



THE 9<sup>TH</sup> EDITION OF THE INTERNATIONAL CONFERENCE  
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REALITIES AND PERSPECTIVES

**The Youth of Today - The Generation of the Global  
Development**

**Insights into the Ukrainian Crisis**

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**Abstract:** Political crises are increasingly frequent and devastating not only for the population of a state, but also for the international diplomacy. Such an example is the ongoing Ukrainian crisis. Starting from S. Fink's life cycle of a crisis and T.W. Coombs's crisis response strategies, I will analyse the evolution of the Ukrainian crisis and the crisis response strategies of three major international actors: Vladimir Putin, Barack Obama and Angela Merkel. The findings of my study will prove that the denial strategy prevails in Putin's statement, whereas Obama uses the diminish strategy and Merkel focuses on the bolstering strategy.

**Keywords:** crisis stages; crisis response strategies; crisis communication; stakeholder

## **1. Introduction**

In early 2014, the crisis that dominated the global public agenda was (and still is), the Russian intervention in the Ukrainian state space, giving birth to a reaction of protest and international stupor. The events are still ongoing despite the actions of various policy-makers. The Ukrainian crisis gives us the opportunity of applying the theoretical framework on crisis communication upon the evolution of these events and upon the crisis response strategies of three main political actors: Vladimir Putin the Russian president, Barack Obama U.S. President and Chancellor Angela Merkel of Berlin, Federal Republic of Germany.

## **2. Theoretical Framework, Method, Research Questions**

In my analysis I will apply two theories used in the crisis communication: (1) Steven Fink's stages in the life cycle of a crisis (1986) and Timothy W. Coombs's crisis responses strategies (2007). The method used in this paper will be a deductive content analysis.

S. Fink (1986) identifies four stages of a crisis: (a) the *prodromal stage*, when warning signs may signal the starting point of a crisis; (b) the *acute* crisis stage, when the crisis erupts; (c) the *chronic stage*, when the organization and the main stakeholders try to manage the crisis by providing crisis response strategies; (d) the *crisis resolution stage*, when the organization returns to normal.

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According to Timothy W. Coombs (2007), there are two main crisis response strategies (CRS): (a) primary CRS: deny strategies (attacking the accuser, denial, scapegoat); diminish strategies (excuse, justification); rebuild strategies (compensation, apology); (b) secondary CRS: bolstering CRS (reminder, ingratiation, victimage).

The qualitative content analysis will focus on the three major international stakeholders' statements issued on Reuters, Hotnews, Agence France-Presse and Russian Today.

Starting from the two theoretical frameworks, the research questions of my study are the following:

RQ1: What was the life cycle of the Ukrainian crisis?

RQ2: What were the most visible crisis response strategies (CRS) used by the three main political stakeholders (Vladimir Putin, Barack Obama, Angela Merkel)?

### **3. The Life Cycle of the Ukrainian Cycle**

The Ukrainian crisis stages (prodromal, acute, chronic, and resolution) can easily be detected and classified, except the last, where things are not yet clarified.

#### **3.1. The Prodromal Stage**

Previous outbreak crisis signals were visible and known, although nobody correctly assessed and Russian reactions subsequent secessionist outbreaks.

In 2008, after the Russian President's a speech focused on constant references to the restoration of the Soviet Union, the Russian army invaded Georgia. Although it was a member of the UN, although international treaties and conventions prohibit military intervention in another country, Russia has escaped without sanctions. Later in 2008, in Ukraine triggers the "gas war", a method of coercion policy of the Russian Federation through the giant Gazprom on Gas & Oil – Western orientation government from Kiev tint. After the change of the political regime in Kiev, and the election of the new Ukrainian leader, close to Vladimir Putin and the Kremlin's policy in general, things seemed to calmly recover. Serious economic difficulties of the Ukrainian society, many internal social pressures and generalized corruption made arrangements to Kiev to be faced with a major option in November 2013. Whereas Ukraine refused association with NATO (at express opposition of Moscow) as it did before, at the European Council, President Yanukovich rejected the association with the European Union. The decision provoked a wave of protests in the capital of Ukraine which gradually manifested across major Ukrainian cities. The phenomenon that later will get the name "Euromaidan", becomes a marathon which gathers tens and even hundreds of thousands of citizens in the massive anti-government protests.

#### **3.2. The Acute Stage**

After a violent sequence that culminates with the murder of 80 citizens by the Ukrainian security forces, with the support of the specialists' likely intervention of the Russian and Western diplomats very close to protesters, Russia intervenes. After the end of the Winter Olympics in Sochi, the Russian troops support the Autonomous Republic of Crimea in its secessionist attempt. Things get worse when the Russian troops without markings have begun a siege of the Ukrainian military bases for two weeks, thus violating four international treaties, and a bilateral Ukraine – Russia agreement. The

Crimean proclaimed regime declares its independence with the support of Moscow. A referendum which was considered illegal under Ukrainian law, declares the secession of Crimea from the Ukrainian state. This was fully supported by the President of the Russian Federation, despite the Western and international community protests.

### **3.3. The Chronic Stage**

The Kiev reactions beyond the rhetoric are almost nonexistent. The international organizations, especially the UN Security Council paralyzed the Russian veto. The international law becomes obsolete from the self-determination clause of the Russian minority living in the Ukrainian space. The Russian President acknowledges, in a televised speech, the Russian involvement in the Ukrainian crisis and proclaims the supremacy of the Russian interests and the need for armed intervention in other countries, where the ethnic Russians' interests are "affected". The President Putin is not afraid of accusing other international actors and the Kiev regime, which he labels as "fascist". De facto a territory belonging to a state recognized by the UN and which has secured borders in four international treaties, is declared independent and joined in 48 hours to the Russian Federation, blowing up regional stability, and global balance of forces.

### **3.4. The Resolution of the Crisis**

Unfortunately the Ukrainian crisis and the phenomenon which started with the protests from Euromaidan are far from closing. Russia continues to threaten the territorial integrity of Georgia, the Republic of Moldova (which signed a treaty of association with the European Union) and Latvia (facto member of EU and NATO). NATO and the European Union responded by political statements, arming and moving troops in the Baltic Countries, Poland and Romania. The office of the Federal Republic of Germany and the U.S. State Department sent messages to Moscow, which shows that the Ukrainian crisis escalation is not desirable. Unfortunately we are far from completing this crisis, and the possibility of escalation to a higher level is possible. Russia massed over 50 000 troops on the eastern border and north of Ukraine. The Ukrainian state is close to dissolution, with a demoralized army, the severe economic crisis and a huge current account deficit, but still awaiting for the elections in May 2014. Everything takes place in a landscape in which Moscow is moving further into force, rising gas prices delivered to Ukraine by 70%.

## **4. The Visibility of Crisis Response Strategies**

Beyond the local political situation in Kiev, the Ukrainian crisis brought to surface three major international stakeholders: the Russian Federation, the United States and the largest European country and most important member of European Union - Germany.

The reactions of three leaders, Vladimir Putin, the Russian president, Barack Obama, the U.S. President and Chancellor Angela Merkel of Berlin, Federal Republic of Germany, can be easily framed in Timothy Coombs's crisis response strategies.

#### **4.1. Vladimir Putin – crisis response strategies**

The most visible crisis responses strategies used by the Russian President focused on the denial strategy. Putin has consistently denied involvement in the Russian Ukrainian crisis. His speech seemed often conciliatory but without neglecting to demonize the protest movements and later on the authorities from Kiev. He even accused them of fascism and threatened the life of the ethnic Russians living in Ukraine.

“We believe that we must have good relations with Ukraine and we have no territorial issues. See Ukraine as a good neighbor, but Russian speakers they wanted their right to be assured. Russians, like other minorities, have suffered from a constant political crisis for 20 years.” Vladimir Putin - March 18, 2014 (Russia Today)

“We Crimea were stolen. Crimea has always been an integral part of Russia, the heart of its people. This link has been passed from generation to generation. (...) Crimea was given like a sack of potatoes”. Vladimir Putin - March 18, 2014 (Russia Today)

“It is no need to send troops in Ukraine at the moment, but this possibility exists.” Vladimir Putin - March 4, 2014 (Russia Today)

“There can be only a single assessment of what is happening in Kiev and Ukraine: it is an anti - constitutional coup, a takeover of power by force”. Vladimir Putin - March 4, 2014 (Russia Today)

“It is extremely important to avoid the escalation of violence and to achieve a normalization of the situation in Ukraine as soon as possible.” Vladimir Putin - February 28, 2014 (AFP )

The strategy of denying and of diminishing the Russian involvement in the crisis in Ukraine was achieved by the three crisis communication tactics: attack, denial and justification. The Russian position is considered “trustworthy” by the attack on the Ukrainian post- Yanukovych authorities, described as fascist and anti-Russian. According to Putin, the Russian minority, especially that who is resident in Crimea, suffered neither during the crisis, nor previously. This minority is a relatively recent resident population in Crimea, after the Tatars depopulation action executed by Joseph Stalin, a few decades earlier, and the later colonization with ethnic Russians. In Ukraine there were no social problems between the Russian and Ukrainian ethnic populations during the crisis situation. The attack on Kiev and on the Western capitals is one of the tactics used by the Russian president in his political statements on the crisis in Ukraine, one of the arguments used being the “Kosovo precedent” justification rejected both by Berlin and Washington. The justification for the armed intervention to protect the ethnic Russians in Kiev come from non-existent threats. The evidence is used against Russia. It has violated not only the bilateral treaty with Ukraine, which specifies the number of Russian soldiers deployed in the Crimea, but also other international treaties which guaranteed the Ukrainian borders.

#### **4.2. Barack Obama – Crisis Response Strategies**

In contrast to the Russian president, the U.S. President used a completely different crisis communication strategy. Barack Obama prefers to mainly apply a diminish strategy.

“...Russia violates international law. I know that President Putin has apparently (...) a different interpretation, but in my opinion (these arguments) is not fooling anyone. There have been some reports that President Putin reflects on what happened. Everyone recognizes that although Russia has

legitimate interests in what happens in a neighboring country, this does not give the right to use force to exert influence in this country.” - Barack Obama, March 4, 2014 ( Hotnews )

“America’s got a whole lot of Challenges.” “But Russia”, he added, “Is a regional power is threatening some of immediate neighbors, but not out of strength out of weakness. We [the U.S.] have considerable influence on our neighbors. We do not need them to invade in order to have a strong co-operative relationship with them.” - Barack Obama, March 26, 2014 (The Independent)

#### **4.3. Angela Merkel – Crisis Response Strategies**

Unlike the other two political stakeholders, the German Chancellor provides a more targeted approach to the crisis since Germany has major interests in the Russian economic space. Her communication strategies are mainly consistent with the EU position. Her statements focus on the diminish strategies through justification and on the bolstering strategy through the reminder and victimage tactics.

Thus Berlin calls for “finding a political solution to the crisis in Ukraine, as soon as possible. Chancellor and presidents agreed that it is necessary, as soon as possible, a political solution to stop the bloodshed in Ukraine.” – February 20, 2014 (AFP)

“If Russia continues during the last weeks, there will be not only a catastrophe for Ukraine.”

“Not only do we perceive Russia's neighbors as a threat. And not only change EU relations with Russia. No. This will cause massive damage Russia's economic and political. Ukraine's territorial integrity cannot be put under question.” - Angela Merkel March 13, 2014 (Reuters)

### **5. Conclusions**

The analysis of the three major political stakeholders’ statements during the Ukrainian crisis proves that the truth has many political faces. Edward Bernays, the father of public relations, considered that the truth is important and must prevail during crisis situations. But his statement proved irrelevant during the Ukrainian crisis. As shown, the denial strategy used by the Russian president, Vladimir Putin, proved to be efficient, whereas the attitude of the two occidental leaders, Obama and Merkel, seemed ineffective and undermined the international confidence in the U.S. and Germany (and by extension the EU).

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## A New Risk Factor in the Evolution of Intelligence

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**Abstract:** The purpose of this article is to point out the way intelligence evolved in the last decades with the accent on the new threats or challenges it's faced with nowadays as well as to highlight it's importance in every matter concerning the states but also raising to the level of the entire international system through it's new ways of responding and operating in the informational era. Just as Michael Herman and Richard J. Aldrich pointed out in their works, it is well known that the future of intelligence should concern every actor provided that the more technology evolves it's role as well as the need for such structures are increasing. The main methods employed were documentation, observation, research and case study. Conducting this study we learned that the problem is still actual as the discussions concerning a major issue intelligence is confronted with are still open. The study has implications in the academic groups because intelligence needs more and more specialists capable to face every situation no matter how unforeseen. The present paper brings together different points of view concerning the matter but was also meant as an alarm signal for the readers.

**Keywords:** development; information; revolution; education; threat

### Conceptual Frame

The term intelligence has various meanings, however in this particular context it is used to define secret information that governments collect about an enemy or possible enemy but it may also refer to governmental organizations that collect information, as well as the people working for such organizations.<sup>2</sup>

“As an institution, it serves central and not local government. It deals with information, but in ways that differ from information-gathering and information-handling that take place as integral parts of government and military command and control. It is a specialist activity; in military terms it is “staff” not “line”. (Herman, 2001)

Once the Cold War ended, the world has begun to develop more, therefore nowadays we are witnesses to the revolution of knowledge and technology which gradually came to influence every form of manifestation or individuality, as well as the contemporary society. This marked the beginning of a fundamental change in every possible aspect, and so the world as people knew it before the last quarter of the 20th century suddenly suffered major changes that lead to a whole new perspective. The ways of thinking and reacting at a national level were altered due to the ulterior progress and sometimes

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<sup>2</sup> “A New English Dictionary on Historical Principles”, Oxford United Kingdom, Oxford University Press, 1989 (commonly known as “The Oxford English Dictionary”).

even completely reformed, the world finding itself at the gates of a new evolutionary age, nowadays known as the informational era.<sup>1</sup>

Faced with a massive amount of information, suddenly became available at a global range through publications, but mostly through computer technology and networks, the intelligence structure was forced to adapt to all the transformations using a double approach. (The American Heritage Dictionary of the English Language, 2000)

First of all, due to the imperative necessity of rapid response and extended knowledge all the processes and procedures were adapted through new ways of action and decision in operations, as well as the consolidation of the analytical skills.

Second, technology became a major resource extremely useful in the shaping of the international system, as well as an increasing factor of power in the informational area, which led to a fierce competition centred on investments meant to ensure the progress of this particular domain.

### **The Evolution of Intelligence in the Permanently Changing Informational Era**

The first decade following the end of the Cold War was an unfortunate period for the entire intelligence structure due to the fact that the reformation of the system towards the new directions, set by the anterior changes, proved itself to be hard to apply in the middle of the technological progress, worldwide information availability and networks development. All of the above led to the emergence of various phenomena which were to mark the informational era and influence it's every aspect.

In a world of constantly changing threats, globalization<sup>2</sup> and the new terrorism seem to be the major events the intelligence is confronted with, both of them requiring different approaches and strategies concerning discipline, analysis, the management of the information, but also centered on bringing imagination, intuition and innovation in the process. (Aldrich, 2008)

The reform of intelligence is not a new concept, provided that the intelligence structures were always in need of adjusting their objectives, operational environments and requirements concerning surveillance and external control; however most of the adjustments only represented the beginning of evolution. (Wilson, 2008)

The big challenge intelligence is faced with in the informational era is responding more and more efficiently to an enlarged number of threats insufficiently defined which followed the technological progress.

Among the several changes occurring in the intelligence structures there is also the move towards more action, represented by the efforts to go beyond the passive gathering of intelligence seen in the past decade under the impact of globalization. (Aldrich, 2009)

“Globalization has compelled many domestic security intelligence agencies and foreign intelligence agencies to work alongside each other.” (Aldrich, 2009) and so the “need to know” became “need to share”.

“Intelligence means more than ever intelligence; a game of the best against the best.” (Fota, 2012)

In a world where numerous threats keep appearing due to the evolution of technology enforced by the

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<sup>1</sup> Romanian Information Service, “SRI in the informational era”, [http://www.sri.ro/fisiere/docp/VIZIUNE2011\\_2015.pdf](http://www.sri.ro/fisiere/docp/VIZIUNE2011_2015.pdf), accessed on the 12th of March 2014.

<sup>2</sup> The process by which businesses or other organizations develop international influence or start operating on an international scale. (The Oxford English Dictionary, 1989)

fierce competition arising among actors whose primary purpose is the investment in research and progress; threats such as new terrorism, biological weapons, nuclear armament, hackers, and many more; the essential question is freedom or security?

That security is assured by those organisms subordinated to the states, and not only, which have the interest of ensuring the protection of the classified information on all its levels, as well as protection from any kind of threat or cyber-attack through every means possible.

The accelerated development of technology made the number and variety of threats grow notably and so today, in the so called "informational era" here we are faced with yet another major issue: the internet and every virtual environment.

### **Expectations of Intelligence in the Informational Era**

Appeared as a result of globalization, the internet compresses space and time facilitating any

kind of informational exchange worldwide; which helps people learn, create, discover or form ties at a global level. But every good has its bad side so along with all these benefits, the internet makes it easier for information to be lacked, spies to get inside national databases and countless other threats the world is facing.<sup>1</sup>

Every bit of information which happens not to be under protection at a certain time becomes public worldwide through the internet. So how is this matter going to be handled? By protecting the information, of course.

People are already familiar with the structures every state is creating in order to ensure its integrity and also the safety of its citizens, as well as the safe keeping of classified information and national secrets;<sup>2</sup> but the question is: until when will all these services be able to resist in front of the continuous progress and challenging openness?

Is there a limit to all this progress? Not as long as this competition of investments between actors is still going on and technology is viewed as a resource. In fact we might as well say that the limit of progress is the lack of technology itself; but nowadays even such places where technology is not yet materialized are diminishing considerably and those are definitely not the great powers ruling the world.

Therefore the world needs more and more intelligence specialists who have the skills and capacities to face every situation no matter how unforeseen, but also the imagination and fresh vision needed to come up with solutions and new ways of approaching every matter as the expectations of intelligence keep growing.<sup>3</sup>

### **A New Revolution?**

In the last two years there has been another notable change, even greater than the massive access at information. Not only meaningful amounts of information in a variety of domains suddenly became

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<sup>1</sup> Romanian Information Service, official site, "Cyberintelligence", <http://www.sri.ro/Cyberintelligence.html>, accessed on the 18th of March 2014.

<sup>2</sup> International Romanian Information Service, official site, "Security and Defense", <http://www.sri.com/research-development/security-defense>, accessed on the 18th of March 2014.

<sup>3</sup> Intelligence and National Security Alliance, "Expectations of Intelligence in the Informational Age", <http://issuu.com/insalliance/docs/rebalanceexpectations>, accessed on the 16th of March 2014.



public worldwide, but lately a new phenomenon has appeared which can be qualified as an attempt to globalize even education.

We might be witnesses of a new revolution completely different than the one in the past, yet not totally unrelated. As we already know, each state has its own educational system strictly coordinated by the government. But what if all those different systems we have known so far would suddenly become only one, enforced and supported by an undeniable reality: technology!?

What if people worldwide would share the same educational system and means as well as the same access to anything they would want to learn or study? We already know every competence and knowledge we have is the result of education; we create our systems of values based on the education we receive and all the goals we set for the future are directly related to our educational degree.

Education has a major impact in each and every one of our lives and can influence someone's path decisively towards good but equally towards bad. In a world where everyone has the free knowledge and information applicable at a global scale, not controlled by anything and with no set rules either, how many would chose to use that information for good and how many would chose the other?

These seem to be some of the few questions the proliferation of MOOC<sup>1</sup> in the last two years might have arouse. Intended as a "liberalization of education" the MOOC are open online courses written by some of the best minds in the world teaching in well-known universities acknowledged worldwide for their extraordinary achievements and results like: Harvard, Stanford, Edinburgh or Yale University.<sup>2</sup>

In short; each and every one of us can access the courses and take them freely, in the end obtaining a qualification certificate as well as more or less knowledge or interest regarding any particular domain.<sup>3</sup>

Is this the first step towards a unique and universal educational system based on technology? Is it more of a benefice than a prejudice to the world as we know it? Can it help cultivate people's interest and obtain progress?

As far as the European Union is concerned, these courses are relatively new; therefore the European Union's at risk of being late in this domain, provided that the majority of the courses come from other non-European actors. This matter made the subject of a debate of the European Union's Council in November 2013.<sup>4</sup>

What attitude will the European Union adopt concerning this matter of OER<sup>5</sup> ? But more importantly, what are the effects of this tendency of an universal open educational system based on open educational resources and technology on intelligence?

Could this "liberalization of education" with all it's benefits turn into a threat for the intelligence?

We have yet to see what the future will bring.

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<sup>1</sup> A course of study made available over the Internet without charge to a very large number of people (The Oxford English Dictionary, 1989).

<sup>2</sup> Harvard University, Berkley University of California, The University of Texas, Massachusetts Institute of Technology, <https://www.edx.org/>, accessed on the 18th of March 2014.

<sup>3</sup> Educause Conference 2014, <http://www.educause.edu/annual-conference>, accessed on the 18th of March 2014.

<sup>4</sup> European Union's Council, "Open Educational Resources and Digital Learning, Enlarged Debate 15591/13, Bruxelles, 6th of November 2013, <http://register.consilium.europa.eu/doc/srv?l=RO&t=PDF&gc=true&sc=false&f=ST%2015591%202013%20INIT>.

<sup>5</sup> Open Educational Resources are any type of educational materials that are in the public domain or introduced with an open license. The nature of these open materials means that anyone can legally and freely copy, use, adapt and re-share them. United Nations Educational, Scientific and Cultural Organization, Communication and Information, "What are European Educational Resources?", <http://www.unesco.org/new/en/communication-and-information/access-to-knowledge/open-educational-resources/what-are-open-educational-resources-oers/>.

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**Security in the Extended Black Sea Region  
as a Means of Further European Integration**

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**Abstract:** The objective of this paper is to highlight the importance of the security aspect in today's international relations scene, through the eyes of the European Union and put emphasis on the micro-level of security in order to achieve a higher level of security, at a macro-level. This paper relates to other work in this field by the fact that it raises up serious questions about european integration through the security aspect. The approach used in this paper was mainly a observational one, trying to point out the strong and weak points of the european system and to sketch out a possible direction for further european integration. The results, or conclusion of this paper is that integration can be achieved in the security department at a higher level by firstly doing so at a micro-level, in this particular case, in the extended Black Sea region. This paper is original through the fact that is whises to point out the importance of each individual in the complex structure that is the European Union.

**Keywords:** European Union; globalisation; security instruments; international conflicts; micro-level perspective

## **1 Introduction**

Security in international relations has become a subject of discussion more and more frequently addressed and important between international actors, especially in the contemporary international relations system, where terrorist attacks, the political instability of states, authoritarian regimes and the desire of national and ethnical affirmation can be seen more and more often.

Nowadays, the Black Sea region is, in essence, the intersection of four different geopolitical dynamics. The first two dynamics are based on the interests of the two powerful states in the region, Turkey and Russia. Apart from these two, we add many countries included in the European Neighbourhood Policy. The United States, however, sees the region as a gateway to deploy its policies in the Middle East and Eurasia. The Black Sea became a crossroads of the four parties involved, Turkey, Russia, the United States and the European Union. As a result, security and stability in the Black Sea have reverberations throughout the Euro-Atlantic and Eurasian area.

## **2 The European Union**

In the context of the European continent, the European Union plays an important role in forming and making policies that address matters related to security, even in states that are not members of the

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European Union, putting into practice the so-called European neighbourhood policy<sup>1</sup>, the only states that have a more powerful individual policy making in the security sector, and are not part of the European Union, being the Russian Federation and Turkey.

The European Union shows to have more pronounced interests in establishing security and stability at its organisational borders, especially after the last enlargement in 2007, when Bulgaria and Romania joined the European Union, thus making the EU border the Black Sea and opening a new series of opportunities but also of challenges and threats for the European Union. International relations are under the umbrella of *globalisation*<sup>2</sup>, of which can be said that has become more emphasized since the collapse of the Soviet Union and the end of the historical Cold War<sup>3</sup>.

### **2.1. Aspects of Globalisation**

There are several types of globalisation, like the cultural one, the economical one, environmental but also from a security point of view. In the light of the permanent change caused by the influence of globalisation and by all the factors that result from globalisation, the desire to have security and to formulate a strategy to organise and maintain it can be seen in all the regions of the world, especially in the frameworks of the most complex institutional organism, the European Union.

What has to be understood is the fact that globalisation, even in the security sector, has to be achieved at a regional level, forming a cohesion between local international actors, in order to create stability in the area, so that, as a result, security at a larger level can be achieved. That is why the fulfilment of security at a regional level, through the European Union, in the Black Sea area, is a key aspect of today's international relations.

### **3 The European Union's Approach to the Security Issue**

The European Union is an international actor that can be best defined by the phrase *sui generes*<sup>4</sup>. The European Union has evolved gradually, from the moment of the creation of its predecessor, the European Coal and Steel Community, and till this present moment, paying attention to more and more fields of activity and study, and at the same time promoting integration.

If at the beginning, this organisation was concerned only about the economical integration and achieving the goal of economical interdependence in order to avoid future armed conflicts, currently the European Union wants to achieve integration in all sectors, especially security.

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<sup>1</sup> The objective of the European Neighbourhood Policy is to spread the positive aspects of the European Union with states that neighbour the European Union, thus helping to strengthen stability, security and wellbeing for all those in sight. Source: [http://ec.europa.eu/economy\\_finance/international/neighbourhood\\_policy/index\\_en.htm](http://ec.europa.eu/economy_finance/international/neighbourhood_policy/index_en.htm) accessed at 15.03.2014

<sup>2</sup> The term "globalisation" is used to describe a multicausal process that has as result the fact that the events that take place in a part of the globe have more ample repercussions on societies and problems on other sides of the globe.

<sup>3</sup> Although the Cold War has officially ended in 1991, some political analysts argue that it is not over, given the permanent differences and opposite opinions between the two big poles of power, the United States of America and Russia. Idea taken from *U.S – Russia Relations: Facing Reality Pragmatically*, Editure Center for Strategic & Intl Studies, 2008.

<sup>4</sup> Term from latin, meaning "of its own kind" or "unique". In this case, the European Union being the only organisation of its kind, in which member states give up willingly a part of their sovereignty in order to achieve a higher collective good.

### **3.1. Strategies, Action Plans, Joint Actions, Programs**

The European Union is using several strategies, programs, action plans in what concerns security. An instrument for addressing the security issue is the European Security Strategy which sketched out a framework for the European Union's interests in the region.

One of the most important areas concerning the security aspect the extended Black Sea region because of the fact that it is an important geostrategic point, having two extremely powerful countries, military and economically, as riparian countries, which are Turkey and Russia, and also the region is in the proximity of the Middle East region, where recently a number of political conflicts also known as the *Arab spring* could be seen.

The highest risks for the European Union in terms of this region are the many political conflicts that have resulted in the use of military force. Several examples include: The War in Georgia in 2008, which did not result in a refugee influx towards the west-European states, but it affected the transport routes for oil and natural gases, and the political and military consequences continue to affect Georgia and the neighbouring regions, thus affecting several EU partners; a military confrontation between Armenia and Azerbaijan, possibly involving Turkey and Russia, could have serious implications for the European Union; the civil war in Ukraine and the bloody confrontations continue to currently affect the Black Sea region in terms of stability, especially in the context in which Ukraine was a possible candidate to become a member state of the European Union, but the recent events may have set back Ukraine in its road to ascension.

### **3.3. Instruments in Realising Regional Security**

Besides these issues, the weakness of the states in the region and the existence of entities that are not recognised legally attract criminal and terrorist groups and the region is susceptible to becoming an illegal trafficking of arms, drugs and human beings area. Terrorism, inefficient states, regional conflicts and organized crime are the most pressing security threats presented in the European Security Strategy. It is therefore in the interest of the Union to work on these threats together with countries in the region.

EU's response to the dynamics of security in international relations has developed a so-called common foreign and security policy, which aims to strengthen the EU's external skills through the development of military and civilian capabilities in conflict prevention and management<sup>1</sup> in situations crisis. What is difficult to achieve in common policy is not the setting objectives and identifying threats, but determining the means by which to pursue these objectives as being an organization consisting of 28 states, each wanting to have a voice as strong as of such decisions is difficult tracing methods for implementing strategies.

### **3.4. Black Sea Synergy – a Road to Integration**

Another common policy instrument in the region is the Black Sea Synergy, which was formed as a result of a conference between the foreign ministers of countries bordering the Black Sea, Kiev, Ukraine, 2008. It encourages cooperation between the Black Sea Synergy Black Sea countries and enables them to address common issues while encouraging political and economic reform.

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<sup>1</sup> The activity and art of leadership. All activities regarding the organisation, distribution and structure of the resources.

The Black Sea Synergy aims to stimulate democratic and economic reforms, to support stability in the region and promote, facilitate practical projects in areas of common interest, to open new opportunities through coordinated actions in a regional framework and encourage conflict resolution such as those mentioned above in a peaceful manner.

Closer regional ties will foster democratic and economic reforms, support stability and promote development in the area, facilitate practical projects in areas of common interest, will open new opportunities and challenges through coordinated actions in a regional and ultimately, encourage the peaceful resolution of conflicts in the region. Specific partnerships in the Black Sea Synergy will address areas such as transport, energy and the environment. Additional initiatives may result in high education, medicine and the fight against organized crime. Activities were initiated in areas such as civil society, research and the information society.

#### **4 Perspectives for Future Security**

States of the wider Black Sea region continues to have persistent challenges in terms of security, dating from the collapse of the Soviet Union, especially by armed unresolved territorial conflicts. Enlargement has brought with itself, unresolved conflicts in Transnistria in Moldova, Abkhazia and South Ossetia in Georgia, the Armenian-Azerbaijani conflict and the more and more pronounced conflict extended over the region of the North Caucasus.

The situation in these regions is far to be stable, thus causing frustration and unresolved conflict parties resort again to the use of arms. Processes of negotiation and peacekeeping continue to be dominated by Russia, which identify more as part of the conflict, rather than a neutral mediator.

To prevent these conflicts and to secure the zone, the European Union continues to build institutions to ensure the rule of law and democratic values. In this sense, a notable progress can be seen in Romania, Bulgaria and Turkey, by trying to reach European standards. EU Member States also show concern that Europe is becoming increasingly dependent on Russia through energy and the need to establish an energy security strategy that does not make the EU Member States entirely dependent on Russia has become more prominent.

Thus, Europe is trying to diversify its energy sources, especially regarding natural gas. Not being under the control of Russia, the Caspian region to presents a particular interest to Europe for the future, with important deposits of natural gas, which could ensure the needs of the European countries which would ensure their energy security.

##### **4.1. Possible Allies**

Also, to ensure security in the region, the European Union should have a more active role in the negotiations and peacekeeping in the Caucasus, as it did in Transnistria. The European Union has the potential to serve as an impartial entity, which would bring much-needed legitimacy and credibility to these processes.

The European Union should develop a broader regional strategy to solve conflicts by addressing the right of small countries to sovereignty and territorial integrity. This approach should include the Russian Federation in the peace talks and also in the strategic partnership between Russia and the European Union. In parallel, the EU should actively support the development of policies to support national minorities in the countries of the region, continuing the phenomenon of integration.

The EU should also support NATO's role in the wider Black Sea region, which is crucial in advancing regional security. And, finally, the EU should develop a close partnership with the United States, and both powers should coordinate their policies towards the region, taking advantage of the strong points and complementary roles.

## **5. Conclusion**

It can be said that security has its roots at the micro level. Starting with each individual and to supranational entities such as the European Union, the need for security has always been pronounced. The best way to ensure regional security is to first ensure national security and to solve our own local conflicts in the political, ethnic, social areas, and then we could aspire to regional security, and why not, even global security, as a whole.

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THE 9<sup>TH</sup> EDITION OF THE INTERNATIONAL CONFERENCE  
**EUROPEAN INTEGRATION  
REALITIES AND PERSPECTIVES**

## **How Do Leaders Shape the World – Intelligence Role**

**Gabriela-Simona Corșatea<sup>1</sup>**

**Abstract:** Living in the Era of constant change and anticipated movements seems to remain the struggling of working out the perfect global strategy, based on both well-developed cooperation skills and most of all, the supreme power conquer. The change from one domain to the other, one alliance to another, every single country comes as no surprise when the big reveal is made – whether going for an increased level of mass-destruction weapons or just a simple deception that is due to put down an entire civilization, leaders are the ones to be held responsible when bad things occur. History shows us how easily deception can be made, and how easily a poor-developed country can actually gain power over a twice as much developed one. Those days, collaboration among cultures and countries is imminent, without which failure is closer than ever. The key is held in the Intelligence and among the main characteristics of a real leader, whose powerful and strategic skills are meant to turn him into the best decision maker of the region.

**Keywords:** strategy; change; skills; intelligence; collaboration

### **1. Introduction**

Throughout history, power was known as being the first and foremost form of domination. As one of the well-known Italian politicians and diplomats Niccolo Machiavelli, the art of governing has been turned from the art of guiding and leading into the deplorable art of domination (Machiavelli, 2011, p. 23) if talking from the perspective of the common wealth of the population. Intelligence plays a major role when talking about leaders and the art of governing. During numerous conflicts followed by success or failure, it has come to a conclusion based on Francis Bacon's acknowledgements, such as 'Knowledge is power'. (Bacon, 1965, p. 87) Living in the era of conflicts based on intelligence, the country that has the biggest resources will not come to an acceptable outcome, only if its leader has the skills and the power of adaptability developed enough to use the intelligence it has at his hands. Following the lines below, I will show how a few memorable decisions in the past turned the population into seeing a tremendous glance of the future, based on the intelligence they had or did not have in their possession the decision makers. (Dutton, 2007, p. 192)

### **2. Shaping the History**

Decision making is probably the most delicate and frightful situation in which a leader could ever be put. Thinking about the interest of the county, the common wealth of the population and above all, how morally understandable a certain decision could ever get are the general criteria over which leaders are ought to keep on thinking before the history is written by somebody else.

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There is no secret that major officials managed to receive a bad grade of their governing, even being known throughout history as ‘mad leaders’.

It is quite unfortunate and a real trouble for their image, so the decisions should actually have been taken under different circumstances and understood the population, as well as by the opposition members.

One example that is a real trouble for the image of the leader, in consequence for the country itself interferes with the governing of Neville Chamberlain, the prime minister of the United Kingdom during May 1937-May 1940.

His left move made the whole population label him as a ‘mad leader’, making him lose his power before the elections. In fact, the problem was somewhere between taking a wrong decision and having a lack of intelligence in the operation field.

After a private negotiation with Hitler over a part of German-speaking population based on a region of Czechoslovakia, Sudetenland, both parts agreed that Germany will not interfere with the rest of the country, only with the one region that it managed to own from now on.

Arriving back to his country, Chamberlain was more than happy to have settled such a massive agreement with one of the fiercest leaders the world ever had.

Unfortunately, his happiness ended quickly when Hitler invaded the rest of the country shortly after the agreement has been closed.

Thus, regardless of his positive attitude and meanings towards the infrastructure of the United Kingdom and the rest of his good decisions, Neville Chamberlain has remained in history having a deplorable image over his governing period.

In addition, he quite shaped the world by leaving Germany an opportunity that has been taken into account, based on the lack of intelligence.

Should he had the means and instruments to get into the possession of the intelligence needed, he might have neither been replaced as quickly as he was, nor seen as a bad influence over the history of the United Kingdom. (Breuning, 2007, p. 56)

### **3. Cooperation Follows A Win-Win Situation**

Conflicts are known for their useful learnings over the future, as different decisions follow different courses. One of them would be the colonization of Congo, the event that followed a win-win situation in which both parts had advantages. Having organized different meetings with certain specialists in ecology and natural sciences, King Leopold the 2<sup>nd</sup> of Belgium managed to show his interest and devotion in the development of such big and large country, such as Congo, 18 times larger than Belgium.

Due to his negotiation skills and good reputation won among the rest of the European countries, King Leopold the 2<sup>nd</sup> found himself being the colonizer of Congo. On top of that, the organizations set by himself among the colonized country managed to receive from the population certain regions that have been donated to receive help – thus, those regions managed to enter into the possession of the King, who was the owner of those organizations and for a long period of time, certain regions were actually on his name, not in the name of the country.

On the other hand, the question rises on the aspect of the advantages received by the countries who actually agreed on Belgium receiving Congo. The answer is extremely understandable and easy to be received, since most of the European countries were in danger to lose the balance of power.

None of them would have agreed for another country known as a powerful one to receive a country like Congo, so transferring it to another area where this danger would be imminent came in hand.

Intelligence was a critical factor among the decision taken by the powers, since King Leopold the 2<sup>nd</sup> managed to gather enough information regarding how a colonization should be made, under what factors, being a traveler, explorer and a smart leader at the same time.

Taking on the same topic, intelligence has revealed that once you own it, you can play the games by its own rules and still win, under no circumstances.

Also, if you are the right man at the right time having the right instruments, the outcome is ought to be shaping the world on your own taste, regardless of the successes or previous failures. (Breuning, 2007, p. 94)

In case he did not have the intelligence needed to persuade others in transferring to him the country, he would have lost such an opportunity and the history would have been written in different words, with different opponents.

When it comes to trying to explain foreign policy, there is no surprise for anyone that we should start from the psychological traits of the political leaders of the respective states.

International relations is all about public relations and marketing and if we were to add the subjectivity of the people shaping global affairs, we could easily understand why is it that policy makers adopt a different professional behavior than a security matrix might show us.

#### **4. Conclusions**

The more you know, the better you can understand what is going on around you and the easier you manage to find out solutions to the problems coming up into your way. (Nye, 2010, p. 105)

This is the premise from which I started my thesis and the field that I chose to focus this time is the activity of intelligence. One can easily avoid acting by cognitive biases or mirror imaging if its brain is filled with various details, pieces of knowledge, if he has a wide general culture and his academic preparation is a tough one.

A leader is defined not only by charisma, but also by its ability to extract the essence from what is going on in the world and bring it in front of the people while contributing to their enlightens.

On the other hand, in the field of intelligence, an intelligence officer is supposed to be not only smart and flexible, he has to adapt quickly to the constantly changing environment and it is almost impossible to keep track without learning all the time.

It is related to constantly improving your understanding of the facts and caring about how to maintain your brain into a training mood.

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THE 9TH EDITION OF THE INTERNATIONAL CONFERENCE  
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REALITIES AND PERSPECTIVES

## Puppets and Puppeteers

Georgiana Andreicut<sup>1</sup>, Andreea Serban<sup>2</sup>

**Abstract:** Manipulation. A word with such a special echo that exceeds the boundaries of semantics, creating rumor and scenarios which are more or less whimsical, with a pregnant whiff of conspiracy. Passing through the scientific-psychological essential aspects, we reach the coup de grace: from the manipulation of the masses, through the culture of mediocrity, to the much debated manipulation through the use of mass media. We do not strictly treat the psychology of large groups, neglecting the individual. Thus, we will tangentially walk the path of Intelligence. How are these strings pulled? Who are the puppeteers and how can we become them?

**Keywords:** manipulation; subliminal messages; CIA techniques; religion

The concept of “manipulation” is highly debated nowadays and utterly present in day-to-day respects. Although virulently criticised for its prevalent negative aura, it is undoubtedly useful when it comes to recognize its specific signs in order to fight against it, let alone using it for personal, harmless purposes. Subsequently, we enter a fascinating world resembling a complex show with puppets and puppeteers with different scenarios and actors. The usually scorned puppets, orchestrated by their master’s personnel will could be anyone of us whether it comes to a person as part of a nation, seduced and heavily influenced by an evil personality cult, as history provides us numerous examples or the individual facing a myriad of commercials with subliminal messages, demagogic speeches of politicians following certain psychological techniques designed to appeal the subconscious, foreign agencies trying to recruit us or other persons attempting to take advantage of our weaknesses. In our project we will present “Mice” - the most basic scheme in every recruitment process, a short analysis of the infamous personality cult that characterizes every dictatorship or non-democratic regimes, like Nazism and last but not least, an attempt to penetrate the internal mechanism of manipulation used in advertising, sales and the most banal fields of our lives.

**Let’s dissect the process a bit. Let’s start off simple, linear. What is it? How is it created? Which are the main methods?** Psychological manipulation is a type of social influence that aims to change the perception or behavior of others through underhanded, deceptive, or even abusive tactics. By advancing the interests of the manipulator, often at another's expense, such methods could be considered exploitative, abusive, devious, and deceptive. Social influence is not necessarily negative. For example, doctors can try to persuade patients to change unhealthy habits. Social influence is generally perceived to be harmless when it respects the right of the influenced to accept or reject and is

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not unduly coercive. Depending on the context and motivations, social influence may constitute underhanded manipulation.

**Manipulation within mass-media.** In the old days, we only had a few threats to fear when it came to media manipulation: the government propagandist and the hustling publicist. They were serious threats, but vigilance worked as a clear and simple defense. They were the exceptions rather than the rule — they exploited the fact that the media was trusted and reliable. Today, with our blog and web driven media cycle, nothing can escape exaggeration, distortion, fabrication and simplification.

Media manipulation exploits the difference between perception and reality. The media was long a trusted source of information for the public. Today, all the barriers that made it reliable have broken down. This all happens because of the poor incentives. When readers don't pay for news, the creators of the news don't have any loyalty to the readers either.

**Subliminal messages.** Subliminal perception is a deliberate process created by communication technicians, whereby you receive and respond to information and instructions without being aware of it. Messages in the form of printed words, pictures or voices presented either very rapidly or very obscurely bypass your conscious awareness. Anything consciously perceived can be evaluated, criticized, discussed, argued, and possibly rejected. Anything programmed subliminally to your subconsciousness meets no resistance. This subliminal information is stored in your brain and capable of influencing your judgment, behavior and attitudes.

Serious commercial experiments with subliminal messaging were conducted in the mid 50-s. The BRITISH BROADCASTING CORPORATION experimented with projecting subliminal images on television. Pictures were flashed on the screen too quickly to be seen consciously, but they did make an impression on the subconscious. The BBC experiment was followed by experiments by the CANADIAN BROADCASTING CORPORATION, MEXICO'S TELEVISA commercial TV and radio network, US TV station WTWO in Bangor and many more. The most known experiment with subliminal messaging was conducted by a marketing researcher and psychologist James Vicary in 1957 during the presentation of the movie "Picnic". Every 5 seconds the words "Hungry? Eat popcorn. Drink Coca Cola" were projected for 0.003 seconds. That is extremely fast. Sales of popcorn and COKE in that New Jersey theater increased 57.8 percent and 18.1 percent respectively. Numerous scientific researches following these experiments confirmed beyond any doubt that subliminal messaging works. When advertising industry and government agencies understood the potential of subliminal messaging they started investing millions in developing and perfecting of subliminal techniques, which can be used not only for marketing, but also for propaganda and mind control.

**How our perception works ?** How can something that we don't notice affect our behavior? Well, unheeded doesn't mean unseen. As you know, our mind consists of two interacting parts: conscious and subconscious. The subconscious part of mind operates below the level of conscious awareness, it controls reflexes, automatic functions and handles the processing and storing of incoming information. Subconsciousness is able to process 20,000 bits of information simultaneously, while consciousness can deal only with  $7 \pm 2$  bits of information at the same time. Instead of the simplistic five senses of Aristotle — sight, hearing, taste, touch and smell — there are at least thirty-seven known, differentiated sensory inputs into the brain. All of the information picked by these senses is sent to the brain and absorbed by the subconsciousness, however, only very concrete and relevant data is passed to the conscious mind after it has been processed and reduced. All the rest remains ignored. A good example of this is the Cocktail Party Effect: You can talk with a friend in a crowded party and still listen and understand what he says even if the place is very noisy. You can

simultaneously ignore what another nearby person is saying, but if someone over the other side of the room suddenly mentions your name, you notice that sound and respond to it immediately. Not only that your name immediately triggers your attention, you usually are aware of the entire sentence it has come in. From this experience we can learn that our brain records everything that takes place around us. Interesting that certain words like “sex”, “blood”, “death” have the same effect in triggering your attention as your name.

**Emotional Manipulation Techniques.** Nowadays, battles are not only waged on a battlefield. They are also waged inside your mind. Through the misuse of emotional manipulation, brainwashing and mind control techniques, your enemies can actually assert some sort of control over you. Emotional blackmail is one of the most used manipulation techniques in this new war. A lot of people succumb to this trick because they feel as if they have no choice. Sentences like “Don't you care about the company?” or “If you really want to be my friend, you would do this for me” usually force them to make decisions they don't really want to. **Focusing On the Negative Sides.** Some people just like to put a damper on your brilliant idea by spitting out all the things that could go wrong with it. These people are no longer offering critique. And these people will usually raise questions that will raise doubts in you. For example, you announce that you are thinking of flying to London for a week-long vacation. People using psychological manipulation will most likely react to your news by stating the danger of flying or the number of negative things awaiting you at the airport. **Teenage Rebellion.** Sadly, even those way past their teenage years like to act out as a response against your decision or whatever it is you have just told them. For example, you want to move out of your home to live independently. At first, everyone seems to be fine with it. But just as you start hunting for that perfect apartment, things just start happening one after another. Some sort of personal crisis occurs in the family, your mother suddenly starts smoking again. Emotional manipulation techniques may be all over your life; but that doesn't mean you have to give in to them.

**Crowd Manipulation.** Crowd manipulation is the intentional use of techniques based on the principles of crowd psychology to engage, control, or influence the desires of a crowd in order to direct its behavior toward a specific action. This practice is common to politics and business and can facilitate the approval or disapproval or indifference to a person, policy, or product.

**Adolf Hitler's rise to power in Nazi Germany.** In a little over a year, one man completely manipulated an entire government and legal system to acquire a totalitarian regime. What many are not aware of is how Hitler's strategy arose. After a failed coup attempt in 1923, a short stay in prison and a controversial novel, Adolf Hitler abandoned his ideas that force was the sole solution in achieving complete control over Germany. His second attempt revolved around statutes and regulations. By understanding and contorting the law Hitler achieved sole political control and completely reorganized the German judiciary, all while under a blanket of legitimacy. The fundamental difference between Hitler's two attempts to gain control over the government was that the use of raw power and emotion hypnotized a large group of Germans. The romantic ideals of fighting for national pride and honor are enough to motivate any individual. Hitler referred to emotion as a kind of doorway or “gateway” into the more suggestible regions of the human heart and mind; once this door has been opened it is possible to “get inside” of people's heads and direct their responses and actions. In the wake of the economic collapse in Germany and the humiliations heaped upon the German people after World War I, Hitler was able to use the emotions that emerged from these events to manipulate public opinion and, ultimately, to lead his people into a terrible and destructive war. Where emotion was lacking, such as in the case of the Jewish question, events were staged or phony stories planted in order to fire people's emotions in the direction that the government wanted to go. With the advent of

television and mass communication devices, modern propaganda has become much more subtle, effective, and powerful.

**Religious manipulation** refers to the abuse administered under the guise of religion, including harassment or humiliation, possibly resulting in psychological trauma. One specific meaning of the term religious abuse refers to psychological manipulation and harm inflicted on a person by using teachings or doctrines of that person's religion. This is perpetrated by members of the same or similar faith, and includes the use of a position of authority within the religion over another person to inflict such harm. It is most prevalently directed at children and emotionally vulnerable adults, and motivations behind such abuse vary, but can be either well-intentioned or malicious. Even well-intentioned religious abuse can have long-term psychological consequences. Causing the victim to be intensely fearful can induce that person to develop a specific phobia about the topic they were warned against, or develop a long-lasting depression. They may have an unshakable sense of shame that persists even when they have either grown up or left the church. The person can also be manipulated into avoiding a beneficial action, such as a medical treatment or to engage in a harmful behavior. In his book "Religious Abuse", pastor Keith Wright describes an example of such abuse. When he was a child, his Christian Scientist mother became very ill, and eventually was convinced to seek medical treatment at an inpatient facility. Members of the Christian Scientist Church went to the treatment center and convinced her to stop treatment and leave, instead to trust prayer and Christian Scientist methods of treatment. She died shortly thereafter. While the church members may not have had any malicious intent, their misguided interpretation of their religion's teachings to manipulate Wright's mother ultimately resulted in her death.

**Manipulation in the Intelligence era** "Today's recruiters must learn and use the significant breakthroughs in understanding of human motivations and the means for influencing them that have occurred since the early 1980s." Ask any CIA National Clandestine Service officer what his or her mission is and the likely reply will be "to recruit spies, to steal secrets and conduct covert action".

**Is spying rational ?** On the surface, committing espionage appears to be less than rational. Agents risk death, either at the hands of an enemy or by their own legal systems. Even some countries that do not impose the death penalty for criminal acts make exceptions for spies.

**Mice: Money.** On the surface, money, or what money can provide (such as security, ducation for children, a better living standard, or a ticket out of an undesirable environment), seems to be a rational reason to take on the risks of spying. Certainly a long list of individuals who have volunteered to provide intelligence to their country's enemies have cited the need for money as their reason. In a study of 104 Americans who spied and were caught between 1947 and 1989, the majority, indeed an increasing number over the years studies, reported that money was their sole or primary motivator.

**mIce: Ideology.** More than the "venal" recruit who pursues money, an ideologically driven agent is seen as a much greater threat by counterintelligence (CI) officers. For CIA recruiters, agents who serve for reasons of belief are the only agents that most officers can truly respect.

**miCe: Coercion or Compromise** Coercion or compromise (blackmail) provide relatively easy-tounderstand reasons agents take on the risks of espionage — as seen in countless movies and CI training films.<sup>16</sup> Both factors appear in many past spy cases. Compromise most often occurs when potential agents make mistakes and come to believe they must seek the assistance of a foreign intelligence agency to avoid punishment. Compromise and coercion were clearly prime concerns of CI officials during the Cold War. Anyone with a security clearance was warned that any illegal or "deviant" behavior as defined in the day put a person at risk of being blackmailed into spying. Stories

abound in both fiction and nonfiction of officials being coerced on account of their illicit sexual behavior, whether it was homosexuality or adultery resulting from being caught in the “honey traps” set by the infamous Soviet “sparrow squads.” In addition to these sordid stories, CIA officers also knew that many of their brethren in the FBI and other US law enforcement agencies regularly coerced informants, often overlooking criminal offenses or working to mitigate consequences in exchange for cooperation.

**micE: Ego or Excitement.** The final letter in MICE can stand for “Ego” or “Excitement.” Of the two, ego satisfaction appears to be the more prevalent driver. Spy fiction may portray espionage as an exciting world of gun battles, explosions, car chases, and sexual adventures, but anyone who has lived in this world knows the truth is very different. For every hour spent on a street a case officer will spend many hours more writing up the results of the last meeting, preparing for the next meeting, and endlessly evaluating current cases and constantly looking for new assets. For the agent’s part, the life is usually equally dull and demanding. Successful agents must continue to perform in whatever jobs provide them the access for which they were recruited in the first place, all the while meeting the tasks levied by case officers. They only need to have egos stroked and to be given the chance to harm a system that has wronged them. Such reasons may provide good beginnings on the road to espionage, but will they keep agents on that road for decades?

To put it briefly, manipulation is a prevalent phenomenon and it has shaped societies from the primordial times to contemporaneous in its various areas. It is a spectacle in which everyone of us is involved, guided by invisible strings like speeches, laws, commercials, subliminal messages which are wittily pulled by certain puppeteers – a metaphor for the state, charismatic leaders, religion, companies and even individuals. It is essential to understand its mechanism in order to exceed the propaganda and the persuasion and to avoid a deformed view of reality. It is desirable to master its principles so as to become, from puppets, puppeteers.

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REALITIES AND PERSPECTIVES

## **The Execution of Criminal Fine Penalty**

**Cosmin Peneoșu<sup>1</sup>**

**Abstract:** This paper aims at dissecting the criminal provisions on criminal enforcement of fines in current Romanian criminal law with the goal of highlighting the new penal policy stated in the larger field of criminal penalties. In the new Criminal Code the fine penalty experience a new regulation, but also a wider scope compared to the Criminal Code from 1968, with an exponential growth of the number of offenses or variations of them, for which a fine may be imposed as a unique punishment, but, especially, as an alternative punishment to imprisonment. Consequently, to ensure the efficiency of this punishment, the effective enforcement manner of the fine takes a new dimension. The study aims both students and academics or practitioners in the making. Furthermore, throughout the approach of this scientific research, new matters that new criminal legislation brings, are emphasized regarding this institution, both in a positive, and especially under a critical manner.

**Keywords:** offence; punishment; efficiency; social obligation

### **1. Introduction**

Given the role that patrimony plays in individual and collective life and given the attitude that man has had, at all times, facing damages to his wealth, it was naturally for laws to convert in criminal punishments certain monetary constraints able to come of as a real “pain” for those who violate the social order.

As an effective mean of legal constraint, the fine can be criminal, civil, administrative, disciplinary, tax or procedural sanction. In criminal law, the fine is part of the main penalties and represents the sum of money that the convict is obliged to pay the state.

In terms of its substance, its content and object, the criminal fine is a pecuniary penalty. Its repressive character, as a mean of coercion, results from the forced reduction of the condemned patrimony; this forced reduction consists in paying an amount of money, fixed by the state criminal court.

The criminal fine, in relation to the repression function performed, can be used either as a *principal* penalty, in which case it operates as an independent sanction, or as a secondary punishment accompanying another penalty, that complement its function (Dongoroz, 2003).

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## 2. Historical References

In the ancient statutes, pecuniary penalties have had a large application. In time, as society had evolved from its rudimentary forms, people have passed from revenge (*vendetta*), as a form of compensation to the inflicted harm<sup>1</sup>, to a form of a monetary arrangement between the victim and defendant. When repression was nationalized, the State understood to claim for its intervention a sum of money, bringing in this way into existence, the fine penalty.

Severe repression provided by the ancient statutes for all those who committed offenses against the community, has also led therefore, to another type of pecuniary penalties, confiscations (Dongoroz, 2003).

Turning back to the contemporary period, the fine is provided by all modern legislations, following an upward trend of resorting to it, both as main punishment and, especially, as an alternative punishment.

In the latest Penal Code system, entered into force on February 1<sup>st</sup>, 2014, the fine will operate both as main punishment but also as an additional penalty to imprisonment [ for legal support, see Article 62 (1)]. On the contrary, if we look at the provisions of the Penal Code of 1968, we find that the penalty fine worked only as a main punishment and, in the special part of the code it was always provided as an alternative sentence.

## 3. Particularities

Criminal fine, as any punishment, has all the characteristics of criminal sanctions. Criminal fine has also some specific qualities whose knowledge serves to proper use of this sanction.

*On the one hand*, the fine, by its nature, is versatile, offering ample opportunities scaling and individualizing the punishment in relation to the form of guilt and current possibilities of the offender. The fine can be easily repaired in the event of judicial error and also has the feature to be more tolerable, since the execution of the criminal fine is accomplished in the regular convict's life and work; he is not "stolen" from family and job.

The fine fully realizes both *repressive* function, consisting in restrictions arising from the deprivation of the amount of money paid as fine, and *preventive* function, through its intimidating action.

*On the other hand*, in addition to the characteristics shown above, the fine has also some negative features. Thus, its purpose is to exert a constraint only on the individual offender, it hits sometimes indirectly the family of the condemned. That is because not only he, but also the members feel the consequences caused by the payment of the fine.

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<sup>1</sup> For example, the Law of retaliation (*lex talionis*) was a penal law in some ancient peoples, and, according to this law, the accused was treated in the same way that he did with the victim, meaning that the defendant suffered an identical or similar punishment in kind or degree to the harm committed by him. The law, known as the "*an eye for an eye*", is known to us from the Mosaic judicial law described in the Old Testament (Deuteronomy 19, 16, 18, 19 and 21), regarded as a law of reciprocity and correspondence. However, this law of reciprocity and correspondence was known long before the Bible. The earliest evidence of this is the Babylonian king Hammurabi Code, *Codex Hammurabi* (1792-1749 BC), where the law of retaliation take many forms: "tit for tat", "bruise for bruise, foot for foot", "hand for hand", "bone to bone", "eye for eye", etc. Although today it seems an unimaginable cruelty, the law of retaliation, at the time, represented a real progress compared with previous practices. Hammurabi set retaliation in order to suppress a very dangerous reminiscent of tribal community, namely blood vengeance. Under the law of retaliation, the victim or her relatives could not cause greater harm than the criminal act committed by the accused.

Only Charlemagne (also known as Charles the Great or Charles I – King of the Franks from 768) offered a alternative when he legislated penalty *Wergeld* (literally "man's price"), which replaced private revenge (consisting in blood revenge), with a repair in money or goods.

Likewise, although the fine provided by the law is for the same act, equal for all, in reality, the fine it's equal for all, only in a relative way, because for some, the maximum fine means less and minimum fine, for others means a lot.

These flaws are inherent to all sentences. For example, prison is easily supported among needy people (for instance, there is a new practice of those living on the streets for committing crimes in early winter in order to be sent to prison; these people sell their freedom in order to "enjoy" a hot meal and a warm bed provided in state prisons), while wealthy man or intellectuals support it harder; also, the convict imprisonment affects it's family. In one way or another, no punishment can satisfy entirely the social groups, if not well proportioned with guilt. In fact, not the monetary penalties themselves bother, but their wrong application to serious offences (V. Dongoroz, 2003).

#### **4. Spotlights on the Legal Status of Criminal Fine in the New Criminal Code System**

In the new Criminal Code, the fine penalty experience a new regulation, but also a wider scope compared to the Criminal Code from 1968, with an exponential growth of the number of offenses or variations of them for which a fine may be imposed as a unique punishment, but, especially, as alternative punishment to imprisonment (about 60 in the 1968 penal legislation, more than 170 in the new Criminal Code).

*Firstly*, the judge will not qualify the amount of the fine between minimum and maximum predetermined parameters, according to art. 63 of the 1968<sup>th</sup> Criminal Code, instead, the court will quantify the fine by the day-fine system. According to art. 61 para. (2) Thesis II of the new Penal Code "the corresponding amount of day-fines, comprised between 10 lei and 500 lei, is multiplied with the number of days-fine comprised in a range of 15 days to 400 days". By making some simple math, we will find that the smallest fine can be equal to 300 lei and the biggest one cannot exceed 200.000 lei. The same day-fine system is also used for sanctioning the legal persons. According to art. 137 para. (3) Thesis II from the new Penal Code, the appropriate amount of a day-fine is between 100 and 5000 Lei. This is multiplied by the number of days-fine, which is between 15 days and 600 days. Thus, the minimum fine that may be imposed to legal persons shall not be less than 1.500 Lei and no more than 3.000.000 Lei.

*Secondly*, the provisions of the new Criminal Code allow, in art. 62, the possibility of applying a fine besides imprisonment as a primary, complementary and optional punishment when the offense was committed in order to obtain material benefits.

*Thirdly*, it is introduced as a novelty, the possibility of replacing the obligation to pay the unexecuted fine with the obligation to perform unpaid community service work, if the fine cannot be executed in whole or in part for reasons not imputable to the person convicted [art. 64 para. (1)].

*Finally*, the provisions of Article 64 of the new Criminal Code has eliminated the problem that consisted in the impossibility of replacing the criminal fine (in case of failing to pay, especially with guilt), with imprisonment for certain situations where it was not provided as an alternative to the fine punishment.

## **5. Enforcement of Fines in the Old Criminal Codifications**

Paragraph (1) of art. 425<sup>1</sup> of the Criminal Procedure Code of 1969 provided the convict the opportunity to pay the fine voluntarily, therefore criminal enforcement office would send him an invitation to pay the fine and submit the receipt of full payment to criminal enforcement office within 3 months since the decision had remained final. The law did not expressly state if the payment should be voluntary and fully paid, but the submission of payment receipt implied that the payment was paid full and voluntary, and from this moment only the penalty was considered enforced. The competent tax authorities were indebted to receive the payment.

If the convicted person did not have the financial means to pay the fine, the law allowed, according to par. (2), art. 425 Criminal Procedure Code, to request deferred payment of the fine within a maximum of two years. Basically, the convict would have submitted an application to the enforcement court, application whose object was the rescheduling of payment. Depending on the evidences presented by the convict on his bad financial situation, the court admitted or rejected the application as filed. The request could be submitted to the court both before and after the expiry of three months term set by art. 425 Criminal Procedure Code for voluntary payment, because the application for rescheduling cannot have been dismissed as being late in the absence of a legal term.

Paragraph (3) regulated the situation of non-payment. Thus, in case of non-payment of the fine fully within the 3 months term or in case of non-payment of an rate, the execution court would submit to competent authorities a copy of that excerpt regarding the fine enforcement to the competent financial body in order to execute the fine according to the law on enforcement of tax claims and with the procedure of those provisions.

The legal provisions related to the criminal fine enforcement for legal persons, were concentrated in the art. 479<sup>9</sup> Criminal Procedure Code. Their contents are identical to the provisions of art. 425 which states the execution of fine for the individual. Consequently, the explanations given above are applicable to legal persons.

Criminal Procedure Code contained provisions aimed at the enforcement of the criminal fine. Thus, in paragraph (1) of art. 163 there were provided, as a means of guaranteeing the enforcement of the fine, the establishment of precautionary measures. Also, in the art. 260, regarding the additional data must be included the report prepared by the criminal investigation body, there is stated, as a general obligation for the prosecutors, to insert the assurance measures taken in the course of prosecution for the enforcement of the fine.

## **6. The Enforcement of fines in the New Romanian Criminal Codes**

In the new Criminal Procedure Code, the legal provisions on the enforcement of fines for individuals can be found in art. 559. The provisions contain only 2 paragraphs and they are identical to the first two of art. 425 from the old Criminal Procedure Code. Therefore, the first procedural novelty

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<sup>1</sup> Art. 425. (1)The person subject to the fine penalty must submit the receipt of the total fine payment to the execution court, within 3 months since the decision remained final. (2)When the convict cannot pay the entire fine within the term provided in the preceding paragraph, the execution court, upon the request made by the convict, may order the payment of the fine in rates, over maximum 2 years in monthly rates. (3)In case of non-payment within the term provided in paragraph 1 or in case of non-payment of a rate, the execution court submits a copy of that excerpt regarding the fine enforcement to the competent financial body in order to execute the fine according to the law on enforcement of tax claims and with the procedure of those provisions.

concerning the enforcement of the criminal fine is that forced pursuit of debts are no longer stated in case of non-payment of the fine within the legal term of 3 months or non-payment of one monthly rate.

Although, to a first sight we will have the impression that the prosecution remains discovered in this area, without any the possibility of recovering the tax debts, this is not the case due to new regulations regarding replacement of the fine with imprisonment, respectively, with the obligation to unpaid community service work.

The enforcement of penalty fines is fulfilled in accordance to the good faith of the convicted by three separate hypothesis. *The first*, which is the easiest of all to understand, that is simple, fast and efficient (that is, in fact, preferable), the convict accepts the judgment of the court and pays the fine for which misdemeanor he was convicted.

*In the second hypothesis*, the convict, even in good faith, cannot pay its fine due to circumstances beyond his control. In this case the provisions of art. 560 of the new Criminal Procedure Code come in aide. The enforcement court, who is competent to replace the non-paid obligation with unpaid community service work, notify *ex officio* to analyze the convict's case. In this situation we can to deal with two solutions according to malleability of the defendant.

The first solution implies the replacement of the payment obligation with the obligation to provide unpaid community service work [under art. 64 para. (1) of the new Criminal Code], with the convicted consent for this solution. The second solution, when the convict does not agree with the replacement, claims the court to replace the payment obligation with imprisonment [under par. (4) reported to par. (1) art. 64].

For the rigor and for giving meaning to provisions of the art. 561 from the new Criminal Procedure Code, we will extend the time scale applicable for this hypothesis until after the favorable decision that will replace the payment obligation with the obligation to perform unpaid community service work, namely until the effective work is carried off. But, once we arrived to this point, what would happen if our convicted becomes suddenly dishonest? The answer to this question is found in art. 561 of the new Criminal Procedure Code provisions. Thus, if the convicted does not perform his required community service under the conditions established, the court will proceed to replacement of the obligation to perform unpaid community service work with imprisonment [under par. (5) letter a of the art. 64 of the new Criminal Code]. On the other hand, if the convicted climbs a higher step on the crime ladder and commits a new crime discovered before the full execution of unpaid community service work, the court shall revoke the community work and replace it with imprisonment [under par. (5) letter b, art. 64 of the new Criminal Code].

Finally, *in the third case*, the malevolent convict, fails to perform the payment obligation of the fine. Based on art. 560 para. (2), the court is notified *ex officio* or notified by authorities that runs the punishment. In the next step, the court will proceed to analyze the convict Case, stating the bad faith. In this situation, the payment obligation of the unexecuted fine will be replaced by imprisonment under par. (2), art. 63 of the new Criminal Code. with a number of days equal to the number of days unexecuted.

The rules governing the enforcement of fines for legal persons under the influence of the new Code of Criminal Procedure, are located in the 497 article. Their content is identical to the old law. Therefore, in case of non-payment of the penal fine within the three months term or no-payment of one monthly rate, the court will proceed to forced execution of legal person's assets in order to recover the debt due to the State.

## 7. Critics and *De Lege Ferenda* Proposals

A. The first institution which we will discuss is the replacement of fine with imprisonment in the special situation when the convict fails, beyond his powers, to execute his fine penalty but he does not consent to provide unpaid community service work. It is a special case of questionable replacing of fine with imprisonment, in which case the legislator assimilates the lack of consent - in transforming the fine penalty into unpaid community work – with convict's bad faith in his non-execution. However, the convict lack of agreement to perform community service, it is not in all cases evidence of bad faith nor any flagrant opposition to serve their sentence.

In order to demonstrate this, we will make a short exercise of imagination. Let us imagine that a director of a large company working in software design for securing the telephone conversations is found guilty, according to art. 208 new Criminal Code, of harassment of his ex-wife and is punished for by a fine penalty. But, because the divorce was finalized by the obligation to pay of a substantial amount of money his former wife, he is unable to pay the fine although he has no intention to evade his punishment. After the 3 month term expiration for payment, the court notified ex officio, call the director to court for explanations and, after concluding that the failure to pay was due to reasons out of the convict's powers, according to art. 64 para. (1) new Criminal Code, it is required the director's consent to replace the obligation to pay with the obligation to perform community service. But the convicted person (director) does not consent to this and rejects the possibility of community service work on the grounds that, although the company's products have nothing to do with his crime and their quality and their functions have not been tainted by this, the company image will suffer because of competing companies that will use this situation in order to denigrate his products. As a result, revenues will decrease and the company's capital will decrease by the sudden drop of shares listed on the stock exchange. Obviously, the final result is predictable: reducing the number of employees and, why not, a significant decrease in fees to be paid to the state. The question is, how do we apply the law in this case? Obviously, the court will give effect to legal provisions, and the lack of consent the sentenced person shall be assimilated to bad faith, and therefore it will replace the fine with imprisonment. But, is this solution fair?

Personally, I think that we might insert into art. 64 para. (6) a derogatory statement applicable the convicted being unable to pay the fine for reasons outside of his powers and does not consent to replace the payment obligation with the obligation to perform community service, as follows:

*“(6) If the convicted person is in the situation referred to in para. (1), and does not consent to the provision of community service work:*

*a) because of duly substantiated grounds, and presents solid guarantees in favor of monetary payment in the near future, the court may grant a period of grace of maximum 3 months for payment;*

*b) in all other cases, the unexecuted fine shall be replaced by imprisonment according to art. 63”.*

Of course, the term “duly substantiated grounds” can be challenged as too wide, but if the legal text specifies only some limited circumstances, then, in time, it may arise some new legal situations that will remain on the outside. In addition, for the same reason, the text could be attacked with exception of unconstitutionality because it would create some legal rights in a preferential way, that will work only in favor of certain people and situations.

Conversely, if we return to the legal provisions of the new Criminal Code, the situation would be entirely different if the replacement of the obligation to pay the fine with the obligation to perform community service work, will be mandatory for the execution court. Thus, the lack of consent could

be seen as an evasion from execution of the sentence, that would attract the fine replacement with imprisonment (Antoniou, 2011).

**B.** Another legislative downside, in my personal vision, is the absence of any provisions that rewards the good faith of convicted persons to a criminal fine in paying their obligations. Such rewards could consist in pecuniary percentage reductions, proportional with time passage, if the convicted pays in a relatively short period after the sentence remains final.

Firstly, the presence of such facilities would be an impulse for convicts to extinguish their fines in a legally way and they would not search for ways to avoid the payment obligation by defeating the law.

Secondly, it can be a relief measure to criminal courts for some convicted persons to use these facilities rather than appealing without success the decisions of the court.

Finally, these provisions could have a positive effect on the pecuniary resources paid to the state budget, resources that can be used properly in some other fields of social protection but, equally, in justice improvement.

In light of these arguments, and as a result of actual criminal policy - carried out by the legislator in the new codifications - to promote the use of fines, both single and especially alternative, requires *de lege ferenda*, the introduction of penal provisions that reward the good faith of sentenced person to suffer the consequences of their conviction. We must specify that the purpose of such provisions is not to facilitate social categories nor people who have substantial financial means, but is to lay down the legal grounds for a positive attitude from the law towards convict's good faith. In addition, one of the main function of criminal punishments is to create an example for all the other members of society with the consequences that comes along with criminal offences. Consequently, we can create another side of this function, a positive side, that encourages convicts to pay their obligations.

On the other hand, if we look at the new criminal legislation, we see that in case of voluntary nonpayment, the solutions offered are quite brutal - prison or community service - which is not a reprehensible one, because the purpose and functions of punishment should be brought out by the coercive force of the state. Precisely these alternatives, much more acidic, can create a flourishing climate suitable for the execution of fine penalties on their natural way - by paying some money to state budget. Also, we must point out that the development of this trend on fines payment, could lead to the avoidance the replacement costs, for implementing more severe punishments.

## **8. Conclusions**

The transformations suffered by criminal fine in the new Criminal Code imposed, consequently, in the new Code of Criminal Procedure the adaptation of criminal fine enforcement to give meaning and applicability for these changes.

Reviewing these changes, we will notice that the legislator eliminates the forced pursuit of sentenced person in case of nonpayment within the time limit of three months or a rate and proceed directly to the file analysis in court for replace the fine. Another important change is related to the replacement of the fine, by adding the obligation to perform community service, in addition to imprisonment, as a new way of enforcing the sentence in case of replacement.

Analyzing these changes we can observe the general direction towards the legislator attends to. The aim is no longer forced pursuit of sentenced person assets, which often affects the persons to whom the convict has legal obligations, in return the obligation to pay the fine it will be immediately

replaced by the obligation to provide a number days-imprisonment or the obligation to perform community service work. In this way, there are created the necessary tools through which the convict is compelled to fulfill its obligations arising from criminal court decisions without further reaching in some situations when the replacing was inoperable due to same legislative gaps.

Finally, after considering all these factors, we see that the institution of fine enforcing evolves and transforms itself due to the evolution of society. Therefore, we are in a constant endeavor to adapt the legal instruments and institutions of criminal law in order to effectively fight against crime. Although the new codes can be sometimes criticized for some of their solutions offered for some problems related to the fine enforcement, we can only appreciate the overall progress in this matter.

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## **Notorious Cases of Serial Killers**

**Iosub Elena-Cătălina<sup>1</sup>**

**Abstract:** The reconstruction of a death scene provides an overall picture of the crime and will indicate the murder as an event or one of a series of events and also the criminal. But when the criminal is declared a serial killer, many questions are raised up. How could a person kill some else without a reason or why people react in such a disorganized way and become so brutal or what made them act like that and so many questions with also so many answers. This project explains the psychology of a murderer, his own way of thinking and acting by presuming that we may accurately discover what is in their minds when they kill. It is about a very complex issue regarding murder investigations, biological factors and psychological profile of a serial killer. Dealing with this problem we will at last reach to the question that could solve finally the puzzle: “Are serial murderers distorted reflections of society's own values?”

**Keywords:** serial killer; murder investigation psychological profile; biological factors; serial murderers

### **1. Introduction**

We have long attempted to understand the complex issues concerning the serial murder investigations. I have always been passionate to find out the real truth behind them, the life they had and the most important thing, what made the impact so brutally towards other people. We are sure that it was not their purpose to murder people or to behave in such a disorganized way, it must have been the environment they grew up in or the entourage they might have had or cruel and harsh conditions in childhood. Our reckoning is that they are also victims of their families, society and life, in general, misfortunes might have piled up in their existence and outburst into such violent forms. It is not a simple thing to analysis their behavior, psychology or acts. Despite the fact that it is a very difficult issue, it is also very complex to admit exactly what happened in their minds and what caused their reactions. Going into the mind of a serial killer was a real challenge for me, but I really think that all my work had a good purpose, to discover the human being part behind a murder.

### **2. Criminal Psychology**

Before a person is entitled as “a serial killer” a question must be asked: How did this person become a murderer? The answer lies in the development of the individual from birth to adulthood, his behavior being influenced by life experiences and certain biological factors. Serial murderers, like all human beings, are the product of their heredity, their upbringing, and the choices they make throughout life. Soit is important to see whether there were clues early in their lives that would have helped us to identify their homicidal tendencies before they had committed violent crimes:

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- *The physiological profile:* 90% of them are men (15% - 30-34 age group/ 12% - 25-29 age group/ 8.7% - 18 years old). They are generally white males, but contrary to the popular belief, serial killers span all racial groups as they are especially African- American, Hispanic and Asian.
- *The psychological profile:* Antisocial personality disorder which is characterized by a 'pervasive pattern of disregard for, a violation of the rights of others;it begins in childhood or early adolescence and continues through adulthood' and includes irresponsibility, unstable interpersonal relationships, deceitfulness, manipulations, erratic work histories and unlawful behaviors.

The psychopathic syndromes is involving distortions of feelings and affections, possessing strange habits, desires and moral dispositions, as well. A psychopath has an unstable lifestyle, leads a separate life even within family unit and has the inability to develop warm, responsive and affectionate relationships and a general lack of empathy, as he finds it difficult to understand pain or suffering in others.

A serial killer has a general tendency for fantasy and aggression and obsession on with violent entertainment and porn. This fantasy and obsession development comes from an initial fleeting thought, through a period of increasing frequency and refinement and finally to aggressive actions.

Alcohol and drug use: The consumption of these substances leads to an aggressive and violent behavior and antisocial stance because when someone is in an inebriated state or under drugs influence, he has difficulties in thinking clearly, making it harder for him to exercise sound judgment and substitute more acceptable behaviors and also there are limits imposed on rationality and decision-making skills.

It does not mean that serial killers are all dysfunctional loners, insane or evil geniuses. They often have families and homes, are gainfully employed and appear to be normal members of the community, as they usually hide in plain sight within their communities.

We can discover the tendency of a person for killing from the major personality and behavioral characteristics in his childhood, because a murderer was once in his life a victim too. A serial killer usually comes from dysfunctional families with an absent father or from families where he suffered severe physical abuse and violent acts. He was often considered to have been abused and neglected by his parents, like beaten with a stick, board, pipe, or belt buckle, cut, burned, thrown downstairs or across a room or even multiple sexual assaulted. Because of these factors in their childhood, more than 60 % of them wet the bed beyond the age of 12, have few social connections and in some cases are recruited by extremist religious cults or gangs and hate groups. They begin by torturing animals and hurting themselves, especially trying to commit suicide and ended by killing different people.

### 3. Notorious Cases

#### Case 1 (Teenage Serial Killer):

**B.** was a 14-year-old Hispanic female who expressed that one of her goals in life was to become the "first teenage serial killer." She had been previously diagnosed with bipolar disorder. It was apparent that she suffered from dysthymia and had low self-esteem and also a history of occasional suicidal intention and cannabis dependence. **B.** reported having a recurrent dream about someone trying to chase her and stab her repeatedly with a knife. In reality, however, she had experienced a significant

history of abuse including being sexually molested by her mother's boyfriend at the age of 6 and raped by an adolescent boy at the age of 13. As a child, she witnessed her father brutally rape and beat her mother including forceful insertion of foreign objects into her mother's vagina and anus. She expressed having fantasies of wishing to “tar and feather” others until they died or tying individuals up to a tree cutting and peeling their skin off with a knife while they were alive and also fantasized about killing people by stabbing.

As a result in July 1987, 27-year old Rebecca Spencer was found stabbed to death in her living room. She had been stabbed repeatedly with a packing knife, more than 60 times.

Two years later, on September 4, 1989 Joan Heaton 39 years old, and her two grandchildren were found murdered. Joan lying beneath blood-soaked sheets in the hallway, her oldest daughter Jennifer was lying nearby and Melissa was on the kitchen floor. The detectives were shocked at the brutality of the crimes. **B** was later arrested and incarcerated and also during incarcerated she has stabbed a prison guard.

### **Case 2 (Woman Serial Killer):**

The most prolific female serial killer in all of history is allegedly **Elizabeth Báthory**, a countess from the renowned Báthory family. After her husband's death, she and four collaborators were accused of torturing and killing hundreds of girls and young women, with one witness attributing to them over 600 victims, though the number for which they were convicted was 80. The atrocities described most consistently included severe beatings, burning or mutilation of hands, biting the flesh off the faces, arms and other body parts, freezing or starving to death

In 1610, the defendants were found guilty and three of them – Semtész, Jó and Ficko – condemned to death, the sentence being carried out immediately and Elizabeth was imprisoned in the Csejte Castle, where she remained bricked in a set of rooms until she died four years later.

### **Case 3 (Man Serial Killer):**

**Theodore Robert Cowell** was a serial killer, rapist, kidnapper who assaulted and murdered numerous young women and girls. He was regarded as handsome and charismatic by his young female victims, traits he exploited in winning their trust. He typically approached them in public places, feigning an injury or disability, or impersonating an authority figure, before overpowering and assaulting them at a more secluded location. He sometimes revisited his secondary crime scenes for hours at a time, grooming and performing sexual acts with the decomposing corpses until putrefaction and destruction by wild animals made further interaction impossible. He decapitated at least 12 victims and kept some of the severed heads in his apartment for a period of time as mementos.

He received three death sentences in two separate trials for the Florida homicides. Ted Bundy died in the electric chair at Raiford Prison, in Florida, on January 24, 1989.

#### **4. Impact on the Individual Beliefs**

Serial killers have a significant impact on the world media, society and individual beliefs. People are obsessed and intrigued with murder and mayhem, especially when it comes down to serial killers. They thrive on the information about them and this is why the media gives as much information to the public about serial killers as they can. Unfortunately, the media tends to exaggerate their information, causing the public to become worried, yet still intrigued even though they get their information from witnesses, investigators, and statistical records.

The point is that serial killers over the years have impacted our society in many different ways and the media plays on these individuals to make money by writing books and making movies about the tragic events that these people are associated with. This may seem a bad thing because people hold a conventional wisdom of serial killers because of media as the “Serial murderers are distorted reflections of society's own values.” But, on the other hand, everyone can realize the gravity of their acts and they can learn to defend themselves.

Serial killers have always fascinated many people including myself but I never really knew what they truly are and how they impact the rest of the world. Their importance lies on the movies and books that were inspired from the serial killers lives: *Zodiac*, *Being a criminal*, *The only living witness*, *Murderer's daughters* etc.

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REALITIES AND PERSPECTIVES**

## **The Untold War**

**Alexandra Ene-Calin<sup>1</sup>**

**Abstract:** The application of psychology infused with principles of emotional strength and mental health initiates performance enhancement within an individual and then collectively to a unit in the military. The richness and intensity of psychological phenomena generated by the military environment allow us to affirm, without the fear of being wrong, that the army is a genuine experimental laboratory of psychology. To bring level of details to awareness in the military all must have a high developed and acute sense of situational consciousness of the environment of operation. The most severe psychological consequences of the activities that involve a vital risk are: fear, mental or physical exhaustion, behavioral blockage, depression and suicidal tendencies. Beside defining and diagnosing these psychological syndromes, differential aspects are being addressed which are relative to other psychological manifestations of stress, incidence in real life, its causes, as well as means of psychological support in different phases of their missions.

**Keywords:** situational consciousness; physical exhaustion; behavioral blockage; psychological support

### **1. Introduction**

Military psychology represents a corpus of theories, knowledge and practices of general psychology applied in military activities and it is viewed from an individual, community and organizational perspective. Therefore, there is a need to explain and predict the psychological reactions and human behaviour in extreme conditions; a need to optimise human performance in the context of some intense requirements; a need to prevent, diminish and treat the psychological effects which result from the participation in physical and psychological traumatic activities; a need to adhere to the coercion of military groups as well as to the efficiency in the commanding acts.

The richness and intensity of psychological phenomena generated by the military environment allow us to affirm, without the fear of being wrong, that the army is a genuine experimental laboratory of psychology.

When it comes to defining military psychology there are no controversies. All of those who tried to define this domain agreed with what Driskell and Olmstead pointed (Driskell & Olmstead, 1989, pp. 43-44), who explain that military psychology is defined more by the nature of the field and its application context than by a certain set of methods and techniques ( e.g. experimental psychology) or by a set of common issues (e.g. development psychology). Some characteristic aspects of military institutions and activities are the following:

- Authority and formal, rigid structure. The consequence of these aspects manifests itself mostly by high exigencies regarding the capacity of adaptation to a psychosocial environment which is restrictive and in which the human individuality is subject to a process of behavioural standardization. Military

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psychologists must be capable of making a compromise between the authoritarian exigencies of the institutional environment and the “liberal-humanist” nature of their profession.

- Special exigencies concerning the performance and the efficiency of the individual and of the institution. The military organization is, by its nature, engaged in activities which represent socially exceptional situations. In this case, performance refers to situations which can mean maintaining or losing the national identity while severely affecting the interests of a large human community. Individually, army personnel has control over some technologies capable of destruction or generating life losses. This makes their professional performance to have a higher level of stringency compared to other categories of people. Psychologically, this aspect results in the necessity of establishing a set of rigorous selection procedures and evaluating the soldiers’ capacity to accommodate.
- Extreme labour conditions, often to the limit of human adaptability. Military activities have always taken place in difficult conditions such as extreme temperatures, noise or inadequate illumination. Modern technology has been helping armies to raise the efficiency in battles by providing means of fighting in diverse environments (under water, in air, during night-time). However, they have an impact on the soldiers’ mental health as the amplification of physical and psychological demands may affect them.
- Special conditions. The military environment has some characteristics that must be taken into consideration when doing psychological researches. Among these, there are the particular conditions of the military environment (battle field, restricted areas operations) and the military regulations, which means that the results of some examinations are classified.

## **2. Content**

### **2.1. Operative Exhaustion**

Operative exhaustion is defined as a natural state of the human body which appears as a cause of a certain activity, or as a follow-up of a decrease in cognitive and physical energy supplies below the optimum level imposed by the demands of that certain activity. However, there are two major categories of exhaustion:

- Current exhaustion. (This is a moderate intensity phenomena, which appears during ordinary activities. Its most important characteristic is that the recovery takes place during the ordinary rest periods – sleep, rest)
- Chronic exhaustion. (This type of exhaustion builds itself on the background of irrecoverable fatigue accumulation in a longer period of time. This is a syndrome of clinical intensity, defined by the persistency of the tiredness even in the absence of requirements, by the incapacity of recovery through usual periods of rest, as well as some other syndromes such as difficulty in focusing and memory, chest and muscular soreness and pain.) (Centers for Disease Control and Prevention, 1994)

In the military environment we often hear the term of operative exhaustion which describes manifestations that appear in the context of combat missions, combat training and some other extraordinary activities.

Unlike the combat stress, which has a more pronounced evaluative-emotional component that is usually manifested through a tension state and intense emotional reactions, operative exhaustion is defined more by the relation between the requirement and one's potential. It appears when the stash of

resources is overtaken by the level of demands. From its effects perspective, operative exhaustion has two main components:

- Objective component: the decrease in some individual abilities (attention, vigilance, reaction time, precision and the coordination of movements) and the actual decrease of performance in activities (errors, accidents, the lack of mission targets)
- Subjective component: a change in tonus and emotional dispositions, decrease of motivation, deterioration of the relationships behaviour. All of these can actually lead to the diminution in efficiency in the field. They also represent the main cause of military errors and accidents. Under the impact of negative emotions on a regular basis, the subjective fatigue tends to intensify and increase a lot more compared to when the subject experiences positive emotions.

On the other hand, exhaustion should not be referred to only as a condition but also as a progressive phenomenon of energy consumption which determines the deterioration of the relation between resources and the requirements of the assignment. The main phases of this process are the following:

1. The progressive mobilization phase, which represents the activity debut and implies the actualization of the resources according to the level of the tasks;
2. The phase of optimum effort, whose duration is influenced by certain individual factors (level of training, level of competency) or situational factors (the nature of the mission, possible critical situations);
3. The compensated exhaustion phase, in which the first signs of exhaustion appear, while the subject can still manage his resources to deal with the requirements;
4. The final impulse phase, which represents a paradoxical moment when the exhaustion has been overcome and the tasks are carried out easily. Apparently, the exhaustion has disappeared, but it is actually a warning signal for the imminent energy drop;
5. The neuropsychological exhaustion phase, which happens relatively quickly after the last impulse and is characterized by the massive diminution of efficiency, demobilized state, indifference and even involuntary sleep in extreme cases.

### **2.1.1. Determinant Factors**

#### **a. Intense demands (Friedl, 2007)**

Military operative activities are characterized by long lasting physical (marches, drills) and intellectual demands (attention, vigilance, decision making ability). Depending on the requirement profile, we can distinguish between constant and continuous tasks, intermittent tasks and reduced intensity tasks, that last a longer period of time. The lack of sleep added to prolonged activities leads to oxygen deficit and the reduction of precision in managing tasks and missions.

#### **b. Long lasting periods of wakefulness (deprivation of sleep) (Hawkins, 1993)**

One of the main characteristics of the military environment is the incapacity of running on a regular activity schedule. Considering this, military psychology distinguishes between two types of prolonged military activities:

- Sustained operation is characterized by undetermined duration and it ends with the accomplishment of the determined objective.

- Continuous operation –is a combat mission with a determined duration that includes rest and regular sleep periods. The main factors that contribute to the deterioration in performance during continuous operations are: poor luminosity, limited visibility, sleep-wake cycle disturbance, physical fatigue, lack of sleep.

**c. Biological rhythm disturbance:**

The human brain, according to numerous researches, has its own intern biological clock. It functions based on the synchronization with periodic variation of solar light, on which a sleep/wake cycle has been built. This kind of disturbance is generated by the lack of synchronization between the intern clock and the rotation of the Earth. However, lot of military combat missions are not governed by the normal work/rest cycle, their duration being subordinated to the tactical objectives. This is the main cause of the conflict between the biological clock and the imposed schedule, leading to the necessity to reprogram the internal biorhythm. The most important effect of this disturbance is the lack of sleep.

**d. Psychic stress(Kite, 1997)**

The way the military personnel perceive the mission, its evolution, its effects and their emotional reactions to it, can influence the establishment of combat fatigue. Among those we may also consider factors such as exposure to horror war scenes, being away from family, psychical discomfort generated by the absence of personal hygiene conditions, interpersonal conflicts and unsatisfactory command relationship. Generally, the psychological and emotional picture of all those situations displays irritability, loss of interest in activities, interpersonal tensions and decreased performance.

**e. Adverse environmental conditions**

The effort the human body puts in adapting to the extreme conditions of environment is one of the major sources of exhaustion in missions. One way or another, any kind of extreme conditions have an impact on the level of energy and may lead to fatigue.

e.g. “When I set foot on the Afghan land, I couldn’t get enough oxygen, the air was so heavy... I said to myself: “God! What am I gonna do?” I thought I wouldn’t be able to resist in those conditions for six months, I was thinking of my health, but that was only the first impact and in a couple of hours I got used to the climate.”

“We arrived there at night, we simply didn’t know what was going on with us there... to my left and to my right side there was dust and heat. I was feeling lonely, I had no idea of what I was doing there.” (Dascălu, 2012)

**f. Metabolic limits (physical tiredness)**

Any kind of activity demands energy, and this energy has to be introduced and stored in the body long before it is consumed. Physical tiredness is unavoidable mostly because of the fact that military operations don't ensure adequate caloric intake. Also, dehydration is another important cause that may produce negative effects on physical and psychical performance.

The effects of operational exhaustion (based on lack of sleep, long lasting effort, age and climate) are:

1. Physical effects: weight loss due to decreased muscular mass; pronounced drop of internal temperature; heaviness in motion.
2. Intellectual effects: distortions, disorientation, hallucinations due to lack of sleep; decrease in the capacity of targeting, memorizing and attention; psychical and physical state; decreased reaction time; heaviness in learning and reasoning; boredom.



3. Emotional effects: drop in individual potential; decrease of self confidence; drop of motivation; fear states and anxiety; insomnia; depression, confusion, rage.

### **2.1.2. Exhaustion Management**

Drawings Exhaustion is a natural unavoidable phenomena which builds the expression of human body fundamental limits and therefore, the management of fatigue represents a set of solutions and methods meant to extend these limits. Among the most common methods there are:

- a. Sleep/ wake schedule.
- b. Taking shifts.
- c. Sleep management.
- d. Organizing tactics and strategies.
- e. Pharmacological solutions.

## **2.2 Combating Stress**

Both the combat stress and the battle fatigue are often generated by the same factors. Even the symptoms of these psychological conditions are similar. However, between them there are real differences, as well as distinctive approaches to solving the problems.

The fatigue is the result of irrecoverable mental and physical exhaustion while the combat stress is the accumulation of personal traumatic experience. the fatigue is linked with the normal military activities, whereas combat stress is about confronting the horrors of war, which include intense demands during missions, threats and lethal risks, brutal death and separation from the family.

The notion of “combat stress” has been used during and after World War II, together with “combat fatigue” or “combat exhaustion” (Stokes & Kite, 1997). During the First Persian Gulf War (1991), USA army had been using the term “Combat stress reaction” (C.S.R) which is currently broadly accepted. (Campise, Geller & Campise, 2006)

In official documents from the US, psychological symptomatology associated with combat stress is called “combat stress reaction” and it is defined as “the expected, predictable, emotional, intellectual, physical, and/or behavioural reactions of Service members who have been exposed to stressful events in combat or other military operations other than war.”

“CSRs vary in quality and severity as a function of operational conditions, such as intensity, duration, rules of engagement, leadership, effective communication, unit morale, unit cohesion and perceived importance of the mission.”

Generally, CSR symptoms can be grouped in six categories (Campise, 2006):

- Physical symptoms such as sleep disorders, digestive problems or dizziness
- Cognitive symptoms- excessive alertness, impulsiveness or slow reaction to stimuli, loss of self confidence, confusion
- Behavioural symptoms- carelessness (dangerous manoeuvres), panic attacks, social exclusion
- Emotional symptoms- fear, panic, depression, indifference
- Acts against regulation- ignoring the code of conduct, such as mutilation of dead bodies, killing of the non-combatants, torturing prisoners and drugs consumption.
- Non-adaptive symptoms- the most extreme reactions are: suicide and auto-mutilation.

None of the above manifestations should be exclusively associated with CSR and so several signs must be observed: one's reactions are unfamiliar/strange; the soldiers can't live up to their tasks; the symptoms persist even after the threat has stopped.

### **2.2.1 Fear**

Fear is a normal reaction on the battlefield and it represents a negative emotion that stimulates the adaptation to threatening events, with the purpose of avoiding dangers. Usually, there is a defensive response to fear (immobility, escaping the dangerous areas), but it can also appear in the form of offensive-aggressive actions (such as attacking the source of the threat) (Ohman, 2007).

The military environment is a generator of stimuli and by this, it can induce fear. There are two types of fear:

- Episodic fear which is about concrete situations and a short period of time;
- Systemic fear which is characterized by persistence when the fear is justified by the existence of post traumatic events, it becomes a symptom of combat stress)

### **2.2.2 Behavioural blockage**

A behavioural blockage appears when unexpectedly confronted to a situation that involves simultaneously, an intense demand and an imminent threat. While fear represents the imperative need to avoid the sources of danger, the blockage is usually temporary and the self control can be rapidly regained.

### **2.2.3 Posttraumatic Stress Disorder (PTSD)**

It represents a set of reactions and psychological experiences following the exposure to a critical incident. We can diagnose the PTSD based on the following criteria:

- A. Traumatic event-trauma survivors must have been exposed to actual situations or threatened: death, serious injury, sexual violence.
- B. Intrusion re-experiencing: these symptoms envelope ways that someone re-experiences the event (intrusive thoughts or memories, nightmares, flashbacks)
- C. Avoidant symptoms: ways to try to avoid any memory of the event (avoiding thoughts, feelings, people or situations connected to the traumatic event)
- D. Negative alteration in mood or cognitions (memory problems that are exclusive to the event, feelings detached, isolated or disconnected from other people)
- E. Increased arousal symptoms (the brain remains "on edge" wary and watchful of further threats)

PTSD is a disorder that must and has been studied for the purpose of developing more personalized effective and efficient treatment.

## **4. Conclusion**

Sometimes, military psychology is looked upon with pessimism and distrust, in the context of a humanism-pacifist society. It is said that it promotes conflictual values and attitudes and that it serves some manipulatory and aggressive interests. In fact, military psychology has a deeply humanist function and it is fundamentally dedicated to protect the people who have dangerous, but necessary

jobs. In this vision of continuous adaptation, it is essential that instruments and procedures will be developed based on the interaction between investigation and lessons learned in military operations.

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## Facial Recognition

Mihalache Sergiu<sup>1</sup>, Stoica Mihaela-Zoica<sup>2</sup>

**Abstract:** During their lifetime, people learn to recognize thousands of faces that they interact with. Face perception refers to an individual's understanding and interpretation of the face, particularly the human face, especially in relation to the associated information processing in the brain. The proportions and expressions of the human face are important to identify origin, emotional tendencies, health qualities, and some social information. From birth, faces are important in the individual's social interaction. Face perceptions are very complex as the recognition of facial expressions involves extensive and diverse areas in the brain. Our main goal is to put emphasis on presenting human faces specialized studies, and also to highlight the importance of attractiveness in their retention. We will see that there are many factors that influence face recognition.

**Keywords:** facial recognition; attractiveness; perception; memory

### 1. Perception

From the base level mental processes, perception plays an important role. Subjects, who are in front of images representing faces of young people, are bombarded with a number of extremely high-light stimuli, forms, diversity, fine lines, general facial structure and details. It is known that perception is the mental processing and interpretation of sensory information in the form of an image important for the subject.

With reference to visual perception, more involved in the situation, it has an enlightening part-perceptual image, made by combining all existing stimuli. Thus, perception takes place way of perceiving reality which later will facilitate all other processes influencing visual memory.

### 2. Memory

If we were to identify perception's determinants, surely that we turn to the quality and sensory modality, duration being a factor which relates the relation between the action of stimuli, referred to the image presented and the duration of the perceptual process; the age of subjects is a factor that influences the dynamics of perception; gender differences are a key factor which reveals the importance; behavioral elements and personality traits predispose individuals to perceive in a manner consistent with them - the best proof of this is the projective personality tests ( Aniței, 2010).

Except, as we said, in this study memory, short term memory and iconic memory works, bringing a significant contribution to the achievement and understanding many aspects.

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Memory can be defined generally as a mechanism of cognitive encoding, storage, and update the information that the man touches. Past experience is maintained, rearranged, and then used in activities and different situations which man is contact. As a form of memory, MSD is the way in which information is retained immediate moment we are working on. We know that MSD has a limited capacity, it may contain an average of 7 items, plus or minus 2. Since 1885 Ebbinghaus found tha himself has a short memory capacity of 7 units of information. Besides that temporarily stores information, MSD longer serves as working memory (Aniței, 2010).

Iconic memory is sensory memory of visual stimuli. Picture frames printed in iconic memory is extremely short, research indicating that it takes about  $\frac{1}{4}$  sec. Iconic memory store images exactly like a photo. So, people who can see mental the visual stimuli, have memories “photographic”, but which is kept very short time.

In the true sense of word, it is important to note that photographic memory is one that lasts more than a few tenths of a second. This memory is called eidetic memory, but very few people hold it, being more common in children who can look at a picture, then have their picture taken away, and in a few minutes they can remember picture with an exceptional clarity. This ability is lost with age and in most cases disappears completely.

### **3. Studies on Human Faces**

Start researching human faces was given by German scientist Francis Galton (1800), in an attempt to find common elements of a certain type of people, criminals and soldiers, concluding that faces which are more attractive and catchy are easily to remember.

Starting from Francis Galton, researchers conducted computer model combining facial parts more people to build “average face” man.

“Average face” was performed taking into account the following characteristics: the distance between the pupils, facial symmetry, shapes eyebrows, nose, mouth, and thus the process used has proven to be more productive than methods used by Francis Galton, who basically had a string of photos, and also at that time technological resources were limited.

With the advancement of technology, the methods used to build the “average face” generated the following - faces constructed of separate items attached, proved to be more productive than individual elements of facial studied.

As a result of this research established “average attractiveness theory” which explains that average faces are more easily represented in the visual system, which is also due to the association that people make between people, effect being called perceptual bias.

For thousands of years, man has been fascinated by the human face and made numerous attempts to reproduce it, both in art and in everyday life. There have been numerous studies to quantify the perfect face shape, ideal or most beautiful. It have been tested many ideas, and numerous scientists and philosophers have devoted their energy in this regard. A significant number of researchers have concluded that facial beauty can be quantified, but few of them can say with certainty that broke the “code of beauty.”

The Greeks said that all beauty is mathematics. If this is true, maybe a mathematical code, a formula, a relationship, even a number could describe facial beauty and why we are attracted by it. This

relationship is called the “Golden Ratio”. It is a mathematical number, phi - 1.61 -, which occurs commonly in all things nature considered to be beautiful.

#### **4. Influence of Attractiveness in Face Recognition**

Using mathematics, few researchers from California managed, using computer and special software to achieve a face with a high degree of attractiveness, considered to be beautiful. To have a historical basis, scientists began to study the faces of women known as extremely attractive, perhaps symbols of beauty, from ancient Egypt, Greece and the Roman Empire reached until the twentieth century. Thus, women like Nefertiti, Venus from Milo, Greta Garbo, Marilyn Monroe had a face that fits very much with the mask made by American researchers. These coincidences and similarities are not coincidental, proving that beauty depends on numbers and proportions.

The attractiveness and sympathy represent strength in the relationships we develop. The attractiveness is defined as an individual's conception regarding ideal appearance, which gives greater pleasure senses.

Determinants of physical attractiveness are generated naturally by physical appearance, and biologically by the link and balance between partners, Hartfield and Sprecher (1986) emphasizing that people choose their partner according to their attractiveness.

Each person is attracted by those persons of high fitness, who have handsome features and whose health is evidenced by appearance, by the symmetry of the body. In reverse, people who are less attractive are suspected of various malformations, specifically the lack of symmetry bodily and facial.

Anthropological studies have highlighted a number of factors influencing the attractiveness of a person and the extent to which we feel drawn to it. As particular aspects of male attractiveness can be considered: height and posture - are seen as more attractive men who are taller by a few inches than average and have a straight body posture; Physics - constituent of masculinity is the muscles, but not to an extent disproportionate to normal; hair - hair shape is not a strong point in terms of attractiveness, but its color may be a factor influencing decisions in a community based culture; face shape - prominent cheekbones, strong jaw with a slightly elongated face are indicative of masculinity, and in Western societies a face with these traits is considered very attractive.

Regarding women, particular aspects can be considered feminine attractiveness: Waist- hip ratio - an important role in evaluating the attractiveness it has 0.7 ratio (waist circumference is 70 % of the hip circumference) - so women who meet this standard are considered as the most attractive, regardless of culture; body structure and body mass index - are set standards in these areas depending on the culture in the West is appreciated kind slender, thin, supple, while other cultures focuses on such sturdy, chubby; facial symmetry - featured symmetrical faces are considered attractive.

Other indicators of beauty are attractiveness prototype and skin color. Beauty prototype is based on the idea that symmetrical faces and familiar ones are more attractive. Preference for skin color changed with time, passing along the history of the preference for white skin to tan skin.

Following several studies, it has concluded that men prefer women with traits faces child, with big eyes, round and separate, small nose, full lips and chin smooth and elongated. Women are prone to choose their partner and are generally attracted to men with stature for safety and upright posture for esteem, trust and respect are imposed by these features

## **5. Studies on Attractiveness and Facial Recognition**

In the literature there are many studies on facial attractiveness and recognition based on various criteria such as age of participants, the attractiveness of faces, storage capacity.

Olson and Marshuetz (2005) conducted a study whose assumption was that beauty can be perceived by a very short exposure. Subjects were running some pictures that featured faces of the opposite sex, but they were taken with a mask on the face or in low light conditions so that only the defining features of the face could be distinguished. It is aimed at identifying which subjects considered an attractive person: facial symmetry, degree of femininity / masculinity of features.

It is a truism that physically attractive people collect more benefits over the life: enjoy higher wages, for a wider variety of partners, favoritism in the hiring and promotion, career faster are seen as smarter, more extroverted, many social qualities. Some instructors or teachers, most attractive and efficient enjoy greater popularity. In the meantime, beautiful children are punished less severely, and babies get more attention.

Recent studies have investigated what constitutes beautiful traits of human faces and how beauty affects social judgment of men, but little is known about perception and cognitive processing. In another study aimed to correlate neural activity with facial attractiveness, and by using fMRI (MRI - magnetic resonance imaging) “functional magnetic resonance” imaging centers ventral occipital activation was observed previously insular, dorsal posterior parietal, inferior dorsolateral and medial prefrontal they are correlated with the attractiveness of facial parameters (Aguirre, Chatterjee, Smith, Thomas). It also noted the lack of stimulation of these areas the appearance of low- attractive photos. Aguirre 's study, Singh & D' Esposito (1999), “ Stimulus inversion and the response of face and object -sensitive cortical Areas “ on the link between neural activity and facial recognition was also performed using the MRI machine.

A fundamental challenge in face recognition is to identify important characteristics of faces, those participating in the greatest weight in evaluating a human face. Janda Sadr and Sinha (2003) points out that features “star” are certainly mouth, eyes and nose, and their study confirms the surprisingly important role brow shape features. Their role in emotional expressivity and nonverbal communication is important, but it can add important role in facial recognition. Here is reported the experimental result that suggests that for facial recognition the eyebrows may be the same influences as the eye. Thus, absence of eyebrows from some familiar faces can create great confusion and a great decrease in the ability of recognition. Monkeys & Demi Moore. Photos used by Janda, Sadr and Sinha (2003).

The phylogenetic evolution of our species has been significant reductions in facial hairiness. Thus, the continued presence of the eyebrows may be a curiosity. They eyebrows actually practical purpose or are just a vestige of evolution? They may provide a modest eye protection against perspiration, rain or sunlight. However, their role is important in face recognition and human face aesthetics.

There are studies about how age influence recognizing and memorizing faces. Lamont, Stewart - Williams and Podd (2005 ) studied to what extent participants' age influences memory and showed that known face recognition accuracy declines with age, but this decline due to age occurs only with photos showing young girls.

Above studies focus on different aspects of attractiveness and facial recognition. There are a few studies on the issue of the influence of gender in face recognition. In a study on the influence of gender, race, age and beauty of face recognition developed at the University of Saint -Louis, Missouri, Cross, Cross and Daly (1971) showed that there are differences in the recognition of faces by gender,

such as: women recognized faces of women more frequently than men's faces, while men recognize faces of men and women equally.

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