dont plus d'un mortel...), elle ne pouvait pas y trouver son compte, d'autant moins y gagner... En tout cas, nous lui remercions pour nous avoir donné l'occasion d'écrire cette étude, en mettant la puce à l'oreille à ses lecteurs et admirateurs, mais aussi à d'autres amateurs de traduire les inégalables poèmes de MIHAI EMINESCU (Majuscule, s'il vous plaît !).

Si peu en chaut à un éditeur étranger s'il s'agit d'une bonne ou d'une mauvaise traduction, vu que cela peut avoir le don de flatter son orgueil personnel (tant mieux si les Roumains ont de tels mauvais poètes, par rapport aux nôtres !), nous nous demandons pourquoi des éditeurs respectables et honorables, comme Vitruviu, acceptent d'*acheter* les yeux dans la poche de telles inepties, car – et là, nous demandons pardon tant à la traductrice – que nous estimons pour ses qualités humaines et littéraires – qu'à l'éditeur, aucun vers, pas le moindre vers du superbe poème *LE LAC* traduit par Annie BENTOIU, n'est digne d'attention, ne mérite pas d'être retenu et nous nous demandons quel a bien pu être l'effet d'une telle lecture sur les f / Francophones, d'autant plus sur les francophiles... Désastreux, à n'en point douter !

Confusions, redondances, constructions superfétatoires, altérations de sens, équivoques et ambiguïtés antipoétiques, le rythme éminescien brisé, la musicalité cassée (bien qu'elle n'ait pas cassé les vitres !...). Au lieu d'un hymne à l'amour, à l'être aimé - en original, on lit en traduction une sorte de lamentation, pis encore de jérémiade, changeant jusqu'au sens éminescien de l'amour !

Cette traduction en tous points irrespectueuse d'Eminescu est une honte pour moi en tant que Roumain et traducteur, elle fait honte à Eminescu et à ses lecteurs (tous tant qu'ils sont encore...) et n'a pas le don d'éveiller l'admiration des étrangers pour les Lettres roumaines, pour le peuple roumain qui a pu donner un tel Poète comparable à Dante, Shakespeare, Ungaretti, Shelley... Mais cette piètre traduction ne fait que contredire ceux qui le comparent à ces Grands Poètes de la Littérature universelle, hélas ! Et pour cause !

Et là, je ne peux m'empêcher de relater une fois de plus ce qui m'est arrivé à Satu Mare en 1993, après que George Vulturescu a offert au Poète français Laurent BAYARD et à son compagnon, une antho de poèmes éminesciens traduits en français par Elisabeta Isanos ! A une heure du matin, j'ai entendu des

coups violemment frappés à la porte de ma chambre d'hôtel, des coups de pieds, peut-on se figurer ça ! J'ai ouvert tout de suite et Laurent B. a jeté le livre par terre, au milieu de la chambre et m'a asséné, avec véhémence : « Est-ce ça votre poète national ? Vous appelez ça poésie ? C'est une honte ! » Et de retourner dans sa chambre, sans autre forme de procès...

J'avais envie de hurler, de pleurer, car je n'y étais pour rien... J'étais allé moi-même aux éditions Litera pour leur proposer mes traductions d'Eminescu, mais je fus refusé quasiment impoliment, l'unique argument étant : « Nous avons déjà reçu la meilleure traduction possible ! ». On aura tout entendu ! Et dire qu'Eugen SIMION de l'Académie Roumaine a vanté les mérites de cette traduction-là..., le jour de la présentation et du lancement de l'antho, en grande pompe ! Quand nous lui avons demandé de reconsidérer son point de vue, il s'est dit désolé, car il n'avait pas eu le temps de feuilleter le dit volume, ayant fait confiance à l'éditeur...

Quels sont donc les ressorts intimes qui poussent de tels traducteurs à commettre de tels impairs ? Une question que je réitère, en toute innocence... Il faut tourner sept fois sa langue dans sa bouche avant de parler, dit le proverbe... Dans un premier temps, s'abstenir (je doute, donc je suis, n'est-ce pas ?) ce n'est pas en finir de traduire, mais l'occasion d'y réfléchir, d'y regarder de plus près, de tout bien peser dans la balance du juste milieu... Si l'on accepte que l'on doit ménager la chèvre et le chou, pourquoi ne pas accepter l'idée qu'il faut ménager tant l'auteur traduit, que le lecteur à qui cette traduction est destinée ? Pourquoi ambitionner de manger la chèvre et le chou, au lieu de les ménager ? Pourquoi manger la consigne ?...

C'est une traduction faite dare-dare, à la va-vite, « sur les genoux » comme on dit en roumain... A qui peut servir une traduction pareille, car elle ne rend que de mauvais services à la littérature roumaine, en la calomniant, tout en nuisant à la cause de notre image, de notre bonne renommée du moins dans le domaine des lettres, des arts et de la spiritualité ! Sans parler de l'image abîmée (on a abîmé son portrait, argotiquement parlant...) de notre plus Grand Poète ? Qui paiera les pots cassés ?! Les absents ont toujours tort, n'est-ce pas ? Eminescu est le grand absent et surtout le grand perdant, les lettres roumaines s'ensuivent et tout le peuple, car on ne savait rien nous autres de son intention de traduire de la sorte un tel poème et un tel Poète !

Nous concluons cette étude par une question-proposition : les grands projets d'envergure nationale, ne devraient pas des fois être soumis à l'attention et à la révision d'un conseil formé des grands traducteurs littéraires du moment ? Et si l'on obligeait les maisons d'édition de soumettre de telles traductions des grands représentants de la littérature roumaine, à l'attention et à l'approbation du Ministère roumain de la Culture ? Qui forme préalablement un tel conseil pour toutes les langues de circulation internationale ? A y réfléchir.

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## Where Are You Going, Humanity?

Constantin Frosin<sup>1</sup>

### Preamble

On the sidelines of life, stands... starting point - Genesis

On the sidelines of Genesis stands Death

In the center of the Periphery, stars... the Centre

In the center of the Center, there is the point. No point, no Center...

At the origin of the Center and of the Periphery, there is a point.

On the sidelines of the Point, there are so the Centre that the Periphery...

The Point, unlike the Centre and the Periphery, has no limits. The only Nothingness limits the unlimited Point...

From *Ne/No* to *Point/Not* at all, there is but a No... In the presence of *Pas*, Point becomes positive, or if you prefer, disappears as Negation...

The Point, the infinitely small ... The Infinite, the infinitely large...

And the Centre, then? Can we speak of the center of a Point or of the center of the Infinite?

Not even of the Centre of the Periphery, the less of the Centre of the Marge...

The Centre, would it be something that “is between” willingly or by force in the infinitely Grand/Large, which is unrealistic and utopian? Can we redefine the Infinite with the means at hand? Or «le S entre», but what is this «S»? The “no-Tr” (sans Tr) could mean the abandonment of materiality (Tr is for the land, for example).

One question remains: this center does it really exist? Compared to what? What geometrician/surveyor (or Geo-Master...) could decide? Or there he has that thinks he’s the Center of the world, or the navel of the Earth?

Alas, everything passes, everything breaks while tired... In the past, we dreamed of a storefront, now it's the Rush Green, the return to Nature - only, this does not risk lead to a recurrence of the Noble Savage? This is not likely to lead...

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According to evolutionary spiral, every point is a center and any center becomes a point... No trace of a Centre, but just a too small Point... Or, more down to earth (with a mundane speech) , we speak of greatness and decay of a society, a state, a nation...

Apparently, the space is the place where East passes (in the West), is the place where it is it is appropriate to speak of the animation of the place, the place where life lives, where a life is intense all points of view: economic, political, cultural etc.

But is it true that everything is going to the center? Jacques Chaban-Delmas said that “The center is stationary: the wheel forwards, the center does not move”.

It was Alain Reynaud who applied the model center - periphery in his book *Society, Space and Justice*, in 1981. The Centre is the place where one enters in the heart of the matter, in the heart of the issues to the agenda, in the field of life and living matter. This is the place which imparts a rotational movement of revolution, while the periphery is driven it, in a revolu (=past)-tion of movement. It's a bit like the sun that illuminates, and the Moon, which is illuminated. Without a center, the periphery cannot choose which way to turn, could not cope... And I mean a center because no matter the Periphery that nests in the center of her world, she needs a center, a point, that's all. Or a Point is / knows All?

In his typology, Alain Reynaud distinguishes, beyond the peripheries, blind spots (such as the Sahel, the Andes, the Himalayas), “abandoned by the centers,” or isolated “relying on their own strength” (Korea north). The geometric metaphor of center and periphery is often used to describe the contrast between the two basic types of places in a system: one that controls and benefits from the center and those affected in peripheral position. This conceptual pair backs at least to Werner Sombart (*Der moderne Kapitalismus*, 1902), if not to Marx (relationships city / campaign) and was used by the theorists of imperialism (Rosa Luxemburg, Bukharin) but it is economists studying inequalities development that gave it its contemporary form (Samir Amin, *Unequal Development*, 1973).

But especially at the global level that it made a fortune, as equivalent of developed world / underdeveloped world or North / South. Centre / Periphery allow description of the opposition of places, but mostly offer an explanatory model of this differentiation: periphery is subordinate / conditional because the center is dominant - and vice versa. Thinking in terms of center (s) and periphery (s) allows a reflection on the interaction between the scene of the World: reciprocal dependencies where inequalities are the rule, but that does not work one way. In order for the couple to have meaning, it must exist relations between the two types of places, so flows (of people, goods, capital, information, decision...) and that these relationships are asymmetrical (unbalanced balance of flows, hierarchy of power relations...).

The center is central precisely because it benefits from this inequality and, reciprocally, or periphery (s) are characterized (s) by a deficit which maintains their dominated position. The described system is self-regulated: the center reproduces conditions for its centrality and vice versa for the periphery. Speaking of dominated periphery is so redundant. However, precisely because it is based on a logic of exchange (uneven), the system is dynamic.

1. THE CENTRE This is where things happen: This definition applies to all scales. We talk about development center, home or Northern Region, we define the center around several criteria: a certain population mass, significant production capacity, a high standard of living and seniority development relative to neighboring territorial subsets. The center also requires a capacity for innovation and ability to attract and promote the concentration of activities. Finally, the center is associated with the notion of power (headquarters) So the center is “the place where one gives orders.”

2. THE PERIPHERY. It is defined negatively to the center and is characterized by a lower standard of living, less elaborate productions and especially by weakening and loss of tissue from the center. Net migration and long-term financial balances reveal inverse process of the home area, and contribute to the gap center / periphery, one of the main handicaps is the lack of autonomy in decision-making matters.

However, we distinguish different categories of peripheries, depending on the nature of relations with the Centre: If the Centre becomes congested, crowded with too many activities, then pours into the Periphery (which may be geographically close or more distant) lower quality activities, some flows (investments) are reversed. It comes out an *integrated or attached outskirts*. The Centre needs labor-intensive and cheap or natural resources in certain peripheries: the center economic actors will enhance them. Thus is born an *exploited periphery*. The Centre finds no or very little interest in some peripheral areas, which are then abandoned (except food aid and loans): they are *neglected peripheries*. Finally, there are sparsely populated areas, where the constraints are many, they are *the blind spots* where sometimes locate pioneer fronts.

Worldwide:

Centre = Australia and New Zealand + the Triad is to say:

- North America (USA, Canada);
- Western Europe;
- Japan.

Why? The HDI is strong, the GDP, too, is where we find the decision-making centers.

The rest of the world is the peripheries that can differentiate:

- Integrated periphery: for example, the Pacific coast of China. She sees it converge investment flows from around the world and especially of the Triad. If this space has experienced economic growth of 10% per year (which will no doubt tomorrow, one of the central components), it is the industrial activities with low added value, such as textiles, which make up the bulk of these investments.
- Exploited periphery: for example, the oil producing countries of the Persian Gulf where the center procures oil.
- Periphery neglected: for example, the least developed countries in Africa. These countries are poorly integrated into the global economy, have a very low HDI, etc....
- Blindside: for example Antarctica where the cold is a major obstacle to the development of this space.

To a certain scale, a space may be considered a center, while at a scale with a wider space, this space becomes a periphery. Conversely, a wide periphery of a State may be in the center in the world.

Example: the space center in China's Pacific coast. It concentrates most of the population, the bulk of economic activity, decision-making centers are located there (e.g. the capital Beijing). At the scale of the Pacific coast, however, China's Pacific coast is a periphery because: the average standard of living is lower than Japan (center of this space); industrial activities that are installed are primarily enforcement activities (textile, manufacturing sports shoes); lower capacity for innovation (the "designers" are in Europe, the USA and Japan).

Another example: at the scale of the United States, the Midwest is a periphery because it is a farming area. Or: it's raw products; they are sent to the coast to be exported there (the downtown area where

centre-spaces are located); prices of most of these commodities are set at the Chicago Bourse (Stock Exchange) where are the “principals” (hence a lack of decision-making authority in the Midwest). Yet globally (where we will neglect this national characteristic), the Midwest will be included in the inner spaces as part of the US.

By the polarization it generates, the Center is a powerful driver of territorial integration. However, the asymmetry of the exchanges is based on this integration. With lower levels of life, the periphery, often isolated and insulated, sends massive migration flows towards the center. It is dependent, subordinate, and always comes in negative relative to the center. Its main weakness is the lack of autonomy in decision-making matters. Like the infernal couples, center and periphery are inseparable. They only make sense in the dialectic relationship between them.

A dual representation of the world. Fernand Braudel identifies centralities World economies that have followed since the Middle Ages around a major intersection or a political capital such as Venice, Antwerp, Genoa, Amsterdam and London. By an extraordinary ability to accumulate wealth, these cities have, in turn, accounted for the main center position and organized for their benefit the entire global space. Today, although everyone agrees to think that there is no center of the uniqueness and the need to identify major polarizations plural in order not to sink into a too simplistic schematic, it is clear that the United States - or more precisely their Northeast facade - are often described as the center of the world. The main center with the two secondary centers that make up the European Union and Japan then define the Triad, seen as the potential economic, financial, political and cultural world.

Too media image of the “blue banana” wide main road between the southern UK in Northern Italy, and the most recent figure of the Pentagon have had the effect of freezing the organization of the European territory in a dualisation too simplistic. The center-periphery concept is a great representation of the world based on territorial continuity where distance and proximity are perceived as very structuring factors. Asking the distance as spatial organization principle, the concept expresses the idea of a progressive decrease in the concentration gradient, power, power and wealth from the center to the periphery. The position of a country relative to that center becomes serious consequences. But this representation of the global space ordered in a regular hierarchy “zones territories” from the center is increasingly questioned. The global system is a matter of networks. The center-periphery model is based on an economic and social macro reading the global space. Now it has become difficult to read even incoherent globalization as a great opposition between state geographic blocs, regional or meso-regional. The periphery is present in the center: the overall metropolitan areas include, for example, socio-spatial groups in situations of exclusion and marginalization. And international level centralities structure the peripheral areas today. The increasing interweaving of centralities situations and peripheral positions makes today the concept of center-periphery operational or less obsolete. However, the need to go beyond this concept does not mean a reduction or deletion of inequalities on the surface of the globe. Quite the contrary.

But can we talk of center and periphery in the case of the EU? Where is the center? Or, located in the part considered the center? This does not mean that it is an organization rambling... Like all good things are three, one can rightly speak of three EU-motor centers: Berlin - London - Paris. Despite the so-called three European capitals: Strasbourg - Brussels - Luxembourg, who do what they can, except that key decision makers reside in the three previously mentioned cities. It is from there, Great Trinity that leave the decisions to be review and analysis by the three capitals forming, like it or not, the little trinity... (Note which side upper bend...). Would it be more of a three-headed hydra? Or a multi-Céphale dragon? And state some ancient monster, doomed to scare? Who then? In the United States,

half as much, no, not at all... So, Russia? Too bad, this is not the case, oops... (and yet, it stinks, alas). Or in BRIC? It pays no bricks...

For an innocent game of words (without any idea behind the head...) Could periphery of both derive, say (ask...) to perish-Ferit? Pays, laughs, does/makes, laughs! Well who laughs last laughs? Is it valid in this scenario? Airhead, I said to myself, disapprovingly... But no, and freedom of thought? Better to think that heal his wounds, is not it? And Pheri (e) he has some connection with holiday, holiday, given the large number of unemployed people who live there? Or plague / phere? Is that why we avoid like the plague the periphery in preferring the center? And would therefore be off-center residents of the suburbs? Of-center bent to crazy/nuts it is only one step... Is not it? The center, the place where we will enter all of Paris say, in the Beau Monde... and the periphery would it be the Ugly World, or so the Third World? What is in the end... without necessarily wanting to play games... Finally. Such counterfeit verb could refer to introduce, or rather to insinuate? Finally... Or sneak, slip... Too pejorative, is not it?

And if it were accepted that fall could mean down to the grave, why do we accept that periphery might relate, as we said above, a kind word perish-struck, id is the place where you perishes (slowly but surely) without firing a shot! Or center he refers to “no trrr...” landless id is attached to the soles of shoes, or else no yokel? The center is this something that has nothing to do with the land in the country, so this is the image, the emblem of the city or residential area where there are only nobles and elected... In other words, it is the paradise of the rich and comp.? But Cent TR could mean anything? TR refers to transportation, to Summary in Turkish, in Test Report to Technology Review No... would be better: without (top) Turkish without Summary tables without (means of) transport to avoid pollution, is -this not? And then the car would turn around, is not it, because the center... that focuses more and more...

Too much focus to remain the center, the center may turn into points on the periphery... A perspective center easily transformed into the center of rotation, to give you vertigo (which is true God while worm as a rod...) The center of molting seasons in the center of the darkness, a center of attraction can turn into a center of pressure... But the Centre may lose its center of gravity, and the periphery is not in the center (does not feel at ease...). A vital center derives from a nerve center (?), A motor center may fail or seize... The business center is not always the center of civilization... and a small neighborhood center will never become Centre... not even downtown... And the outskirts will never be linked to a common center!

“Western Europe, the center of our concerns, “said JR Bloch in *Fate of the Century* in 1931... From the center of what policy we are the object? Finally... And to think that the geometric definition of the center said that it is “the inner point equidistant from all points of a circumference or the surface of a sphere.” Would we be so distant from each other...? Never do we find each other? Will not anyone ever be consistent nor accepted?

And the periphery, about “all the outlying neighborhoods of a city center and located on either side of its limitations (suburban suburb).” It's funny what you can get the feeling of being on the periphery of Europe, the rest of us... Yikes!

While it is true that every point is at the origin of a center, that any point can become a center, it is nonetheless true that every center can become point drop in its center... What a setting in abyss... This should leave us thoughtful is that said point can be strategically vulnerable but also a point of support but also a hot spot, a strength but also a sensitive point, a point of attack or point rallying, a starting-off point to point but also a landmark but a point of no return as an arrival point or hotspot, an



attachment point or return point, a black point or terminus point a drop point or impact point, a zero point or dead... A material point or point-event, a fixed point or a neutral, an extreme point or an end point...

But we can also talk about melting point, boiling, freezing, saturation, many points more or less critical... obscure points or sensitive issues... The only nothingness has no center, and there, points are lost as the centers...

But we have enough chatted about this and that... Let us come to facts, a good time! What good so much theory if the practice is lacking? Let us rather see if the navel center may affect the marginalization / marginality on the periphery... Geopolitics loses sight almost two fundamental laws governing the mutual relations between Great and Small, Strong and Weak, Rich and Poor: the law of compensation or balance, and the law of attraction.

The first says that every point A will in turn B, C, D etc.... to become a point Z, then everything starts again because the long ascending and descending curves found all these points and evolutionary spiral is never linear, thankfully... Point Z will grind the mill point A, as they say, and vice versa... You have to go through all the stages and steps, finally, it must pass through there, it is inevitable or natural-vitable, if is preferred...

The second law is that every little attract and become great, to the chagrin of the major, it is the same for the weak that attract (the beautiful satire!...) to become very strong, to the disadvantage of the strong... that do not attract them at all (why?) and that's what makes their misfortune...

There is indeed a third law, which says that everything has an end, sooner or later, even the large financial and military empires... Even the weather returns to zero, where the day will O seconds... All cyclically returns to its point start, and there, there is neither large nor small, neither strong nor weak; this cyclically driven past and future...

Science affirms lately that day has no longer (since 1986) but 16 hours (depending on Schumann and Hartmann radiation). If space folds and compresses, time thins and shrinks, how the large empires want to resist indefinitely in time and space? The United States hopes in vain to drag down here, they can at most become embedded... in the earth's crust. Like other empires that merely limit for the time being to fart higher than their ass: Russian and Chinese. What begins, must finally end...

One thing is clear: the rich aspire to become even richer, which means, inevitably, that the poor get poorer... What is seen with the naked eye, is that the more States unite in Unions of states, the more dissension, the more the poor envy the rich and will be angry against them, which may in the long run, cause movements of revolts, which will be called civil wars, because they all ablaze EU for example...

As for Romania, this country is not a periphery of the Europe, I think it keeps the middle way, being on the middle of the roads... But our ancestors, the Daces, had an enormous empire for that period of time, and now, we are a little country... That is the destiny of all the empires! The Centre has to become a Point, the Periphery to become a Margin... Sometimes, the Centre becomes a Periphery and the Points form a Margin... History repeats today and will continuously repeat... That's the lesson of Life!

As a conclusion: The center / periphery model is a robust heuristic capability, provided they do not trivialize to excess. It is appropriate to reserve the use in the formalization of any system based on unequal relations and not to use it as a simple description of spatial gradient or differentiation. The idea of center, as in geometry, evokes first a privileged position. The structure center - periphery created by a combination of the two preceding criteria is source of inequalities, asymmetries,

polarization and domination. Just look at the world map! Leave things as is! As they are! They will change of course! In the good sense of the word...! And in the good direction...

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**The Contribution of the Emotional Intelligence on Social Services for the  
Homeless People**

**Gabriela Duret<sup>1</sup>, Nicu Duret<sup>2</sup>**

**Abstract:** Insuring the access to an adequate housing is frequently a pre-condition for the exercise of many other basic rights that any individual must gain. Lacking the access to civilized living conditions probably signifies the most serious manifestation of social exclusion. Lacking a home is synonymous to the extreme poverty, in fact, representing more than a life contingency but the extreme frame of a deficit of means and opportunities. The term "homeless" defines a human condition which is hard to believe that someone would have problems in understanding it. However, almost everybody who uses this term uses a different definition to define it. These definitions become mere "instruments" which justify the action or the lack of it depending on who uses it. The condition of an adult homeless person presupposes a series of attributes which define it. Therefore, the state of isolation, marginalization, alienation and social exclusion have extreme outcomes within the frame of emotional, relational and social integration. In this respect, there must be built and improved new programmes and social services for the benefit of the homeless persons. As a result of the work experience with these homeless persons I identified some stages of the adaptation to the street life. It is self-evident that the psycho-social degradation is a process and not a gradual evolution. The intervention of the specialists through the specialized services is vital for the improvement of the quality of life for these beneficiaries of welfare work. The present research develops a strategy related to the social services in Braila offered as a method of social reinsertion of the street life, especially those from the municipality of Braila.

**Keywords:** welfare work; social services; homeless persons; social reinsertion

## **1. Introduction**

Insuring the access to an adequate housing is frequently a pre-condition for the exercise of many other basic rights that any individual must gain.

In other words, insuring the access to a decent home signifies the basis of the attainment of an impartial society in which every individual may play an active role. In this respect, one may say that the access to housing embodies the main factor of the social inclusion. "The homeless adult is that person who does not own a house and lives in the street (in the parks, markets or on the flight of stairs), who finds him/herself in a crisis situation at the mental, communicative, health, social, juridical level caused by the absence of a shelter or by the impossibility of mustering the efforts so

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that he may obtain an identity card, a job or to reinstate his/her position in the family and by the exclusion from the external services (public medical-social services)<sup>1</sup>".

The state of an adult homeless person presupposes a series of attributes which define the state itself. Thus, the state of isolation, marginalization and social exclusion has severe effects on the emotional, communicative or social level. Therefore, the access to a home becomes the basic element of social inclusion.

"The social exclusion appears as a multidimensional and multifaceted concept which, applied to the category brought forward, includes aspects such as psychosocial vulnerability, the hostile attitude of the community towards them or the poor legislative milieu". (Muntean & Sagebiel, 2007, p. 229)

### **Emotional Intelligence vs. General Intelligence (IQ)**

Although this paper seeks to explain the advantages of emotional intelligence should not be overlooked general intelligence as measured by IQ. In fact many psychologists still believes that IQ is only that can guarantee success. If you are a smart, if you have a high IQ if you graduated from a recognized university, or a higher qualification, you cannot worry about. IQ is very important, but to increase your competitiveness, you need to build your future development plans Encompassing own emotional intelligence. Based on the adaptive role of emotionality was found that people who have an IQ (IQ - an index of development level of intelligence, mental age determined by reference to chronological age) or high academic intelligence is doing very well developed, much less everyday life, while another group of subjects, but have a lower IQ compared with the first, had good results in practice.

Where did the question: "How do they manage to have success in critical situations, to cope with life circumstances at any time?". asked people on the streets to demonstrate what they understand by an intelligent person. Following analysis of responses to the survey concluded that they have a different skill than academic intelligence, able to overcome obstacles which makes everyday life (Goleman, & Boyatzis, 2005). This ability was originally reported to social intelligence, which refers to the ability to understand and establish relationships with people. Unlike IQ, which changes very little after adolescence, emotional intelligence appears to be largely learned and continue to develop as we go through life and learn from experience. Our expertise in this area can continue to grow, and for this there is a popular word: maturity.

Unlike IQ, emotional intelligence (EI) has proved to be a more reliable predictor of success in personal and professional life. IQ and not IE opposing powers, but rather separate, yet one can not operate at its maximum potential without the second. It is useful to note that there are often differences between the innate potential of a person's emotional intelligence and its development potential throughout life. Each child is born with a potential for emotional sensitivity, emotional memory, emotional control, with a potential ability of emotional learning.

This innate intelligence can be developed or altered by life experiences, especially emotional lessons given by parents, teachers, professors, family, etc.. during childhood or adolescence. These lessons can have a positive or negative, unhealthy on the evolution of innate emotional intelligence. It is possible for a child to start life with a high level of innate intelligence, then heads to unhealthy emotional habits from living together in family abuse. Such a child will be when it grows, a much lower level of emotional intelligence than the level it was at birth, because lived experiences during

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<sup>1</sup> The Romanian quotation is from (Muntean & Sagebiel, 2007, p. 228)

childhood . On the other hand, it is also possible that a person has a low level of emotional intelligence at birth, but received a positive emotional growth and modeling in childhood, it will increase its level of emotional intelligence. However, the child's emotional intelligence is more easily altered than developed, following the principle that it is much easier to destroy than to build.

Currently, models including the model of emotional intelligence Mayer / Solovey / Caruso combines variables measuring innate emotional (emotional sensitivity, emotional memory, emotional control, emotional learning ability) with the same environmental variables influenced.

## **2. The Factors of Social Inclusion in the Case of Adult Homeless Persons**

There is a concurrence of reasons involved in giving birth to and maintaining the phenomenon of homelessness. These reasons followed from the statements of interviewed persons in the Emergency Center for the Homeless Persons in Braila.

**The family disputes.** The tenseness of the family climate may result in the coming out of certain major conflicts between the conjugal partners, parents and children, brothers, relatives etc. induced by the lack of incomes, sometimes amplified by drinking or mental problems of some family members. It may also bring about the family members' driving away, the home abandonment or even the family abandon on the part of a conjugal partner.

Divorce is one of the main cause that has determined the loss of the house. In this case, men are frequently evacuated from their house. At a small interval after the evacuation (when they consume all the resources that have remained), some of them are not able to maintain a socio-economic balance, eventually, ending up by adapting to a new way of living-the street life.

There are also cases in which individuals may make an earnest request to the alienation of the house so that they may afford a cheaper house, move in the countryside, move with a relative, start a business, etc. Later, when the money are spent (before investing in a more modest house), they end up in the street. These individuals either have moderate incomes or have endorsed loans with their own houses for their personal or other's business and they have not been paid.

**The loss of the job** results in the reduction or total absence of the incomes, which gives rise to both the impossibility of paying the upkeep of the house or the rent and the appearance or aggravation of family conflicts. One may assert that the loss of the job has as an outcome, in many cases, the loss of the job.

The impossibility of paying the rent or the upkeep of the house led to the accumulation of small debts that have had as a consequence the evacuation of the tenant or the annulment of the rental agreement.

There are other cases in which certain individuals have desired to sell their house but they have been cheated and have not received any money. The circumstances in which these frauds happened are multiple such as: determining to sign some papers without receiving any money, selling through false estate agencies, underestimating or cheating the elders with a low discerning capacity.

**Imprisonment** brings about, in many cases, the divorce or gives rise to the impossibility of paying the rent and the upkeep of the house or to the loss of the job. In this situation, since they cannot find a place to work and a house with a small rent, they come to enlarge the number of homeless persons.

In spite of the fact that these causes are separately recorded, they do not act on their own but they are interrelated. Thus, they reciprocally interact and appear in the majority of the cases in which two or

three causes may interact together. For instance, the loss of the job results in the lack of financial resources, family conflicts, divorce or the loss of the house. Imprisonment, in its turn, leads to divorce or to the impossibility of paying the rent which leads to the annulment of the renting agreement.

The first two observations may lead to the conclusion that the state of the homeless persons is favored by two types of factors:

1. external, environmental-the loss of the job, the lack of the financial resources to pay the tenant's expenses or the repair of the damaged buildings, the selling of the house, the fact of not ever having a personal house, the state of the orphan or abandoned.
2. internal, of personality-individuals who can be easily influenced, malefactors, mental disease, limited internal resources.

### **3. Categories of Homeless Persons in Braila**

The welfare worker admits the fact that being a person in a crisis situation does not necessarily mean that h/she is a homeless but finds him/herself in social and straitened circumstances related to housing.

The heterogeneity of the public makes the characterization of the standard portrait of the homeless person impossible and furthermore the outlining of a typical trajectory of reinsertion which would follow the string from the street to the private house getting through the emergency services, reception houses and overnight shelters.

Moreover, resorting to categories of beneficiaries we may have a useful representation of the necessity or adequacy of particular services to different types of needs.

I shall attempt to present a typology that relies on different types of factors (age, gender, problems).

- Isolated women-this particular category encompasses two other representative cases; on one hand, elder women accompanied by youngsters and, on the other hand, the very young mothers;
- The families with many members-are very vulnerable because, on one hand, the centers specialized in granting emergency social services are in a small number and do not have adequate infrastructures to shelter them, on the other hand, the condition of the property rental market does not allow them to identify a house suitable for their structure and resources.
- Adult youngsters-is another category whose presence is constant in different services. The invoked argument to explain this phenomenon takes into consideration the degradation of the socio-economic context which includes mostly the youngsters, mainly the ones with lower qualification. This category also encompasses the youngsters coming from the institutionalized employment system who, once coming of age, do not attend courses and are excluded from the system of social protection.
- The elders-a category for whom the reinsertion process proves to be extremely difficult, especially because of the health problems. On the other side, there are missing structures for the welcoming and insuring the adequate treatment for their particular problems.
- Persons with psychiatric disorders-the welfare institutions are increasingly confronted with the presence of the beneficiaries having psychological or psychiatric problems which cannot be dealt with because they do not have the necessary abilities. They are sent to the sector of welfare work

through the sector of mental health which considers that their problems they encounter belong to the social sphere. There are also beneficiaries who get out of the psychiatry hospital or in which the psychiatrists suspect that their condition does not require hospitalization but a mere ambulatory investigation.

The construction of categories proves to be indispensable. For the professionals, it allows the defining of the institution's project and the adaptation of a professional practice to the characteristics of the beneficiaries. In the case of public authorities, this typology allows the adaptation of the social politics and the establishment of the priorities of action.

## **II. Trends of Development of Social Services Conferred to Homeless Persons in Braila**

### **II. 1. Actions for the Needs of the Persons in Social Emergency.**

#### **II. 1.1. Action in Social Emergency.**

##### **A. On Defining the Emergency Situation.**

In the case of emergency situations at least one of the basic needs of human kind is not satisfied: to feed, to warm up, to wash, to sleep in a secured place, to be in a satisfying health condition.

##### **B. Identifying the Needs Specific to the Emergency Situation.**

- the need for food;
- the need for shelter;
- the need for security;
- the need for medical assistance;
- the need for adequate clothing, a protection against the cold;
- the need to be considered a human being.

##### **C. Necessary Services**

- consulting room;
- emergency shelters;
- services of out of doors socio-medical assistance;
- services of information and guidance;
- distribution of clothes and warm food during winter;
- services of hygiene (laundries, showers);
- medical assistance on conditions of infirmary.

##### **D. On Defining the Getting out of the Emergency Situation**

Getting out of the emergency situation means that a person is assured the decent surviving living conditions (the respect for the human dignity) and the physical and mental integrity are not threatened.

#### **II. 1.2. Post-Emergency Actions**

##### **a. On Defining the Post-Emergency**

The Post-Emergency represents the period of psycho-physical recovery and of restoration of the social status (identity cards, the contact with the relatives, acquaintances, connections established with welfare workers) in which that person has the possibility of reassessing and remodeling a purpose for the following period.

**b. Objectives**

- the existence of proximity services of psychosocial and medical assistance;
- the existence of some day services with unconditioned access;
- the access to information;
- the existence of certain networks of social support.

**c. Specific Activities**

- unconditioned services of social, psychological and legal advice
- services of medical assistance
- - day centers (where the idea of interpersonal contact and the valuation of social utility should have the precedence)
- night shelters
- social eating-halls
- workrooms for recovery and professional ability
- workplaces in accordance with the resources of the homeless persons

**II. 1.3. Actions Aiming the Social Reinsertion**

**a. On Defining Reinsertion / Personal Independence**

Social reinsertion is defined by:

- a person's capability to provide by his/her own basic needs (shelter, home, social contacts, health care);
- a person's state of being useful simply by being a supplier of resources, not only a consumer.

**b. Objectives**

- the access to all the public services;
- socio-professional reinstatement (the existence of workplaces in accordance with the needs of the homeless persons);
- legal protection;
- information concerning the social rights and services.

**c. Types of Services**

- social housing;
- residential day centers;
- workplaces under protection.



## **II. 1.4. Forewarning the Phenomenon**

### **a. The Existence of a Social Observer: Monitoring the Evolution of the Phenomenon**

Two of the most important characteristics of this social phenomenon are dynamics and its complexity. The more ample they are the more the interventions modalities are not well structured. In order to develop adequate services in accordance with the real needs of the beneficiaries, one may need knowledge of the evolution tendencies of that particular phenomenon, of the changes that may appear from one year to another within the structure of the population of the homeless persons and the provided services.

In Vasile Miftode's view, "the preventive system that refers to the anomic facts, deviation, delinquency and criminality includes the totality of prophylactic measures aimed at the individual or at a community which would prevent the deviant behaviour, the causes and the circumstances that may generate them".

Moreover, the author deems that the intervention and social control mechanisms in the sphere of prevention and anomic phenomena are:

1. The socio-domestic insertion of the individual whose basis is laid through a norm of "primary socialization".
2. The socio-professional insertion, that is to say, the integration of the individual in "a useful activity", in conformity both with the personal aspirations and with the societal exigence
3. The socio-prophylactic intervention in harmful and degraded social milieu and in "public spaces" that are real foci of physical, moral and behavioural infection.
4. The insurance of a permanent social control, especially during the period in which the personality of the individual (family, school, community etc.) is built.

The family and street climate should be the focus of every social actors but especially of the institutions that have the task of building the personality of the individual. In terms of the educational climate, the individual has practically a normal social behaviour or, in other cases, an antisocial one. That is why the job of the welfare worker should be accomplished on the field, in disfavored or marginalized areas.

Applying "counseling, mediation or negotiation strategies", the welfare worker will attempt to diminish the "tensed family environment" or harmful one (generated by the excessive drinking, smoking, etc.) or "the street, deviant" backgrounds (street groups) by cooperating with other professionals, in interdisciplinary teams (sociologists, psychologists, doctors etc.). The interdisciplinary teams will be capable of identifying the pre-deviant behaviours or the behavioural disorder through socio-psycho-socio-medical observations, before displaying an antisocial behaviour.

### **b. Identifying the Risk Factors**

The population in Braila is 237.276 persons, in accordance with the latest census. Such a population brings about a series of specific socio-economic problems. The fact must be mentioned that a numerous population presupposes, despite a small social distance, a great social distance. This problem is linked to the one related to the dynamics of the role-status that every individual must play. The Romanian economic situation also reflects itself at the municipal level. The decreasing of the occupational degree of the population that directly or indirectly brings revenues in the budget of the local community generated an even greater pressure towards the local authorities, which are

determined to deal with diverse requests regarding the solving of the social situations of the individual. Naturally, solving the aspects of social nature presupposes the existence of particular stable financial resources.

The behaviours associated with the phenomena of economic nature, such as alcoholism, prostitution, wandering, the loss of the house, the increasing rate of divorces. The period of transition gave rise to a series of problems of social and economic nature (the loss of the job, the reform of the system of the minor's assistance, the leaving abroad of the parents, the traffic of persons) which have become causes of the phenomenon entitled 'street children'. The Family foundation, a nongovernmental organization, authorized on the assistance of the child assists in emergencies a number of 44 minors of the age between 12 and 18, potential youngsters and adults of the street.

The socio-economic situation in Braila displays a gradually decrease of the financial resources. This fact implies the increase of the unemployment rate in a voluntary or involuntary manner (self-redundancy) and the decrease of the living standard. The loss of the job involves tensions inside the family, the increase of the divorces rate and of the persons got out of the house. The direct outcome of this situation is due to the existence of young confused persons as well as of the aggravated family conflict situations.

The gradual degradation of the economy led to the stratification of the society, the largest area being represented by the population exposed to the phenomenon of pauperization. As an outcome of this situation we are facing with groups of people who are confronted with difficulties in satisfying their basic vital needs because of the lack of the resources and the low incomes. In this case, these groups of persons reach very easily the area of the social exclusion.

The street is the area which covers and shelters a particular type of population which is the outcome of the functioning of a deficit socio-economic system. The street is a stage whose setting is continuously changing. It also offers the possibility of earning one's living without working but beyond the legal limits. With no decisive intervention in this setting, there is the danger of propagating the social flaws to the *sensitive* and *contagious* population of such behaviours, that is to say the youngsters who reached the age of 18 and left the system of social care. There is also the risk that this type of population becomes the permanent *clients* of the social services for adults-medico-social centers, shelters for the elders or permanent beneficiaries of the labour conscription of social nature offered by the mayoralty consuming vital resources of the local community. The organization of the emergency social centre may be diminished.

The increasing number of families in the street poses new questions addressed to the services of social care, the more so as nowadays we cannot discuss about a network of reception and assistance of such social cases.

The particular social problems represented by these families tend to complicate the setting of the social groups that are marginalized and socially vulnerable. The children of these families will represent the future population who lives at the periphery of the society. From this perspective, a prevention method would be the building of certain piles of social services, medical, psychological and educational-cultural that may offer the opportunities of development and socially desired patterns of surviving.

The main objectives in psycho-social assistance of the homeless adults are:

- **The reconstruction of the social behaviour markers**-the social isolation specific to those who live in the street reduces up to the cancellation of the capacity to relate to socially desired surviving norms.
- **The reconstruction of temporal markers**-having to obey the working programme (a particular day, between a time interval)-in the street time elapses differently, just on the line of differentiating between day (light) and night (darkness).
- **Assuming the reciprocal responsibility**-the lack of social identity (papers, stable adherence, belongingness to a particular group) fades away the feeling of the responsibility towards self and the others.
- **The rebuilding, improving and maintaining of the abilities of human interaction**-the human personality and psychological normality are also appreciated in accordance with the quantity and quality of the interpersonal relations to be developed which are very difficult to achieve by the homeless persons.
- **The increase of self-esteem and confidence in one's own capabilities**-by means of the achieved results within the social reintegration programme (the emotional trauma and failures in the attempt of asocial reestablishment devitalizes one's self image and underestimates the confidence in oneself).
- **The activation of personal resources with a creative substratum** which are transposed in the reality of flexible adaptation to the hardships of street life-through the involvement in diverse activities and the development of the creative capacities, these particular persons have a more realistic perception of their own resources and, eventually, they optimize their potential of social reinsertion.

The steps to follow must consider the insertion of those particular persons in a programme of both regular activities and social support. An emphasis should be laid on both the activities of occupational therapy and the protected workshops where the respective persons may become useful for the community again.

The essential role of the professionals who work with this social category is to bring its contribution to the relearning process of the social cohabitation rules. It is for this reason that the relation with the beneficiary is of utmost importance not only the providing of services (the administrative aspect) without any emotional involvement on the part of the specialist (the relational-humane aspect).

The risk occurs in the case of a dependence upon the social protection services without any therapeutical benefit. The relation with the person in difficulty must be from the very beginning extremely correct, based on clearly established rules or statements permanently recalled and obeyed by both of the partners involved.

#### **4. Conclusions**

The fact must be mentioned that one must avoid both any action that might lead to hard to achieve expectations concerning the work with the beneficiary of services and the idea that s/he might be supported endlessly in any circumstances and without any obligation on his/her behalf.

Consequently, the message must be clearly conveyed and the welfare worker has the responsibility of permanently assuring him/herself that it has been correctly understood and, if such be the case, s/he

may reinforce the remaking process through the elaboration of some contracts of service provider concluded between the beneficiary and the provider.

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## Perspectives of the Press Council in Romania

Daniela Aurelia Popa<sup>1</sup>

**Abstract:** A review of self-regulatory operational systems at international level can offer a practical vision on media responsibility tools such as press council, which represents the main focus of this study. The Press Council is a flexible structure (Zlatev, 2011, p. 18) whose complexity depends on the political, cultural, historic and cultural context of a country and the professional culture of the journalists. There are many models of press councils, so we can conclude that there is no universal model, better or less good. This study aims at providing the current prospects for the functioning of such an instrument of professional responsibility of journalists in Romania and it is based on a qualitative research based on in-depth interview.<sup>2</sup>

**Keywords:** self-regulation; moral court; prestige; sanction

### 1. Introduction

As a tool for self-regulation media, the Press Council is an *independent agency whose responsibility is of monitoring the daily performance of mass-media* (Dominick, 2009, p. 454) or a more complex definition: that apolitical and non-governmental structure whose purpose is to ensure the smooth and sane development of the life of information environment, particularly through monitoring the good journalism practice and by judging cases of malpractice (Runcan, 2002, p. 324). The Press Council has the following characteristics (Ristow, 2009, p. 5) it may cover *written press and audiovisual media* - consisting of members such as journalists, representatives of public community, covering a wide geographical area; it can be established by *a statute* - by: companies, professional media organizations or independent groups.

Most northern European countries benefit from the existence of Press Councils, News Councils or Mass-media Councils, which have expanded their activities and they are now responsible for journalistic publications. Solving complaints against the mass-media remain a vital task of the Press

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<sup>2</sup> For conducting interviews, the researcher has had a number of questions that have served as a guide for the interview and which were addressed not in a strict order, but according to the conversational flow and the reactions interviewees. By conducting interviews, the researcher was able to obtain the perceptions of journalists on the objectives of the study. The interpretation of the collected data was achieved by calling the content analysis based on categories grid. Some text units were coded according to the main and secondary themes and text passages containing similar information were placed in a grid of categories. For accurate rendering of relevant information were used both citations and paraphrases but only to support the basic text. The interviews were conducted face to face, during February-April 2013 on a non-probability sampling consisting of 15 people (journalists and media activists).

Council, but the Western countries have several roles, being complemented by academic activities, training institutions and supervisory groups (watchdog), such as: training of journalists, publishing guides of public records, helping to write and publish codes of ethics, ensuring institutional voices against government interventions, supporting a free and responsible press (Risow 2009, p. 8).

For such a council to be established, Deaver (2004, pp. 183-184) suggests the existence of certain requirements such as: a *free mass-media system*, of certain means of *private mass-media* and an *ethics for social responsibility*. Also, in addition to these conditions it must be taken into account that this board cannot be *funded* by the state or the mass-media, as the censorship would interfere, official coercion, undermining the credibility, and it may not have as members, government officials or politicians. Where these councils function, they are the first legally recognized as being entitled and obliged to judge the quality of journalistic practice (such as Medical Colleges, Councils Bars) as protection institutions, but also as media accountability. As for the members of a Press Council Miruna Runcan (2002, p. 324) considers that it should journalists union representatives, representatives of employers and representatives of the public.

## **2. The Favorable Framework: the Democratic Corporatist Countries**

At the moment there are about 50 such press councils in the world, but it is almost impossible to determine accurately the total number of press councils around the world, especially since not all are members of an organization such as the Alliance of Independent Press Councils of Europe (AIPCE)<sup>1</sup> and the World Association of Press Commissions (WAPC).<sup>2</sup>

The corporate-democratic countries tend to have relatively strong systems formalized by the media self-regulation. The first example of international press council was provided by Sweden in 1916. With durability until today, the **Swedish Press Council** receives approximately 400 complaints annually, of which 10-15% consists of official criticism (Risow, 2009 p. 8) and it has a high level of legitimacy among Swedish journalists and editors. According to researchers Hallin and Mancini (2004, p. 172), there are several elements that make the well-known Swedish Press Council particularly powerful: it has the power to fine newspapers and ask them to publish its decisions; it is headed by a judge, and the representatives of the media industry represent a minority of its members; it is supplemented by the Press Ombudsman who helps investigating complaints.

In **Britain**, where journalists have exceeded for a while the bounds of professional decency early and mid '90s, the parliamentary committees have called for the establishment of a statutory regulation, but the UK press has avoided this by establishing a system of self-regulation (Tambini, 2009, p. 66). The Press Complaints Commission in the UK (PCC) is an organization established in January 1991 by the mass-media to enable injured parties to challenge the way in which the events were presented (Bland, Theaker, & Wragg, 2004, p. 17). In the UK, the board is made up of people with expertise in media (academics, former lawyers and representatives of the public) and it is designed to deal with complaints from the public regarding inaccurate or deficient media reports (Dominick, 2009, p. 454). The Code of Good Practice, under which the Commission operates, is updated regularly and it operates alongside the Code of Ethics developed by the National Union of Journalists, and possible

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<sup>1</sup> <http://www.aipce.net/members.html> accessed on 14.03.2015.

<sup>2</sup> According to a study (Risow, 2009, p. 17) in 2009 the following countries press councils were members of an association: Armenia, Azerbaijan, Bangladesh, Belgium, Botswana, Bulgaria, Cyprus, Denmark, Estonia, Finland, France, Germany, Hungary, India, Ireland, Israel, Italy, Kenya, Kosovo, Luxembourg, Malawi, Malta, Nepal, Netherlands, Norway, Peru, Russia, Spain, Sri Lanka, Swaziland, Sweden, Switzerland, Tanzania, Thailand, Turkey, Uganda, UK, Ukraine, Zambia, Zimbabwe.

violations of the Code are the responsibility of the Press Complaints Commission, dealing with complaints and it imposes the necessary sanctions. The English self-regulation patters consider that the Press Complaints Commission plays the role of the last resort. The Press Complaints Commission is financed by the Finance Council for Press Standards (PressBoF), a body established in 1990 specifically to coordinate the actions from the media industry.<sup>1</sup>

Jared Obuya makes a description in his study (2012, p. 40) on the composition of functional press councils in Western Europe. To get a view, we detail as follows: **Netherlands** - a president, three vice-presidents (lawyers), at least ten members who are not journalists and at least ten journalists (some nominated by the Dutch Union of Journalists, others by the Chief Editors Society in Netherlands); **Sweden** - a president, three vice-presidents (legal powers), 14 members (four publicists, two from the journalistic associations, two from the press club, six members of the public) and 14 substitutes, identically distributed; Denmark - a president (member of the Supreme Court), a vice-president (lawyer), six members (two journalists, two editorial managers, two members of the public), six substitutes identically distributed; **UK** - 17 members (of which ten are members of the public including the President and seven Chief editors); Germany - 28 members (14 advertisers and 14 of the journalists associations).

The CIMA study shows that the independence of the press councils is maintained by keeping away the state's institutions from the activity of appointing or approval of the members of the press council (Ristow, 2009, p. 9). The financial aspect is another sensitive issue as press councils funding can come from different sources such as grants, international NGOs, multilateral organizations such as UNESCO, the average annual fee charged to the members of the institutions, subsidies from governments in the West, or even specific projects<sup>2</sup> or even from the state (such as the Press Council of Turkey), which is to be avoided.

### 3. The Unfavorable Framework: How about a Romanian Media Council?

The conducted study (Popa, 2014), the assessments of respondents in terms of *authority* with responsibilities in the *accountability Romanian journalists* had a common path: that of highlighting *the need* for it. This occurred within the context of several failed initiatives of the media organizations in Romania to create a functional press council. From the respondents' answers have created the following *categories grid*, in supporting the results:

**Necessity:** *can be a type of self-regulation structure (...) or it can be a coordinated and controlled institution as CNA (S1); it should be implemented by the press itself, through self-regulation (S4); something to arbitrate things (S12); it may be set as an association with a purpose, with budget and all (S14); it may be formed even by journalists (S15).*

Even if *the name of the forum is less important in the land of forms without substance (S4)*, we note that respondents attributed this structure some names and after the analysis of the frequency terms, the

<sup>1</sup> <http://www.publications.parliament.uk/pa/cm200607/cmselect/cmcomeds/375/375.pdf> accessed on 14.03.2015. *Self-regulation of the press*, Seventh Report of Session 2006-07, by authority of the House of Commons, Culture, Media and Sport Committee, published on 11 July 2007, London, p. 6. Initially, the British commission should have been financed by the contributions from industry press, organized by the Council of financing Press standards (Wilson, 2004, p. 36).

<sup>2</sup> For example, the Press Council of Bosnia and Herzegovina in 2009 organized an international conference gathering 40 representatives of press councils in the region and in Europe, in order to develop a common strategy self-regulation media, the conference being funded by the German Embassy in Sarajevo and Konrad Adenauer Foundation (Ristow, 2009, p. 20).

predominant use of the term is **council** (of honor, ethics, media)<sup>1</sup> followed by the term **forum** and then **court**. Next we use the media council term.

Out of the desire to follow a functional model, such as Swedish Press Council, created by an honorary court of justice established by the Publicist Club (Hallin & Mancini, 2004, p. 172), the Romanian respondents imagined creating this media council by the guild itself<sup>2</sup>, hoping to trigger a “mass accountability”.

*The only such authority should be implemented by the press itself, through self-regulation. The organization is as follows: there are professional associations, unions; it should also be a single forum of the Romanian press, which would deal specifically with this stuff: self-regulation, involving also the press accountability. (S4)*

*I could see it coming only from our guild and not from the political realm. That would be ideal for journalists to manage to organize a professional association or more which would have as purpose, as I said, not a police case for those who violate these rules, but simply to encourage their compliance as there are codes of ethics, deontological norms. (S8)*

This media council is the mechanism for implementing the deontological code unique. It is a traditional mechanism, which operates very well across the European countries and it represents the authority that may make the difference between the quality of journalistic activities and the others. For this reason, the court must have the task of establishing the professional rules, the arbitration slippages and application of *sanctions*.

During the interviews, there were brought into discussion also issues that might impede or facilitate the creation of such moral authority to oversee and monitor the deviations of the Romanian journalists. Firstly, this moral authority must be made up of a group of journalists that *are respected by the guild and with indisputable reputation*, to rise in defending the profession and rescue the deterioration of the media landscape in Romania, so that full authority would be recognized by the journalists. The interviewees considered that these journalists exist, but they are not united so as to form a critical mass. Those polled exemplified other accountability systems that exist, such as the RAC<sup>3</sup> (Romanian Advertising Council)<sup>4</sup> and that of MediaSind.

*(...) It is indicated how the RAC, where there are also advertisers and there are virtually all players in the industry. From what we see, even though often enough their solutions were not satisfactory, at least there are there, I have been to a meeting, they are discussing, I do not know if the decisions were made in advance, there are all kinds of agreements or even if they vote for real, but you can make a complaint, you can go there, you are interrogated, even if it is only formally, but it is there. It is a start ... I cannot make trial of intent as I do not have sufficient evidence. They have agreed with us several times. (S14)*

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<sup>1</sup> Titles: *commission, board of honor, college, comitia (S1); honor council (S2); moral instance, non-coercive court (S3); authority, unique forum of the Romanian press (S4); a board (S7); an informal forum (S8); entity (S11); a body also for the press (S12); press ethics council, media council (S14); moral court, a forum (S15).*

<sup>2</sup> *Created by the guild: it should be implemented by the press itself (S4) it is coming from the guild (S8) structure of self-regulation type (S1) institutional authority but not bound by the state (S14)*

<sup>3</sup> RAC is the only Romanian self-regulatory body recognized by the National Audiovisual Council. Since 2003, NAC and RAC interact based upon a protocol of cooperation. According to it, the RAC and NAC became partners in solving complaints regarding advertising. The decisions in these cases are adopted under the Code of Advertising Practice developed by its members. Available at <http://www.rac.ro/autoreglementarea-in-romania>, accessed on 14/03/2015.

<sup>4</sup> The Self-Regulation of the advertising industry is considered the most effective tool to stop the excesses and illegalities (Middleton, Trager, & Chamberlin, 2002, p. 158).



*All collective agreements, including the one in mass-media, constituted a Joint Commission, whose decisions are required by law, they are compulsory for the parties, for all the institutions of mass-media and for all journalists. Those who make a mistake are required to make public in their institutions the decision of this committee, and from the moment, me as a journalist or as patron have such a judgment, I immediately go to court, and based on it, the court judges. (S5)*

### 3.1. The Structure of Media Council in Romania

Respondents' assessments regarding the structure of Media Council showed the journalists as key members of this forum, as we can see in the next *categories grid*:

**Journalists:** *guild representatives (S1); employee's representatives (S5); only journalists (S6); only journalists (S14); people from media and I do not mean the central one but also the local one (S10); pressmen (S8); we have journalists and but also editorial management (S13); five people, written press two (S2) journalists with at least 20 years of experience (S4) personalities from this guild that are beyond any suspicion (S11); a forum made up of five respectable people (S15); some more experienced journalists (S7).*

Some respondents considered that journalists need to compose the main forum, that they should be senior journalists in newsrooms. A more important aspect is that respondents felt that ***the reputation and prestige of those journalists<sup>1</sup>*** is essential. They must be able to stand up for defending the profession (S3). From this point of view, some respondents believe that these journalists exist; others believe that they are there too few to form a critical mass and they are always challenged. At the same time, it would be recommended that these journalists stop working in other newspapers, to avoid conflict of interests.

*I think it is needed of some more experienced journalists with a solid undoubtedly professional profile (S7)*

*I think if we could succeed in gathering credible people, not only among the journalists but also among the public opinion, in time it could work. On one condition, however that the people who formed an authority do not work in a media institution, so as not to suspect them of favoring their own institution. (S3)*

It is conclusive, as we noted above, the fact that the majority of the respondents considered that journalists are the ones who should not miss in this court with responsibilities in journalists' accountability. In addition it should also be taken into consideration ***the members of the public<sup>2</sup>*** (or media consumer associations, as their criticism is always constructive) and representatives of various ***organizations***. On the other hand, other respondents did not agree with representatives of the public as it would be difficult their selection and their number might not be representative for the entire population. Regarding the professional organizations, unions and employers, the subjects considered important for the employers' associations to be part of this council, as the decisions made by the council must be accepted and implemented at the guild and employers' level. Respondents also mentioned for the structure of moral court the representatives from academia, jurists, lawyers, judges, journalists from abroad, independent experts from academic and NGOs environment, to be consulted

<sup>1</sup> Prestige: with a professional spotless prestige, as much as possible (S4); with a solid undoubtedly professional profile (S7); credible people (S3); to be above suspicion, representative people (S11); respectable people (S15).

<sup>2</sup> Members of the public: *the public is part of this phenomenon (S1); I would give a seat to the civil society representatives (S5); Always listening to their critics (S6); Absolute (S7); it is very important to communicate with the public (S14); members of the public could take people to represent them, the opinion leaders (S15).*

when there are more delicate cases; and that etic council needs independent opinion or from the exterior. Regarding state institutions, respondents felt that they should not be part of that court.

### 3.2. The Ways of Sanctioning Slippages

According to the MediAct study (Popa, 2014, p. 199) from 2012 at the level of journalists in Romania, they found in a percentage of 63% that self-regulation should include a form of sanctioning. Asking respondents to indicate the most effective types of sanctions, they considered that the media council should monitor, supervise slippages and that it should enforce only moral sanctions, and subjecting to the public opprobrium - *name it and shame it* as some interviewees called the process. Respondents considered that it is needed some time to accommodate, where the self-regulatory system would not sanction, precisely as “*the guild must be cleaned of impostors and cheaters*” (S4). At the same time, the moral authority should find solutions for the economic and employers pressures to which the journalists are submitted, and that is because the sanctions will be imposed on the individual journalist and not to the media institution.

After the analysis of responses, most of the respondents agreed with the sanction of public reporting of slippage (public opprobrium)<sup>1</sup>, as shown in the following *categories grid*:

**Public opprobrium:** *subjecting them to public opprobrium (S1); if he would release information that it would take an act of reprehensible press (S3); there is a circular kind, where all media are informed that this journalist has committed a slippage (S6); indicating with arguments the journalist who violated the code of ethics (S8); to make it public (S11); a public shame, name it and shame it (S14); that is all you can do “Name it and shame it”. You name him or you can put a limit between him and you. (S15).*

In this way, the obedience of the journalist to the **public opprobrium**, the employing media institution would be directly affected and monitored by the public interested in knowing how to solve the slippage. This would bring a plus or a minus to the credibility of the regarded media institutions, depending on the attention that they will give to the journalists’ accountability. The arrangements for public reporting of these *reprehensible press acts* proposed by respondents were those through press or circular releases, clearly showing who is to blame and what happened.

*I still believe in common sense and I think delimitation and a reasoned indication of the journalist that violates the Code of Ethics should be enough. I do not think the license withdrawal would be something too dramatic, I do not believe in such solutions, I think that a rather public delimitation of such a character is more important. (S8)*

Respondents considered appropriate for the disciplinary sanctions to be applied to journalist by the media institution where he works. Media Council will retain *only the attributions of moral instance*, to report and make public, and based on the decision of the council, that media institution will have to apply other sanctions. In this way, the accountability of the media institutions, from owners to editorial managers will be implicitly achieved.

The Labour Code in Romania provides to media institution, the disciplinary prerogative by which the employee may apply to the journalist, disciplinary sanctions whenever deemed to have committed a disciplinary offense. Misbehavior can be triggered whenever he does not met his obligations, under the

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<sup>1</sup> The essence of accountability is to appoint, to shame and to apologize (naming, shaming and claiming) (Obuya, 2012, p. 17).

individual employment contract, the collective contract at mass-media sectoral level or he violates at fault the ethical standards set by the codes of professional conduct, such as the one annexed to the collective contract, in the case where the media institution has not joined to other media code of ethics. Respondents supported<sup>1</sup> this way of internal sanctioning of journalists.

*We do not discover the wheel when we already are journalist and you already have the responsibility of writing, which would be a very serious matter, there are two types of sanction: the internal sanction applied by the editorial and the sanction that the prejudiced person demands in court. (...) (S9)*

A final way of punishing, but also the most often mentioned by respondents, is the suspension and / or removal of the profession. This type of punishment is the extreme solution that can be reached and it seems that we have to resort to it, when self-exclusion no longer works. After analyzing the responses of respondents, there was a majority of their tendency to apply the sanction of public opprobrium conducted by the Media Council and the sanction of suspension or exclusion from the profession, as shown in the following categories grid:

**Suspension or expulsion from the profession:** *it relates to the access to the profession (S1); the sanction of exclusion from the profession (S2); reaching the point of temporary or permanent exclusion (S4); withdraw the press pass (S4); it should suspend the journalist (S6); should no longer find a vacancy (S7); suspension for a certain period of time (S7); you do not belong in this business (S9); press card withdrawal and the right to profess for a period of time (S10) to the exclusion (S11) the interdiction from further practice (S12); cannot work any longer (S13).*

The sanction **definitive exclusion from the profession** was one of the respondents' options, which can be applied, but after committing a serious disciplinary offense. Definitive exclusion from the profession is not a disciplinary sanction expressly provided for in the Romanian Labor Code, so it is necessary a specific regulation as for a lawyer or public notary professions there are specific rules setting the conditions for exclusion from the profession. Disciplinary sanctions provided for by the Labor Code stops only for the termination of the individual employment contract, i.e. dismissal.

The definitive exclusion from the profession is a more serious sanction, which requires withdrawal of press card (if the journalist has it) and prohibition of activity implementation and writing press materials. The definitive exclusion from the profession of journalist is difficult to achieve, on the one hand because some respondents say that it violates the right to freedom of expression, on the other hand this cannot be controlled as anyone can write anonymously on the Internet.

### 3.3. Funding Sources of the Moral Court

Such a council is in charged with the supervision and monitoring breaches of professional journalists norms and in order to analyze and sanction these slippages it is necessary to have a budget from which members can be paid. For this budget there is a need for certain funding sources that respondents found them to be the journalists' *contributions*<sup>2</sup> to the professional associations or unions and from

<sup>1</sup> **Internal Sanctioning:** *sanctioned disciplinary by the entity where they work (S14); there are disciplinary sanctions provided for in the Labor Code (S5); the internal sanction applied by the editorial (S9); sanctioning the reporter (S11); to sanction as a warning (S7); It would be the warning (S2); warnings (S10) the sanction that works best is the financial one (S12, perhaps a stoppage of pay (S13), for the second violation, the journalist would be dismissed (S6) contract termination. (S7)*

<sup>2</sup> **Contributions of journalists:** *by the actants sustaining that they are involved, the contribution of journalist members (S2); the journalists' contributions to association (S14); the associations of journalists, are paid by journalists based on subscription. (S8); A single annual fee, paid directly and immediately by each of journalists (S4); the contribution would be achieved (S7); by each of the journalists (S4).*

media institutions contributions<sup>1</sup> offered by employers' organizations. These professional organizations, trade unions and employers in turn must provide a fee (monthly or yearly) to this media council. In the case of journalists not affiliated to any association, they will have to pay that fee directly to the council. This is an advantage for increasing the associativity of journalists and implicitly the solidarity in the guild.

In relation to other stakeholders, such as companies, advertisers, respondents felt that their contribution is not suitable as conflicts of interest may arise. At the same time, however, it was noted the public interest that characterizes the media services provided by the council "*the product of this body is a public asset; you produce ethics, professional morals*" (S1). This could lead to state levies, collected from the taxes the population pays or from specific funds.

### **3.4. The Jurisdiction Area of the Moral Court**

Respondents expressed largely the support for a media council that would carry out activities and expand their duties in the online and audiovisual media sector, as in terms of profession, the principles are the same regardless of the sector. Slippages are the same, with prevailing visibility in the television area and online press.

**Total Competence:** *it should cover the whole guild (S4); there is a moral court to judge all these products, whether it's print, online, TV, radio (S6); you must respect the same rules (S8); it is same thing (S10); the very serious slippages are in audiovisual media sector (S15).*

Respondents see no need for such an institution unless it is working properly, being dissatisfied with the operation of the CNA's (The National Council of Audiovisual). Considering transfer of the mass-media to online, the self-regulation system should function especially for the online area.

Regarding online self-regulation mechanisms, the Code of Good Practice, which is in force now in the UK has expanded the journalists' accountability also in the online versions of publications. In the preamble it specifies that editors and publishers must ensure that the Code's provision will be strictly respected by all editorial staff and external collaborators, including non-journalists, both for hard copies and online publications. The code provisions extend therefore more than it would seem at first glance, as it covers freelancers, photographs and reporters. Many of press councils cover both written press and audiovisual media, as it is the case of Finland and Denmark councils; others have competence only in the written press, as in the case of Sweden and the UK (Zlatev, 2011, p. 20). Thus, this alternative of self-regulation media, extended to the audiovisual and online media, has gained ground since it responds to many pressures that the media is facing, by the flexibility and the ability to meet the challenges of a changing industry.

Most respondents considered that the media council should focus only on issues within the guild, without having other roles in the Romanian society. However, there were respondents who considered that this moral court such as the media council, may have other duties related to the accountability of the press *such as training for young journalists*" to arm themselves with some correct tools and benchmarks in the early career." (S3)

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<sup>1</sup> Contributions of media institutions: *a share from employers (S14); There are also employers' associations that can also contribute (S2); each media organization should contribute to this body (S10); media institutions concerned to clean the landscape. (S3); media trusts (S13); the press (S11).*

#### 4. Conclusions

Some experts<sup>1</sup> consider that the press councils operate effectively in countries where there are other independent institutions, regardless of the field. Another view<sup>2</sup> is that the efficiency of such boards can be seen in civil society where the rule of law is respected and the mass-media manifests high standards. In an oppressive environment, such as the countries with tough laws and governing offenses against human dignity, the Press Council cannot be recognized and people resort to the courts. In Indonesia the press law approved in 1999 the creation of an independent press council needed to solve the press disputes release. In this country, the ambiguities left by the law still allow an appeal to the courts (Ristow, 2009, p. 23).

According to a 2002 study, *The Right to Tell* (apud Ristow, 2009, p.24), there are five factors that can determine the success of press councils and that we add to the prospect of a press council in Romania:

1. The intention to create a council must be a desire coming from inside the press. Government and NGOs can encourage its creation, but the impulse must come from the media;
2. The Council shall have the support of the media institutions obliged to respect them;
3. There must be a conduct and a genuine desire to improve the media profession;
4. There should be a Press code or something. Designing the ethical guidelines which balances the freedom of the press and it activates highly the accountability;
5. The standards should be applied consistently.

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<sup>1</sup> Joel Simon (Executive Director of the Committee to Protect Journalists), interview, taken from the study *Sword and Shield: Self-Regulation and International Media*, a report of the Centre for International Media Assistance (CIMA), author Bill Ristow, May 5, 2009.

<sup>2</sup> Drew Sullivan (Director of the Center for Investigative Reporting Center, Sarajevo, Bosnia-Herzegovina), interview, taken from the study *Sword and Shield: Self-Regulation and International Media*, a report of the Centre for International Media Assistance (CIMA), author Bill Ristow, May 5, 2009.

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**Political Discourse and the Theory of Speech Acts**

**Mirela Arsith<sup>1</sup>**

**Abstract:** The hypothesis from which we start of is that of political discourse, in its quality of practical discourse in order to be analyzed through the theory of speech acts, dominated by the use theory rule of meaning, which refers to the context of communication and human behavior. The theory of *speech acts* rise the issue of significance dependence, not the mere use of language, but the acting context of utterance, that the utterance fact, the latter not being a simple statement of something. J. L. Austin makes a first distinction between *constitutive statements*, which only say something, establishing a state of things, the truth of a fact and the performative utterances which are the performance of an action. Along with the locutionary act which manifests as utterance, as formulating sentences, the perlocutionary act, produced by the fact of having to say something, followed by the effects on a locutionary, either on the speakers, existing the illocutionary act, which is to commit *something* by enunciation, revealing a certain value and “force”: information, promise, demand, order, request, warning, advice, etc. By extending the characteristics of speech acts at the level of political discourse, we can say that it manifests itself as an entity resulting from the identical meaning of producing the statements that composes it, of *the illocutionary force marking the enunciation and the effects* by which it is achieved a certain performance.

**Keywords:** performative utterance; illocutionary act; enunciation

## 1. Introduction

The argumentative foundation from which we plan to start analyzing this issue is assuming communication as always being a major social and political fact, with an essential contribution in establishing the social order. The discourse is, simultaneously, a specific way of action, a way of representation, but also a linguistic approach that speakers act upon the world and especially on their peers. Political discourse, as a species of the genre, subsumes these traits. In this context, there should be approached the performative aspects of communication, J. L. Austin, an important representative of the “Literary” School at Oxford, in *How to do Things with Words*, made an initial distinction between *constitutive utterances* that just say something, establish a state of things, the truth of a fact and the *performative utterances* which are, by themselves, the performance of an action.

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## 2. When the Words Increase and Change the World

Stating a certain phrase generates simultaneously the accomplishment of three acts (Austin, 2003, pp. 23-26):

- (1) *the locutionary act* that manifests as utterance, as forms of sentences, in accordance with the grammatical rules;
- (2) *the illocutionary act*, which is to commit *something* through enunciation, revealing a certain value and “force”: information, promise, demand, order, request, warning, advice, etc.;
- (3) *perlocutionary act*, which is produced *by* having to say something, followed by *effects* on the *alocutionary* or on the speakers;

Language carries a *perlocutionary force*, which is manifested by the effects obtained simply *by* saying something: that of being able or not to influence through enunciation, to be warned or being misled, to determine or to prevent a decision or action, and for the limit, the performance itself of being understood by the *alocutionary*.

In the conception of J. L. Austin, words are part of the world. Words are not objects, as any other other. We use words, and what makes them useful “objects” is their complexity, the fact that they can be built in refined instruments for modeling the world. Ordinary language contains all the distinctions men have thought it useful to make and it participates in updating and creating realities, whenever it is used in speech. Using words, people talk about facts.

*By extending to the level of discourse*, we can say that it represents the dynamic unity between the production of statements that create the illocutionary force of the utterance by which it is achieved a certain performance and perlocutionary action, to the extent that the three aspects of the speech act are codified and regulated according to paradigms, so to the extent in which they are “identified and reidentified as having the same meaning”. (Ricoeur, 1999, p. 100) Therefore, through the discourse it is manifested intentionality, the specific human act of establishing meaning and value to the “world” that it expresses.

American philosopher John Rogers Searle, resuming the classification of illocutionary acts, identifies firstly the twelve issues that determine the differentiation of illocutionary acts, which can be grouped into three categories:

- (A) differences concerning the purpose of illocutionary acts: engaging the speaker, persuading the *alocutionary*, assessment, etc.;
- (B) differences regarding the adequacy of the words in the world and the world into the words;
- (C) differences caused by the psychological states of the speaker: motivation, confidence, desire.

John Rogers Searle, taking into account these differences, reached to *five basic categories* (Searle, 1972, pp. 52-56) of these types of speech acts:

- (1) *representatives*, that say “how things are”, engaging the speaker to achieve the adequacy of the words to reality; these speech acts can be evaluated according to the values of truth, even if they are not outright statements;
- (2) *directives* that are used by the speaker to determine the interlocutor to do something; they can have the illocutionary force of a suggestion, but a pleading or order, of an advice, a recommendation; the world must comply with words; a subcategory introduced by the philosopher is that of the questions,

which he considers them as being attempts of the speaker inciting the allocutionary to respond, that is, the determine it to fulfill an act of language;

(3) promises (commissives) whose enunciation requires the speaker to a future course of action, to follow an adequacy of the world to words; by these illocutionary acts, the locutionary is committed to do things in the future;

(4) expressive, which expresses a psychological condition specified in sincerity, about the state of things revealed in the propositional content; these acts ignore an adequacy relationship between words and things, they express their attitudes and feelings; the truth of the expressed proposition is assumed;

(5) *statements* that have its specifics in achieving the correspondence between propositional content and the reality, with in extra-linguistic institutions; by such actions there are caused changes in reality, and the adequacy between both directions, from the words to the world and from the world to the words; “the declarations cause a change in the status or position of the object or objects to which the reference is achieved only on the basis that the statement was completed successfully.” (Searle, 1972, p. 57); the statements assume that to the constitutive rules of the language it should be added a system of rules that belong to an extra-linguistic institution (e.g. church, the legal system), in which the speaker and the allocutionary occupy a certain position; to pursue the fulfillment of illocutionary acts in institutional situations, it is not sufficient the linguistic competence and the fact establishment, but it becomes necessary to appeal to an authority in order to decide on what are the facts; their evaluation and decision reveals a submission of the utterance to reality, a situation in which the statements coincide with assertive statements or modeling the reality, according to certain value-normative paradigms.

The values of success or failure of the illocutionary acts are the following, in terms of illocutionary logics:

(a) *the truth or falsity of assertive*, referring to their propositional content that can be true in certain worlds and false in others;

(b) respected or violated commissives; an illocutionary commissive act is respected only if the speaker turns the propositional content into the truth, assuming and fulfilling the future course of action represented by the commissive; otherwise, the committed illocutionary act is *violated*;

(c) fulfilled or unfulfilled directive; a directive illocutionary act is fulfilled if and only if the allocutionary makes the propositional content true, fulfilling the future course of action which the directive represents; otherwise is unfulfilled; There are ways that leave out the allocutionary the option to refuse and others, an option which the recipient does not have, the only choice being obedience; between fulfilling an order or keeping of promises and the truth of a statement there is a significant formal difference: a statement is true while the propositional content is managed in the direction of matching the word-world; an order is fulfilled and a promise is kept only if the agent brings success towards matching the world-word, the “order and the promise instituting as causes, but also as ways” (Searle & Vanderveken, 1985, p. 97);

(d) the success or failure of statements; since the successful performance of the declaration conditions the propositional content of truth, a successful statement has a success matching.

In the universe of statements, the illocutionary goals are met with different degrees of strength; this differentiation is possible by using performative verbs, which make possible the illocutionary forces group in three classes:



- (a) the class of strong performatives: to command, to insist, to give orders, etc.;
- (b) the class of intermediary performatives: to request, to ask, etc.;
- (c) the class of weak performatives: suggest, advise, recommend, etc.; when the speaker wants to make a weak commitment, he does it indirectly, sometimes as a denial of a strong commissive “I intend to do it, but I cannot promise anything.”

### 3. Political Discourse, a Language Macro-act

The political discourse aims, par excellence, an action in concrete meaning, reaching to cause behaviors of the following type: vote or abstention, membership, street demonstrations and so on. This kind of discursive intervention is, by its nature, a recruiter vocation; it is “open”, seeking to maintain the adherence of the audience who already shares her choices and values, but he also seeks to conquer the “hesitant” or to cause “changings of mind”, seeking to determine the adherence of a larger segment of the population.

We believe that the political discourse maintains and exploits all the features of speech acts:

- (1) *contextual determination*, that reveals social, spatial - temporal conditions of enunciation, and peculiarities of the interlocutor to whom the speech is addressed;
- (2) the intentionality, which concerns the proper interpretation by the interlocutor of the speaker's intention of communication;
- (3) the action dimension, which emphasizes the ability of the political discourse to change the state of the world, to produce changes;
- (4) conventionality, which assumes a set of “conditions for success” of discourse in attention, which are conditioned by the circumstances of utterance, the status and intentions of the speakers and allocutionary, but also the effects pursued by utterance.

### 4. Applications

In our opinion, political discourse can activate all components of any illocutionary forces. To argue in favor of this assertion, we propose the analysis of some reference sequences from political speeches:

- (1) “That on the first day of January, in the year of our Lord one thousand eight hundred and sixty-three, all persons held as slaves within any State or designated part of a State, the people whereof shall then be in rebellion against the United States, shall be then, thenceforward, and forever free; and the Executive Government of the United States, including the military and naval authority thereof, will recognize and maintain the freedom of such persons [...]” (Urofsky, 2000, p. 166); we consider that this fragment of “Emancipation Proclamation”, stated by Abraham Lincoln in the fall of 1862 has illocutionary force of a *declaration*, since it would cause a profound change in the American social-political reality; the correspondence between propositional content and this reality is achieved within the presidential institution; the state of affairs represented by the propositional content contains the US President’s belief that the situation presented is in force, it is true in the universe of the statement; thus we can identify the existence of an assertive commitment in achieving the illocutionary declarative point, with a double adequacy direction: to change the world and to represent the world as changed;

(2) “The nation has startled with pride when it heard what its soldiers have achieved at Bir - Hakeim. The brave and pure children of France have just written, with their blood, one of the most beautiful pages of glory!” (De Gaulle, 1970, p. 73); this fragment reveals an *expressive* illocutionary force, that expresses a psychological satisfaction/pride; the propositional truth content is assumed and there is no adequacy direction; we are able to highlight a strong psychological commitment that requires the political speaker to move from the psychological state of joy to the psychological state of indebtedness;

(3) “*Therefore, instead of making pacts of this kind with your political opponents, pacts which were not even always loyal, you must gain the prestige necessary for free elections, which allowed the country to be true to express its wishes in this Parliament as well.*” (Iorga, 1981, p. 299);

In this speech sequence uttered by Nicolae Iorga it is revealed illocutionary force of the *directive*; the degree of strength of illocutionary goal is expressed through a weak performative, “recommending”; the position of the speaker, a parliament member addressing his peers, does not allow the call to a stronger, prescriptive, performative, as we can see in the following passage: “All Americans should enjoy the privileges of citizenship, regardless of race. And they will receive those privileges of citizenship, regardless of race” (Urofsky, 2000, p. 251); the US President Lyndon B. Johnson, using the moral authority of the presidential institution, performs simultaneously a directive and commissive commitment: the speaker asks an adequacy of the world to the words, assuming also the involvement in fulfilling the future course of action;

(4) “*In our sphere of our attributions we work with all means to unify as soon as possible as possible all the institutions and laws of the United Principalities. We will consider the most scrupulous for that to this major reform we work closely together in understanding with the ministry in Bucharest, as such, increasingly more, the union would become an achieved factor*”. (Kogalniceanu, 1967 p. 228)

Mihail Kogălniceanu formulates with the illocutionary force specific to commissive, the commitment of achieving a fundamental political program, involving the commission of future actions; thus committing himself, the political speaker cannot be honest without believing that would keep the agreement; the achievement of the commissive illocutionary point, by taking political efforts of institutional strengthening of the *Principalities’* Union creates, necessarily, a reason for the speaker to perform the promised actions, and sufficient reason for his faith that he will achieve it.

The political discourse as a specific form of communication, takes its essence and it establishes as a force producing meaning, and also reality. Partisan political message conveyed through speech must be repeated constantly, but at the same time, it we must exclude the possibility of the alternative or contradictory messages (Arsith, 2005, p. 238), in order to ensure the sustainability of influence.

## 5. Conclusions

Through this approach, inspired by the theory of speech acts, we aimed at proving that, by valorification, on the level of discourse, the illocutionary force components at the level of the speech is pointed out as the actional function of the language and, from this perspective, all human reasoning on the facts, decisions, beliefs, opinions and values are no longer regarded as “listening the logic of the Absolute reason, but they are seen in their actual liaison with affective elements, with historical valuations and practical motivations.” (Eco, 1982, p. 199)

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## **Film Advertising in the Albanian Press before World War II**

**Vjollca Hysi Panajoti<sup>1</sup>, Mirdaim Axhami<sup>2</sup>, Loreta Zela Axhami<sup>3</sup>**

**Abstract:** This paper aims at studying the development of film advertising in the 1930's Albanian press. Through advertising we struggle to read a piece of the Albanian monarchy's history. Considering advertising as a historical source tends to reflect the economic, social and cultural life of the country. The study focused on the features, characteristics and uniqueness of advertising the films in relation to other ads present in print. Who were the people who created the ads, how does the Albanian press film advertising compare to advertising in the foreign press and what were the difficulties facing advertising at this time, are the other important issues addressed in this study. Over a century has passed since Harper's Weekly wrote that 'advertisements are a reflection of real life, a kind of fossil by which chroniclers can rewrite history in order to complete the graphic, even if all other historical evidence may have disappeared<sup>4</sup>.

**Keywords:** film advertising; Albanian press; history

### **1. Methodology**

The completion of this study is based on official documents of the time, the primary data collected from the survey and press search of the 30s as well as interviews with historians and actors of this period. The selection of newspapers and magazines in the study is done based on the duration and frequency selection criterion, since it is difficult to find accurate data on circulation and sales. To carry out this study we were also supported by previous work in this area by Albanian and foreign authors.

Notwithstanding personal taste we are surrounded by advertising today. The origins of advertising have become apparent with the first traces of human social life and interaction. A unique display of advertising is apparent in the primitive human who hauled hunting surpluses and displayed them to his peers in order to exchange them with other items. In antiquity we are presented with a full array of signs and symbols that replaced early displays with a more sophisticated advertising language.

The evolution and development of the history of advertising is interrelated to economic, social and cultural advances of society, an evolution that has owed its recent rapid development to the advances in the field of media technology. The Guttenberg's printing press, one of the most important inventions of the fifteenth century, gave another dimension to advertising. G The press was the most

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<sup>4</sup> Located at <http://historymatters.gmu.edu>.

important development not only in the history of advertising and communications, but also revolutionized the way people lived and worked (Arens, 2004). Thus, the first print ads dates back to the year 1472 in England, a booklet attached to every church door announcing the sale of a prayer book. About 200 years after, advertisement was present in every British newspaper.

The 1930's in Albania was a period during which the press was in the vanguard of modernization and the drive towards the Europeanization of the country, which was gradually breaking its Ottoman ties . It gave way to the establishment of new western-educated intellectual and political elite which gradually began to be prevalent in all structures of Albanian society: politics, art, education, social administration etc. (Borici & Marku, 2010)

The rapid media communication development in this period, especially in the written press, led the way in recognizing the lack of the Albanian Cinema, and requesting, through its mediums of communication, the opening of new theatres. Thus, on the 22<sup>nd</sup> of June 1926 Tirana opened the first cinema called "Nacional" (during World War II it was known as the "REX Cinema" and during the Communist period "November 17"). Rapidly following the opening in Tirana, Nasional cinema founder Jusuf Beshir, followed with branches in other key cities in Albania such as: Shkodra, Durrës, Kavaja, Elbasan, Pogradec, Berat, Gjirokastrë etc. The rapid expansion of movie theaters gave a strong momentum to the development of advertising through and for this medium. In his book Cinema Society researcher Julian Bejko says that 'the film is a fanatic preserver of the past, the evolution in the form of artistic representation, partly embodied in the image of the lives of living beings .... The film is the producer of the reality, inventor but also a representative and unavoidable source of human life (Bejko, 2012). Film advertising seems to adhere to the same concept.

Textual advertising seems to be the dominant method of advertising releases in the early '20 whereas it is not until the 1930s when magazines and newspapers of the period like: Diana, Minerva, Albanian Effort, Arbena, Democrats, etc, began printing full page color advertisements for these releases.

Increased presence of advertising illustrated with image (image) and printed in color:



**Figure 1. Advertising in movie theaters Rozafat**

Library research shows that during the 1930's movie advertisements received greater advertising space in the press when compared to advertising for consumer products and services. Furthermore, within a short period of time, advertisement for movie theater releases was listed as the first in the country. These ads were high quality, artistically realized, especially as they were created by renowned painters

as Ibrahim Kodra, Guri Madhi, etc. most of whom were educated in the West as cities in Albania lacked a proper art academy. “Nasional” cinema employed the services of renowned (now world famous) artist Ibrahim Kodra. Even when the rights to releases were acquired with the printed, relevant posters as a package, these same ads were recreated in larger proportions by local portraitists and affixed on the main streets of the capital such as : Barrikada way, November 28<sup>th</sup>, Vellezerit Bashiri etc.

Cinema advertising was distinctive because of these various posters which were placed throughout the city. These posters had to be as expressive and capture the essence of the film and its magic quite succinctly (Kodra, 2011, p. 48). While in Korca it was Madhi, a stone painter by trade, who created the movie release advertising that appeared on Lux cinemas and Majestik. (Hado, 2004)

Cinema in the '30s played the role of a cultural institution and orientation to occidental culture and American society in particular, through a medium that also an exciting contrivance. Movies appearing in Albanian cinemas at the time were the same as those appearing in the West and the United States and the posters were graced by the same Hollywood stars and starlets.

“*Nasional Cinema*” owner and founder acquired contracts with motion picture societies in Italy, Greece and Germany, which were provided with Hollywood releases. The primary company which dealt with the procurement of these releases was E.N.I.C.A<sup>1</sup>. Amongst the western produced titles which appeared in the Albanian cinema network the following are the most noticeable: *Mother and baby* (bought by a group of Albanians in Boston), *The man who laughs*, *Last Days of a Prisoner Sentenced to Death*, *The King of Fun*, *Secret Black*, *Thief of Hearts*, *Modern Times*, etc. The target audience segmentation was also reveals interesting facts as younger audiences, especially in the capital, were more prone to attend the “Rosafa” releases, whereas “Nasional” targeted more family-oriented releases.



**Figure 2. Movie ads in cinemas Nasional**

The influence of cinema in the development of the cultural and artistic lifestyle of the country in this period can be deemed as highly effective. Furthermore, the advent of Western films introduced the Western lifestyle and behavior to the Albanian general public which lacked general knowledge on that culture. The cinema offered a unique advantage to the quality and quantity of advertising, as it could be followed by the general public unlike the other mediums that were offered (newspapers and

<sup>1</sup> Interview with Nuri Beshiri, son of Jusuf Beshiri, owner and founder of Nasional movie theater.

magazines), which had had fewer buyers as 97% of the population of 1930's Albania was illiterate. Cinema audiences had a rather low educational level; illustrated on a recollection of Nuri Beshiri, son of the founder of the first cinema in Albania, who recalls an audience member throwing a gun in the direction of the scene during the preview of a war-related release (he did so to aid the good guy in eliminating the enemy). This very same group was also the receptor of the illustrated advertisement that depicted the releases. Commercially, motion pictures and cinema related activities were profitable even though they were highly regulated by the state.

Annual balance sheets and financial data for the Nasional chain of theaters show that annual profits reached a few thousand gold francs. Cinema tickets were originally purchased in blocks printed by the Ministry of Finance, which held 25% of the amount, and then were sold to the general public. Through this scheme, the state was able to control the possibility to abuse with the price of a ticket and any informality in the transactions. Financial data for the advertising costs for the Nasional cinema were missing. Nonetheless, according to Mr. Beshir, painter Ibrahim Kodra was very well paid to replicate the advertising. However, the painter Guri Madhi refers to the salary as enough for "a piece of bread, but this work attracted me a lot as it was the only way to help somehow economically." (Hado, 2004)

Movie title advertisement were present in the pages of the local press, whereas religious press, which was quite elitist and developed in the '30s (for example: the religious magazine "The Voice Upwards" - a publication of the Albanian Muslim Community, The Star of Light etc.) lacked any movie advertisement.



**Figure 3. The advertisement for "Follie di Brodway", 1936**

During the years of King Zog I the high degree of illiteracy limited the number of consumers (buyers of newspapers and magazines) and clients (businesses that post ads in newspapers and magazines). The press, following the triumph of the legality (monarchy), was considered and modeled as the "property" or a "right of the intellectual elite" of the city dwellers. Journalism was exclusively

reserved to the intelligentsia. This group wrote and published articles for a very small and privileged group of readers as most of the population was poorly educated and illiterate especially the ones living in the rural areas” (Borici & Marku, 2010). According to an article published by the magazine “Diana” the number of readers in Albania during these years reached “twenty some odd thousand readers”<sup>1</sup>. However, how did the press function? According to the researchers Hamit Borici and Mark Marku, a characteristic of the press of 1925-1939 period was that the publishing of newspapers and magazines was an intellectual undertaking of one person or a small group rather than a proper and organized business enterprise. Therefore, they were unstable, short lived and without any significant impact on public life<sup>2</sup>. However, according to the writings of the publishers of this period, some magazines or newspapers were able to function as proper businesses and were profitable. In an article published in 1936, the chief editor of the Minerva magazine, Nebil Cika writes: “Minerva is very dear to me, and it will be, and here is why: it has provided security in my life, a life that is materially and morally sound, for three straight years. Thanks to it I was not involved in any murky dealings never and nowhere.”<sup>3</sup>. According to Cika, Minerva (a bi-weekly publication) sold 2000 copies, whereas Arbënija 2800 copies<sup>4</sup>. The editorial board of the magazine Diana, in a riposte with the Minerva magazine, amongst other things wrote: “it is enough to say that the magazine Diana is well received, circulates over 2000 prints and there is no part of it that does not serve the cultural development of the country”<sup>5</sup>. The monetary stipulation and the value of the market for advertisement including the specific weight that movie advertising held in the entire revenues collected by magazines through advertising is difficult to calculate since there is no official data. The only official notice is on the first page of some newspapers: This is ad is prepaid or we prearrange special agreements for advertisement. A distinct feature of the advertisements of this period is that it is always missing from the front page; it is usually on the second, second to last or last. Comparatively, today, front page ads are on the highest demand.

## 2. Conclusions

The development of advertising during the reign of King Zog has been in line with the development of the press. Advertisement in the 1930’s was very qualitative and well realized, and it either came from abroad as part of a package with the product, or was realized by accomplished painters like Ibrahim Kodra, Guri Madhi etc. Movie advertising were at the same level as those that were present in the Western world. During this period, the cinema played the role of a cultural institution and it was crucial in its orientation of the society towards an occidental culture rather than just providing entertainment. Albanian theaters at the time were displaying the same features that were displayed in the western and American theaters, including the same advertisement. The advantage of cinema in those years was that was followed by a broad public educated or not, while newspapers and magazines had fewer buyers which has also affected the quality and quantity of advertising. The high rate of illiteracy in this period was a serious obstacle to the press and simultaneously printed advertisement.

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<sup>1</sup> The magazine in the West and amongst us. *Diana*, Year III, December 1938, Nr.44.

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## **Gender Representation in Online Media.**

### **Case Study: the Interview**

**Delia Gavrilu<sup>1</sup>**

**Abstract:** The gender is a biological aspect which has migrated into a social concept with a major impact over the masculine or feminine identities, created by the society in itself. The media are a way of identity (re)construction, our purpose being focused on a linguistic analysis of the media content of a Romanian online journal column – the interview, obtaining in this way classes of gender representation in the online medium. The application of the socio-psychological concept of gender on the journalistic texts is made through content analysis, obtaining in this way categories, types, domains of predilection, gender status. Social gender representations with their stereotypes and their innovations represent a poor explored domain when speaking of their transpositions in media. Our study aims to take into consideration a content – gender projection approach, in an objective perspective, based on a content analysis through gender representation in Romanian online content.

**Keywords:** media, content review, category

## **1 Introduction**

Qu'il soit instrument d'analyse, axe ou champ de recherche, le genre est sorti de sa confidentialité pour s'affirmer comme un concept particulièrement dynamique de la recherche scientifique. Des dispositifs d'écriture numérique aux représentations médiatiques en passant par les discours institutionnels, le genre est l'un des rapports sociaux qui organise le monde social et les pratiques au même titre que la classe sociale ou la catégorisation ethnoraciale. Des dimensions identitaires et performatives du genre, des modèles de masculinité et de féminité promus et négociés dans les médias et de la sexuation des usages médiatiques, ce sont tous des aspects susceptibles de s'inscrire dans nos préoccupations. D'autres marqueurs identitaires, tels la classe sociale, l'âge, l'origine ethnique ou l'orientation sexuelle, interviennent-ils en conjonction avec le genre.

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## **2 Le genre et les médias**

### **2.1 L'hypothèse de travail**

L'hypothèse de travail qui soutient notre étude consiste dans le fait que l'espace médiatique roumain, en incluant ici la musique, la télévision, la presse généraliste mais celle spécialisée également, la radio, offre des représentations traditionnelles, standardisées, même des stéréotypes du genre, par la manière d'aborder les matériaux de presse, par la publicité, par les éléments visuels intégrés dans les médias, et même par la composition rédactionnelle. Une grande différence se constate dans la manière tendencieuse de présenter l'homme et la femme dans le contenu linguistique, celle-ci étant une observation empirique que nous devons prouver, le déséquilibre étant constaté en ce qui concerne leur présence numérique et la prédilection pour un domaine ou autre de manifestation. L'hypothèse de début c'est que les femmes sont toujours présentées comme «le groupe marginalisé» en faveur des hommes.

Le but de notre travail n'étant pas à quantifier les apparitions d'hommes et de femmes dans les journaux d'information, notre proposition invite au contraire à considérer la dimension relationnelle du genre et le caractère dynamique des rapports de pouvoir, plutôt que de porter l'attention sur le traitement médiatique des seules femmes en comparaison à celui des hommes, en tant qu'il traduirait une situation de domination.

L'UNESCO a fait de la promotion de l'égalité entre les sexes une de ses priorités globales en mettant l'accent sur les capacités des médias d'intégrer le souci de l'égalité entre les sexes dans les contenus qu'ils produisent et diffusent tout en profitant de leurs potentialités en tant qu'agents véhiculant des modèles de comportement et des idéologies. Dans ce sens, notre analyse ne doit pas se limiter à l'étude « d'un » sexe, mais porter sur leurs relations.

Le genre, comme système de représentation sociale du masculin et du féminin, devient un réel marqueur qui traverse son symbolisme initial de différence anatomique des sexes, en devenant le marqueur selon lequel une société ordonne et hiérarchise ce que l'on est censé être ou faire afin d'être reconnu en tant qu'homme ou femme.

Le genre se manifestant dans tous les domaines d'expérience assigne rôles et formes autorisées comme faits de nature, et stigmatise ceux qui adoptent une sexualité ou des modes de vie non conformes. Dans une perspective psychosociale, la question se pose dans les termes de la subjectivité et dans ceux des systèmes sociaux, voire du discours de la science « marqué » par le genre, qui relèvent de l'indivision conflictuelle entre nature et culture. Les auteurs interrogent la place assignée aux sexes et particulièrement celle faite aux femmes non seulement dans leur sexualité mais dans la vie sociale et professionnelle, en termes de pouvoir et de travail. Les images projetées par les médias s'inscrivent sans doute dans le même paradigme.

Les représentations sociales du genre, avec leurs stéréotypes et leurs innovations, sont un domaine peu exploré quant à leur transposition dans les médias. Notre étude ne se propose pas d'être une abordation de type féministe, mais une perspective objective, basée sur des données bien analysées sur la représentation linguistique du genre dans les nouvelles roumaines en ligne.

Notre corpus d'étude sera composé de deux journaux en ligne avec un contenu généraliste. Dans ce sens, on tentera de surprendre des aspects généraux et pas particuliers d'un type ou autre de presse.

## 2.2 Les études de genre en Roumanie

Depuis que Betty Friedan a publié, en 1963 aux Etats-Unis, *The Feminine Mystique* (*La femme mystifiée*), on peut dire que le mouvement des femmes, avec des accents particuliers selon les contextes, a donné aux thèmes et aux actions articulés autour de la représentation de l'image de la femme dans les appareils de communication, une importance cruciale. La reconnaissance unanime de la légitimité du thème femmes/médias n'a jamais signifié qu'il n'ait été travaillé par les divergences de traditions, d'approches heuristiques, de sensibilités politiques et d'appréciations stratégiques, qui se sont exprimées au sein du féminisme. Les recherches féministes ont eu un impact novateur sur les nouvelles problématiques qui se sont développées autour de la question du pouvoir des médias, des modèles qu'ils véhiculent, de la relation texte-sujet, du statut du sujet récepteur dans la production du sens.

L'émergence du domaine de recherche et de l'enseignement labellisé « études sur le genre »/ « études féministes » en Roumanie se circonscrit à la période postcommuniste. De travaux de recherche associés au « féminisme académique<sup>1</sup> » et publiés durant les années 1990-2000, à savoir : les publications de la Société d'analyses féministes AnA de Bucarest (il s'agit d'une série d'ouvrages et de rapports, ainsi que d'une revue trimestrielle, *Analize, revistă de studii feministe*, éditée à partir de 1998), la collection « Etudes sur le genre » lancée au début des années 2000 par les éditions Polirom de Iași, ainsi que plusieurs mémoires de fin d'études soutenus dans le cadre du mastère spécialisé fonctionnant à Bucarest depuis 1998, couvrent les premiers 10 années après la chute du communisme.

De la communauté scientifique roumaine, les chercheuses engagées sont devenues une présence bien visible dans l'espace intellectuel des années 2000. Ces personnes se trouvent également à l'origine de la création, en 1998 à Bucarest, du premier mastère proposant une formation en études sur le genre.

„En l'espace de moins d'une décennie, les préoccupations pour le féminisme, tolérées et exceptionnelles en quelque sorte au sein de l'espace universitaire roumain, changent donc, passant d'un statut marginal à une implantation institutionnelle solide. Cette évolution spectaculaire pour le moins ne peut être comprise sans une reconstitution de l'expérience militante extra-académique des acteurs qui y sont engagés, ainsi que du contexte plus large où les préoccupations pour la recherche féministe s'inscrivent dans les années 1990” (Cîrstocea, 2007).

## 2.3 Concepts and terminologie

Comme point de départ dans notre étude, on vise la clarification d'une série des concepts comme la **représentation**, l'**égalité sociale**, le **genre**, les **stéréotypes**, les **rôles de genre**, la **socialisation de genre**. Les représentations sociales vont de pair avec les représentations du genre dans le sens de l'imaginaire collectif qui est d'une part composé par l'histoire de l'individu au sein de la société et d'autre part par la projection personnelle de chaque individu. On cherche d'intégrer ici la théorie des représentations sociales parce qu'elle apporte en discussion plusieurs manières de surprendre le concept de genre, des concepts de la psychologie sociale et les études de communication médiatique.

La télévision, la presse, les conversations ordinaires nous fournissent quotidiennement des occasions de constater que les individus déploient bien souvent des modes de raisonnement qui n'ont que peu de

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<sup>1</sup> Cette expression est une étiquette qui sert à délimiter les activités des organisations et des associations féminines centrées sur les œuvres sociales ou les activités professionnelles relèveraient de cette dernière catégorie (voire M. MIROIU, « Feminismul academic », in O. DRAGOMIR, M. MIROIU (éds.), *Lexicon feminist* (Dictionnaire féministe), Iași, Polirom, 2002, pp. 123-124).

rapports avec ce que l'on pourrait appeler la logique formelle. On peut ainsi parler des représentations que chaque personne utilise afin de reconstruire l'univers.

À partir des années 1960 et dans cette filiation, la théorie des représentations sociales est celle qui s'attachera le mieux à comprendre comment et pourquoi des groupes sociaux construisent collectivement des visions de leur environnement social qui vont ensuite peser sur leurs modes de raisonnement. Le courant des représentations sociales nous décrit des individus imprégnés de croyances collectives concernant le monde qui les entoure et qui utilisent ces croyances pour donner du sens à leur environnement (Rateau, Molinier, 2007).

Avant tout, une représentation sociale se réfère à « quelque chose », désigné sous le terme générique « d'objet ». Ainsi, la « psychanalyse », la « maladie mentale », la « la nature », « l'émotionnel », le « travail », « l'entreprise », la « santé » ont été considérés, parmi d'autres, comme des objets de représentation sociale. Ensuite, une représentation sociale est appréhendée comme « un ensemble d'informations, de croyances, d'opinions et d'attitudes à propos d'un objet donné » (Abric, 1994, p. 19). Elle est donc une structure cognitive (mentale) agrégeant divers constituants, stockée en mémoire et associée à un « objet ». Par exemple, se représenter un objet comme la psychanalyse implique d'avoir, entre autres, en mémoire des connaissances relatives au contexte dans lequel se déroule cette pratique (cabinet, divan), au thérapeute lui-même (image de S. Freud par exemple), ou encore à quelques notions comme l'inconscient, l'angoisse, etc. (Lo Monaco, Lheureux, 2007).

Les médias, eux-mêmes des véhicules de sens, apportent de multiples images à travers les mots, les expressions, les constructions de phrases, les images de la publicité. Pregnant comme point de départ cette direction, on voit tout clairement la nécessité d'explication du concept de représentation sociale.

En ce qui concerne le genre, on le voit à la façon d'un nouvel objet de recherche mais on tente bien de le considérer comme une perspective à part entière. La sociologie du genre, de son côté, s'est intéressée aux processus d'intériorisation du genre par les individus. La socialisation de genre est une contrainte sur l'individu, mais aussi « *le cadre dans lequel les individus sont "produits" et deviennent des "sujets"* » (Bereni et al., 2008). De cette manière, le genre traverse l'ensemble de la société. Il est l'apprentissage de gestes, de réflexes, de sentiments, de manières de se tenir, d'éprouver le monde. Il est un construit social, mais pas une réalité fixe et éternelle : le genre appris aujourd'hui n'est pas le même que celui des générations précédentes. Le genre appris ici n'est pas le même qu'ailleurs.

Le processus de socialisation de genre commence pour un individu avant même sa naissance par le biais d'actions performatives, lorsque ses parents préparent la chambre qui va l'accueillir ou lui choisissent un nom. Il a également lieu lorsque l'enfant n'est encore qu'un bébé.

### **3 Catégories, domaines de prédilection et statut des genres dans la presse en ligne**

#### **3.1 Perspective genrée sur l'analyse des médias**

L'analyse des médias au prisme du genre fait appel non seulement aux Sciences de l'Information et de la Communication mais également à la Sociologie, à l'Histoire, à la Littérature, aux Sciences Politiques. Les différences sexuées ordonnées par une société légitiment une division du travail et des positions de pouvoir, des hiérarchies et des modes de relations normées qui seraient censés relever d'une nature ou autre. Du trouble survient quand cet ordonnancement est remis en question par la modernité socio-politique et que les sujets revendiquent leurs droits à vivre autrement en affirmant leur singularité.

En tant que dispensateurs de discours, les médias participent à l'élaboration de nos représentations du monde. Grâce aux apports théoriques du genre, l'étude des discours médiatiques, des représentations, peut être envisagée sous un nouvel angle: quelles représentations du masculin, du féminin, des identités transgenres sont à l'œuvre dans les discours médiatiques? Les médias « fabriquent-ils » le genre? Contribuent-ils à forger ou à faire évoluer des modèles et des normes genrés? (question des stéréotypes liés aux sexes ou aux rôles sociaux, etc.)

Mais à l'autre bout de la chaîne médiatique, comment ce message est-il reçu en fonction des identités sexuées? Existe-t-il des réceptions différenciées et que nous apprennent-elles sur les dynamiques d'identification et les processus de socialisation? Autant de questions qui peuvent servir de base de réflexion aussi bien sur le message médiatique sous ses différentes formes – discursives, iconiques – que sur le(s) public(s).

Dans notre travail, nous nous proposons de refléter le message médiatique du point de vue du genre au niveau discursif. On insistera sur les aspects identitaires genrés, qui apparaissent dans les nouvelles en ligne, en consultant deux journaux roumains en ligne. **Cela concerne la formation, l'intervention, l'analyse des représentations et des assignations dans les pratiques discursives médiatique.**

### **3.2. La rubrique « Spécial » du quotidien en ligne Jurnalul Național / Le Journal National**

L'objectif principal de notre recherche est de décrypter les modalités de la représentation et de l'expression du genre, à travers l'analyse des **modes de catégorisation, des performances et des traces (ou de l'absence de traces) psychiques** en choisissant parmi différents dispositifs médiatiques le web, et surtout les nouvelles.

L'analyse de texte va nous conduire par l'intermédiaire de l'analyse de contenu vers la confirmation ou la négation de l'hypothèse que la présence des hommes est aussi forte au niveau du texte qu'au niveau des sujets principaux des nouvelles. Dans ce cadre, les sujets mis en questions continuent d'être corrélés traditionnellement avec un genre ou autre des productions des médias: les domaines, les rubriques et les genres textuels considérés prestigieux sont réservés aux hommes journalistes; par contre les domaines considérés faciles sont attribués aux femmes journalistes. Par notre étude, on essaiera d'infirmer cette supposition, si c'est le cas. Le milieu en ligne apporte des particularités en comparaison avec les milieux traditionnels, en considérant les libertés d'expression pas soumises à une réglementation stricte dans la Roumanie. Par conséquent, parfois le milieu en ligne peut être peu surveillé même au niveau de la nondiscrimination des genres.

Les paramètres de base de notre étude seront une série d'indicateurs utilisés dans les études sur l'impact des stéréotypes de genre dans l'éducation, dans la publicité, dans le processus des élections.

La variante en ligne du Jurnalul Național/ Le journal national, un quotidien national généraliste – **www.jurnalul.ro** – présente dans la rubrique « **Spécial** » des histoires sous forme des interviews, des reportages et des enquêtes. Selon notre opinion, ces genres qui s'inscrivent dans la typologie des genres de la presse, sont les plus sollicitants du point de vue du journaliste qui doit chercher, analyser, bien structurer le matériel afin que l'article final soit un produit de qualité. Dans ce sens, on va suivre comme élément de classification le personnage de l'interview et le nombre d'apparitions dans pendant trois mois: janvier, février, mars 2015.

Dans le cadre de cette rubrique, pendant trois mois, on enregistre 11 interviews, dont 7 sont avec des hommes. Voilà une première observation qui n'est pas positive en ce qui concerne le nombre des femmes présentées dans les rubriques d'un journal roumain en ligne. 4 interventions (1, 3,7,10) reviennent aux femmes. Cela veut dire qu'une disproportion évidente est présente. D'autre part, sans

avoir observe dès le début, les domaines professionnels de prédilection sont les arts. Mais ce n'est pas une règle. C'est le motif pour lequel, nous avons continuer de faire cette petite investigation, notre doute initiale étant que le domaine restrictif pourrait représenter une piège pour notre travail. De ce point de vue, on note que les apparitions appartiennent aux professions différentes: musician, balérine, cantatrice, peintre mais aussi psychologue, professeure, spécialiste en médiation juridique.

## L'INTERVIEW – www.jurnalul.ro (janvier- mars 2015)

| Date d'apparition | Nom d'article                                                                                                                                                                                                                                    | Fem me/ Homme | Domaine / Profession                               | Adjectifs /noms/ verbes                                                                                                                                                                                                                                                                                | Commentaires                                                                                           |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| (1)<br>01.02.2015 | <b>Livia Grama Medilanski, ambasadorul neîncoronat al culturii românești în Germania / Livia Grama Medilanski, l'ambassadeur sans couronne de la culture roumaine en Allemagne</b>                                                               | F             | ARTS/<br>Balérine                                  | joie/ famille / origines /enfance / éducation / espoir / la meilleure gymnaste / championne / mariage /foi / Coach émérite du Monde / écrivaine/ amis / dette / mécéna de la culture roumaine                                                                                                          |                                                                                                        |
| (2)<br>04.02.2015 | Arimune Yamamoto: Marii artiști au pianele lor, în diferite țări ale lumii / Arimune Yamamoto: les grands artistes ont leur piano, dans des diverses pays du monde                                                                               | M             | ARTS/<br>accordeur de piano                        | famille/ principe /culture / congé /clients / voyage /musique / piano/ métier / carrière / provocation / ponctualité/ perfection / festival / artiste                                                                                                                                                  | son épouse ne travail pas                                                                              |
| (3)<br>07.02.2015 | <b>Ramona Zaharia – Povestea Cenușăresei / Ramona Zaharia – L'Histoire de Cendrillon</b>                                                                                                                                                         | F             | Cantatrice d'opéra                                 | une petite fille talentée / voix / charisme / beauté / succès / stabilité / famille traditionnelle / normalité / famille exemple / musique de l'opéra / musique/ la plus belle de la classe / tomber amoureuse / souffrance / maison /amour / carrière                                                 | mère qui ne travaille pas le materiel indique la difficulté d'une jeune fille de dépasser sa condition |
| (4)<br>8.02.2015  | Ovidiu Lipan (Țândărică) ar vrea să cânte cu foștii membri Phoenix la Bâlea Lac / Ovidiu Lipan (Țândărică) voudrait chanter avec les ex-membres du Phoenix au Bâlea Lac                                                                          | M             | Arts.<br>Musique                                   | ambassadeur du tourisme roumain/ spectacle / plaisir / culture / événement / chaleure spirituelle / charge énergétique                                                                                                                                                                                 |                                                                                                        |
| (5)<br>11.02.2015 | Facebook, virusul care creează handicap emoțional? Cum distruge rețelele de socializare inteligența emoțională / Facebook, le virus qui crée un handicap émotionnel? Comment les réseaux de socialisation détruisent l'intelligence émotionnelle | M             | Psychologie                                        | besoin de communication /vulnérabilité / dependance / communication face en face/ des relations interhumaines altérées /comportement / intérêt / études/ besoins culturels /message adapté / les hommes vendent leur image / \ mauvaise image de soi / analyser / critique/ le besoin d'être différent |                                                                                                        |
| (6)<br>13.02.2015 | Dr. Volkmar Hansen, expert în Thomas Mann, Heinrich Heine și J.W. Goethe: Armonia este victoria mea supremă! / Dr Volkmar Hansen, expert de Thoman Mann, Heinrich Heine și J.W. Goethe: l'Harmonie c'est ma victoire suprême!                    | M             | Professeur / chercheur en littérature / philologue | famille /éducation /respect / éditeur-en-chef / harmonie / épouse / neveux / professeur                                                                                                                                                                                                                | mère qui ne travaille pas                                                                              |
| (7)<br>17.02.2015 | <b>Medierea, o soluție care costă mai puțin decât instanța de judecată / la Médiation, une solution moins coûteuse que le tribunal</b>                                                                                                           | F             | Expert médiateur                                   | médiateur/ résoudre des problèmes/ fondatrice du Tribunal d'Arbitrage / formateur / conférencière sur les sujets de la médiation/litige /causes pénales                                                                                                                                                |                                                                                                        |
| (8)<br>25.02.2015 | Rafaelo Varga: "Aș fi ales o mamă care să mă iubească. Asta aș fi ales!"                                                                                                                                                                         | M             | Participant au show-télévisé pour les talents      | (17 ans) – candidat à un concours de talents eu musique / un parcours difficile de la vie dans des orphelinats / courageux/ déterminé de réussir dans la vie                                                                                                                                           | enfant abandonné par la mere / j'essaie de ne pas pleurer/ "pleurer n'est pas pour un home"            |

|                        |                                                                                                                                                            |   |                                   |                                                                                                                                                                        |                                                           |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| (9)<br>03.03.20<br>15  | Nikolay Kasakov – Kalashnikovul<br>german                                                                                                                  | M | saxophonist<br>e                  | talenté, forte personnalité, parcours de<br>vie difficile, ruse venu en Allemagne,<br>avec épouse russe                                                                | sa propre école<br>de musique                             |
| (10)<br>15.03.20<br>15 | <b>Ecaterina Andronescu.<br/>Meditații fără bani pentru<br/>Bacalaureat/ Ecaterina<br/>Andronescu. Des méditations<br/>gratuites pour le baccalauréat.</b> | F | Education<br>/<br>Professeur<br>e | ex-ministre, promotrice de la<br>preparation en ligne pour l'examen à<br>la faculté, un projet local mais qui va<br>etre soutenu afin de devenir un projet<br>national | femme<br>politicienne<br>ex-Ministre de<br>l'Enseignement |
| (11)<br>26.03.20<br>15 | Pictor Florin Șuțu: Metafora nu<br>este un scop în sine / Le peintre<br>Florin Șuțu: La métaphore n'est<br>pas un but en soi                               | M | Arts /<br>Peintre                 | accomplissement / maestre / artiste<br>des paysages / inspiration /<br>coregraphie / spontanéité /peinture /<br>spectateur /mémoire affective /<br>exposition/         |                                                           |

Dans ce petit tableau sur les images projetées par les associations avec le genre présenté, on essaie d'extraire les cadres-catégorie des traits associées. Si le point de départ dans notre construction a été que le paysage offre des représentations traditionnelles, standardisées, même des stéréotypes du genre, par la manière d'aborder les matériaux de presse, par la publicité, par les éléments visuels intégrés dans les médias, et même par la composition rédactionnelle. On insiste ici sur le fait que nous n'avons pas tenu compte dans notre courte analyse des images projetés dans le milieu en ligne ou de la pub qui apparaît dans tous les cas sur le site Internet. Quant'aux représentations traditionnelles, ici on peut légèrement observer que sous l'aspect du nombre, les interviews avec sujet femme sont peu nombreuses que les interviews avec les homes. Dans notre cas, on doit tenir compte du fait que traditionnellement les domaines des arts sont souvent représentés par des personnages féminins ou masculins mais toujours des personnes sensibles, douées avec des talents inhabitués, proche du public, attachées à leurs métiers. Cette perspective traditionnelle est gardée, la majorité de nos cas étant placés sous le signe de l'artiste. Les exceptions sont représentées par la femme politicienne, par la femme spécialiste dans le domaine juridique et le psychologue.

### 3.3 Analyse des résultats

Les catégories identifiées dans notre cas sont : des femmes et des hommes attachés à leur profession, cela veut dire des professionnels. Une petite observation mérite notre attention : deux d'entre nos personnages nous donnent des informations sur le statut de leurs mères: elles ne travaillent pas, pendant que leurs pères doivent gagner de l'argent afin de protéger la famille. Dans une autre situation, le personnage interviewé parle de sa mère qui était prostituée et qui l'a abandonné. On observe bien ici la position inférieure du point de vue de la profession, situation qui a changé dans les cas des interviewés. Dans notre tableau, hommes et femmes, avec des sacrifices ou soutenus par leurs parents (la mère étant la protectrice de la maison et le père celui qui gagnait de l'argent) sont des véritable modèles.

Une autre catégorie indiquée dans notre analyse est celle du jeune talent qui a réussi par son travail à quitter un orphelinat et de voir avec ses yeux son rêve. Ici apparaît toutefois l'image de sa mère qui l'a abandonné et qui a plusieurs enfants, en gagnant sa vie pratiquant une profession indigne.

Si on regarde ces classes / catégories sociales, on voit bien qu'au niveau de l'image des personnages masculins on ne rencontre pas des traces négatives: toujours le père est celui qui soutient la famille, qui travaille pour gagner de l'argent. De l'autre côté, la mère parfois réussit de transgresser le milieu familial, mais souvent elle est sans emploi et dédiée entièrement à la famille, aux enfants.

Une différence d'abordation au niveau discursive, on constate si on regarde la rubrique adjectifs/ /noms/ verbes: même si la famille représente un point commun des sujets abordés, on peut bien y réfléchir beaucoup et voir que pour les homes l'accent se situe vers la carrière, vers le plus haut de la situation professionnelle, tandis que pour les femmes, les deux vont ensemble. En effet, les épouses des



hommes sont à la maison, c'est-à-dire qu'elles ne travaillent pas. De l'autre côté, les femmes parlent de leur carrière, mais elles n'oublient jamais de leur famille, de leurs amours dans les cas (1) et (3). Pour les autres deux cas des femmes interviewées (7 et 10), la profession est celle qui dicte leurs vies, ce qui se traduit au niveau discursif dans des mots comme «examen», «projet», «litige», «problème», «tribunal».

L'hypothèse de départ c'est que les femmes sont toujours présentées comme «le groupe marginalisé» en faveur des hommes n'est pas soutenue que partiellement. Dans le fonds familial, il y a eu des exemples des femmes pas nécessairement marginalisées mais qui dérouleraient leur vie autour des enfants, de la famille. Le déséquilibre qui reste constant on le constate en ce qui concerne la présence numérique inférieure des femmes interviewées et la prédilection pour un domaine ou autre de manifestation.

Le genre évalue le rôle construit socialement, les comportements, les activités et les caractéristiques qu'une société considère appropriées pour un homme ou pour une femme. Leurs représentations dans les médias en ligne peuvent être considérées un étalon, en tenant compte du fait que la plupart de la population roumaine utilise les médias comme principales sources d'information.

Du point de vue de la performance, on trouve que par ces interviews, les auteurs cherchent d'apporter devant leurs lecteurs des modèles tant au niveau des hommes, des jeunes, qu'au niveau des femmes. Apart le déséquilibre numérique, les hypostases des hommes et des femmes sont également structurées sur la valorisation de leur domaine d'activité. Qu'il soit l'art, l'enseignement, le domaine juridique ou la littérature, les personnages sont des modèles. En général, l'impression est que la femme n'a pas lieu dans des domaines comme la politique, dans des hautes fonctions et que les arts sont dédiés à la sensibilité des femmes. L'exemple y présent est en effet un contre-exemple, donc on peut affirmer que la situation tend à s'équilibrer, mais que les pas sont petits et que la période nécessaire afin d'établir une balance entre la représentation des deux genres, sera assez longue.

#### **4. Conclusions**

La petite phrase de Simone de Beauvoir dans *Le deuxième sexe*, publié en 1949, « On ne naît pas femme. On le devient » qui mettait au jour la construction sociale de la féminité est reconnue comme ayant lancé la question du « genre » dans sa définition de « sexe social », l'expression du masculin et du féminin dans la société. Les théoriciennes anglo-saxonnes ont été inspirées par le courant dit « égalitariste » et « universaliste » représenté par Simone de Beauvoir.

Il faut souligner la complexité croissante du thème femmes/médias, affecté par les bouleversements qui ont marqué aussi bien ce champ de la théorie critique des médias que celui des pratiques et des analyses féministes. Il nous invite à réfléchir sur les ambiguïtés des nouvelles matrices conceptuelles. Ambiguïtés profondément liées, dans le contexte du post-structuralisme, du post-féminisme et du post-modernisme, à la crise des utopies sociales, la crise des identités et des grands récits d'émancipation, la crise enfin des modèles de légitimation des savoirs et des actions.

C'est à la confluence de la théorie féministe du film, de la théorie structurale de l'idéologie, de la sémiologie et de la psychanalyse, que vont se constituer de nouvelles problématiques qui exploreront comment le média « construit » (ce terme va devenir un terme-clé) des définitions de la féminité et de la masculinité, ainsi que leurs rapports et aussi comment ces définitions créent des positions de sujet spécifiques avec lesquelles les spectateurs, les auditeurs ou les lecteurs peuvent s'identifier.

Appréhender le média comme un système de représentation, c'est se poser des questions de lecture culturelle et de lutte culturelle pour la création de modes alternatifs de narration, de production et de distribution de l'image.

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