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## THE NEW PARADIGM OF COMMUNICATION, PRODUCT OF THE CRISIS TRIGGERED BY THE PANDEMIC

### 1. POSTHUMANIST FORMS OF COMMUNICATION IN PUBLIC ADMINISTRATION DURING THE PANDEMIC

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#### Abstract

Under the sign of the ruthless SARS-CoV-2, the vast majority of traditional social structures seem to have collapsed completely. The institutions that form its backbone were forced to adapt quickly, to look for solutions that at least for democratic societies seemed inconceivable. One of these was the isolation of the population. However, the extreme measure forced the administration to make important investments in the world of computers, to be more transparent, more explicit and to exploit all the possibilities offered to society by new technologies. Suddenly, experts were faced with a lack of technological profiles not only in the field of medical sciences, but also in public administration. But the problem is not only purely technical but also human. It is imperative that a leap be made from the maintenance and upkeep of old systems to the training of highly qualified specialists in technological profiles who can understand the problems of public administration. Of course, not only in the administration. And all this because no matter how perfected the robot that will serve us in the posthumanist era, man is "stubborn" to remain the essence of planetary consciousness. It remains to be seen for how long.

**Keywords:** *pandemic, SARS-CoV-2, posthumanist.*

### 2. THE PANDEMIC EFFECTS ON THE UNIVERSITY TRAINING PROCESS

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#### Abstract

Despite the existence of a classic universal concept of university education in general and journalism in particular, in contemporary societies there is still no common vision of its priorities. The debates on the skills that the high school must develop and the competencies that it must train are still relevant today, being oriented to identify solutions to solve conceptual dilemmas. Traditional debates regarding the concept of journalistic higher education usually aim at its objectives, trying to clarify what the teaching process should focus on: the development of professional skills (specific skills) or academic thinking; on the practice of journalism or on its research; on "real" journalism as it is or "perfect" journalism as it should be. More recently, as a result of the impact of the pandemic, in the foreground of the debates appears the issue of the quality of distance university training / communication, as well as its effects on the psycho-professional profile of the young specialist.

**Keywords:** *pandemic, university education, journalism.*

### 3. IMPLICATIONS OF THE ONLINE PRESS IN THE ELECTORAL CAMPAIGN FOR THE 2020 PRESIDENTIAL ELECTIONS

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### **Abstract**

The issue of media influence on the electoral process is extremely current for the Republic of Moldova, in the context in which we are witnessing a political situation that is not at all unstable, marked by a pronounced and continuous trajectory. The development of technologies has considerably expanded the possibilities of the press in terms of information and has oriented the press towards the online environment, the last decade being marked by the massive appearance of news portals, which intensify its activity during election campaigns. Both politicians and the media are well aware that the electorate can be influenced and manipulated through messages injected into the public space, for this purpose being applied various manipulation techniques. But the role of the media in politics is not only focused on the two-way transmission of information (from power resources to the electorate and vice versa), but also on selecting, analyzing and interpreting information provided by politicians, directing the electorate to a vision, platform or political actor and even sharp manipulation of public opinion.

**Keywords:** *online press, electoral campaign, presidential elections.*

## **4. THE AXIOLOGICAL DIMENSION OF THE MEDIA IN THE FORMATION OF POLITICAL CULTURE**

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### **Abstract**

The proposed topic refers to the behaviour of politicians on both banks of the Prut. But ... and in the attitude of the press when it attacks the political field, it decides on the ways to act and react in certain circumstances or situations of political actors. ... The authors set out to treat this form of manifestation of the human being, - political culture from a broader perspective, namely, - in terms of values shared and promoted by both society and the political class, in particular. The notion as such was introduced into the scientific circuit by the contemporary American political scientist Herman Finer. In his work "Governments of Greater European Powers" (1956) he aims to substantiate the influence of ethno-cultural factors on political processes. But the credit for creating the theoretical foundations and completing the concept of political culture belongs to political scientists Gabriel Almond and Sidney Verba in the joint study "Civic Culture. Political Lines and Democracy in Five Countries" (1963). The very idea of the concept as such appears in Almond as early as 1956 during the development of political system theory, when he conducted a comparative analysis of political systems in different countries.

**Keywords:** *axiological dimension, media, political culture.*

## **5. FORMS OF COMMUNICATION SPECIFIC TO THE GENERATION Z**

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### **Abstract**

Who is Generation Z? Also called iGeneration, Post-Millennials, Tech Generation, Net Generation or Digital Natives are the generation that comes after Millennials. They were born between 1995 and 2010, which means that some of them have already started working. In the context of the pandemic crisis, digital natives were the ones who adapted the fastest and openly assimilated all forms of communication specific to the virtual space.

**Keywords:** *Z Generation, communication, iGeneration.*

## **6. VISIBLE TEACHER, INVISIBLE TEACHER: CREATIVITY, INNOVATION AND PERFORMANCE IN ONLINE SCHOOL. ELEMENTS OF COMPARATIVE LAW.**

*Assoc. Prof. PhD Cristina Emanuela Dascălu<sup>1</sup>*

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### **Abstract**

Creative people are in high demand (Stevens and Burley, 1999) because without creativity there would be no art, literature, science, progress, so it is no wonder that an asset in a resume is creativity. As a result, it is important for students to have a variety of opportunities to develop divergent thinking skills including in the online environment needed to develop key attributes of creativity including Rogerian persuasive communication of personal ideas and the creation of new products and solutions. to problems, thus making the invisible visible and the essential insignificant. Creativity is a latent force, existing in the dowry of each individual but the way it manifests itself, more or less spectacular, depends on many factors and can be enriched by appropriate stimulation techniques present in both traditional teaching-learning format, as well as in the virtual environment, in the process of teaching and online learning. The presentation and discussion of the characteristics of technological systems related to teaching and learning about systemic aspects of the world focusing on teaching techniques focused on creating creativity, stimulating innovation and stimulating performance are the basis of the work "Visible teacher, invisible teacher: Creativity, innovation and performance in school online," and in the related presentation I will discuss mainly four pedagogies: interface pedagogy, holistic pedagogy, historical pedagogy and design pedagogy and two ways of delimiting systems, the horizon and the border. This paper also focuses, in addition to the study of Community normative acts, on the analysis of the jurisprudence of the CJEU, which attributes a topical character to this research. As the Treaties and secondary legislation do not contain exhaustive explanations of the reasons for which they were adopted, or explanatory reports, the Court's creative case-law, in the Community view, has acquired a quasi-normative function over time. Member States have legislation governing the free movement of persons, but in most cases these legislation is not the result of full transposition of Community law. At the same time, situations may arise in which a conflict arises between Community law and the national law of the Member States, with the rules of Community law taking precedence over the principle of priority. The approach of the principle of free movement of persons cannot be achieved without a comparative analysis of the normative acts that regulate this principle in some states of the European Union.

**Keywords:** *creativity, pedagogy, learning, teacher, law, principle of priority, jurisprudence.*

## **7. THE NEW CHALLENGES OF PANDEMIC MEGACRISIS AND IMMEDIATE PRESENT METAMORPHOSIS**

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### **Abstract**

The coronavirus pandemic put humanity in front of the unknown, the unpredictable changed the world order, generating a period that confirms the theory of contemporaneity as a liquid and insecure society (Bauman, Morin, Pleșu). The chameleon virus generated a megacrisis: structural crisis (institutional), systems crisis (medical-sanitary, financial-economic, psychological-communication), crisis of cycles, crisis of communication, etc., which brought to light specific problems in different spheres and the need to reconceptualize landmarks and priorities. Covid-19, a coded assault, today demonstrates how fragile humanity is. The scale of the entry into a new stage of world society also requires the creative adaptation of the academic community to the imminent changes of the fields. Science is the space to advance hypotheses / make proposals / seek and find solutions in this complicated situation. In the spasmodic times of the pandemic, science, culture and art have become a sui-generis vaccine, which fights fear and death because they are the place of immortality. Thus, science and culture help us to produce positivity, creativity and immunity.

**Keywords:** *pandemic, metamorphosis, Covid-19*

## 8. FUNCTIONALITY OF STATE INSTITUTIONS IN THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF THE NEW TYPE OF CORONAVIRUS

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### **Abstract**

The state of emergency was introduced throughout the Republic of Moldova on March 17, 2020, being scheduled until May 15, 2020, to be replaced by the declaration of a state of emergency in public health, regularly extended, depending on the epidemiological situation. In the conditions of the pandemic, all the vulnerabilities of the institutional dysfunction did not delay to manifest, reducing the functional capacities and generating substantial problems in the public health, economy and the relations with the development partners. The central authorities failed to effectively control the situation in the economy and public health, and the cooling of relations with the European Union deprived the Republic of Moldova of the third tranche of macro-financial assistance. Relations with Romania did not prove to be friendlier either, the balanced foreign policy, announced by the presidency and executives, was not respected and implemented, remaining at the level of speculative rhetoric and within the parameters of a zero-sum conflict. In this sense, it is no coincidence that the presidential laws of 1/15 November 2020 most voters voted for change, associated with modernization through development and democratization.

**Keywords:** *Coronavirus, Republic of Moldova, state institutions.*

## 9. THE IMPACT OF THE PANDEMIC ON COMMUNICATION IN THE UNIVERSITY EDUCATION SYSTEM

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### **Abstract**

The pandemic generated by the SARS-CoV-2 virus (Covid-19) is a phenomenon that occurred in the world in record time and forced, because of this all activities in the fields of social life were disrupted. Did the pandemic influence the way we communicate? What are the main positive or negative consequences of communication in general and in the higher education system in particular? Has the pandemic crisis exacerbated communication deficiencies, attested before and after digitalization? According to studies conducted at national and international level, strategies and communication channels that were used during the pandemic were identified. Thus, we deduce that communication strategies and a clear definition of objectives are essential in the functioning of an institution.

**Keywords:** *SARS-CoV-2, communication, pandemic.*

## 10. THE IMPACT OF COVID-19 AND ITS EFFECTS ON COMMUNICATION

*Assoc. Prof. PhD Pompiliu Comșa<sup>1</sup>*

*<sup>1</sup>"Apollonia" University of Iași, Romania*

### **Abstract**

These times are interesting, they challenge us to be body - literally and soul, plus brain, attention. On stage, that is. First of all, I would say that it challenges us to a different kind of communication, but of course also to a new type of action, empathy, crucial decisions, transparency. It challenges us at the speed of reaction, more than in calm times. How we communicate has now become one of the very important topics. We are exposed daily to extremely many messages, to many styles of information transmission, we hear and see communicators of different levels or abilities to transmit the essence of messages. Let's communicate, but not anyway.

**Keywords:** *COVID-19, communication, pandemy.*

### 11. THE IMPACT OF THE COVID-19 PANDEMIC ON DIDACTIC COMMUNICATION

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#### Abstract

The entire world has changed a great deal starting with the fall of 2019 when, in Wuhan (China), a new and dangerous pandemic occurred. Nothing has been the same ever since. People started wearing masks, use lots of disinfectants and have their freedom of movement restricted. Of course, changes also occurred when it comes to communication in general and to didactic communication in particular. The shift towards online teaching became compulsory, although many students and teachers were not ready for this change and, we dare say that, even today, in 2021, some of them are still not able to correctly cope with the requirements of online classes. The purpose of this paper is to analyse the way in which the COVID-19 pandemic influenced present-day didactic communication and to highlight the pros and cons of shifting the classical teaching process, as we used to know it, into the online environment.

**Keywords:** *Covid-19, pandemic, didactic communication.*

### 12. ECHOES OF THE PANDEMIC IN AESTHETIC COMMUNICATION

Lecturer PhD Anca Raluca Purcaru<sup>1</sup>

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#### Abstract

We intend to present under the title "Echoes of the pandemic in aesthetic communication" a series of postmodern aesthetic ways of coping the pandemic effects on society and the pandemic prevention measures taken by the authorities that have resulted in significant social changes. Aesthetic communication is one of the forms of communication that allows, with the help of aesthetic categories of irony, satire or even parody, the metaphorical transfiguration of the elements of reality while capturing the emotional impact on society, and we aim to capture this impact.

**Keywords:** *pandemic, aesthetic communication, emotional impact.*

### 13. COMPASSION - EMPATHY - COMMUNICATION

Zamfira Burlacu<sup>1</sup>

<sup>1</sup>Mayor of Sendreni, Galati, Romania

#### Abstract

Where there is authority, there must be empathy, compassion. Because it is a complicated period, in which the pandemic affects not only our health, but also our mental health. It is absolutely normal to miss things, the pleasures of life, holidays, work. And uncertainty. Empathy was completely lacking. When we give the example of New Zealand as a country that fought with Covid-19, we are talking first of all about communication. In measure no country was perfect. Only in several years will we realize who had the right strategy. At the moment we only think about live betting in the 13th minute at 0-0. But what the countries that fought properly had was empathy from the authorities. In their speeches when they announced harsh measures, the authorities in other countries spoke humanly, understanding suffering. Both business and ordinary people, forced to stay at home. From unusual young people not going out, people who have lost jobs or people who have been working from home for 8 months, to parents with children at school or at home, they all needed empathy. And I would add that after the pandemic, in addition to support funds for entrepreneurs, therapy should be promoted at the national level, because it will be needed.

**Keywords:** *compassion, empathy, communication.*

#### 14. THE EFFECTS ON COMMUNICATION OF STATE MEASURES TO ERADICATE THE COVID-19 PANDEMIC

Prof. PhD Mihail Orzea<sup>1</sup>

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##### Abstract

The SARS-COV-2 acute respiratory syndrome pandemic has affected the entire globe and all areas of social life. The dramatic negative effects on humans have led state authorities to take steps to stop the transmission of the virus, while intensifying scientific research to produce a vaccine that makes the virus harmless. The vaccine is an accomplished goal, but limiting its transmission is a process that has its ups and downs. The administrative and sanitary measures taken by the state authorities were: maintaining a physical distance between people; quarantine; banning of assemblies, rallies and demonstrations; temporary cessation of productive and commercial activities, considered non-essential; working from home; conducting online education and wearing a face mask. The measures mentioned above were appreciated by some doctors and challenged by other doctors, politicians and journalists. The allegations against the authorities concern both the relative effectiveness of the measures and their negative effects on people, especially on communication.

**Keywords:** COVID-19, pandemic, communication.

#### 15. JOURNALISM - BETWEEN PANDEMIC UTOPIA AND DYSTOPIA

Lecturer PhD Alexandru Ioan<sup>1</sup>

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##### Abstract

The Covid-19 pandemic marked a dramatic mutation for all mankind. The present study follows the transformations that took place in the world of the press after the epidemic outbreak. The mission of the watchdog of democracy seems to have been abandoned. The old values are quickly forgotten and, under the rule of fear but also of a consistent governmental sponsorship, the most important media channels now focus on the health of society. A noble ideal but which, objectively, should have been the concern of specialized institutions. This leads to the idea that the press seems to be abandoning its position of fourth power in the state and to be content to be the spokesperson for the executive branch. Is it just a subjective perception or is it a reality? Because, if this is the case, one might conclude that the media is slipping from the utopia of power in the state (I have shown in other works that it is only an instrument of power) and is taking a decisive step towards dystopia. pandemics. This is today. But what will happen tomorrow?

**Keywords:** journalism, utopia, dystopia.

#### 16. PECULIARITIES ON THE EVALUATION OF THE SPECIALISTS FROM THE PUBLIC ADMINISTRATION IN PANDEMIC

Assoc. Prof. PhD Mihai Luchian<sup>1</sup>

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##### Abstract

The modernization of the public administration is one of the national and European priorities, by increasing the attractiveness and transparency of the public service. The evaluation of the performances of the civil servants resulting from the work and professional development activity is necessary for the manager, as well as for the evaluated person. This activity, particularly important, presents relatively substantial peculiarities in the pandemic period generated by the constraints and the specificity of the activities of the job description. The capacity of the civil servant to adapt to the specifics of the activities of working with the citizens in a short time and rigorous observance of the



established medical norms can be composed favourably or less efficiently with the results. Individual performance is closely related to group performance and organizational performance, so the quantity and quality of individual results obtained influences the level of results of the structure (department, office, section, service) of which the official is part, and implicitly, the performance of the administrative institution as a whole. This paper intends to contribute to the clarification of the specifics of a correct assessment of the contribution submitted during the establishment of pandemic norms, an activity that contributes to ensuring an increased competitiveness of the public institution.

**Keywords:** *public administration, pandemic, public institution.*

## 17. PANDEMIC AND EUROPEAN PUBLIC ADMINISTRATION. ASPECTS OF THE ETHICS AND DEONTOLOGY OF INSULARITY

*Assoc. Prof. PhD Cristina Emanuela Dascălu<sup>1</sup>*

<sup>1</sup>*"Apollonia" University, Iași, Romania*

### **Abstract**

European identity, including in pandemic times, circumscribes geographical (geographical) possibilities (and areas), as well as views and performance of the place. The European islands, among other features - mountains, coasts, forests - are impregnated by powerful myths (often of Western sorghum) and tropes of place. They combine materiality and metaphor, presenting spaces that often appear both open and closed, fixed, but fluid, complete and peripheral, vulnerable but resistant. The geo-social constitution of their culture is also subject to observation on the frontier of liminality between being a visitor, being insular and other categories unusually defined between them. Space, including the bureaucratic, functional one, is seen as a fusion of materiality and metaphors, and not just as an imaginary and imagined social construction. The ethics and deontology of insularity also refers to a deconstruction and de-construction of the colonialist and continentalist discourse of the islands, the locus and context of European public administration including during the pandemic being part of the object of the present study.

**Keywords:** *Identity, Discourse, Frontier, Tropes and Performance, Administration, Deontology, Myth, Metaphor, Visitor, Tourist, Insular.*

## 18. THE "NEW NORMAL" IN CULTURAL COMMUNICATION DURING THE PANDEMIC

*Univ. Assist. PhD Simona Stancu<sup>1</sup>*

<sup>1</sup>*"Apollonia" University, Iași, Romania*

### **Abstract**

Discussing culture and education, two inseparable notions, in uncertain times such as those dictated by the pandemic, involves, first of all, reporting to the landmarks. Landmarks are themselves the product of culture, and their absence creates disorientation. Therefore, the current culture continues to exist due to the regeneration power previously foreshadowed also by culture. At the same time, the recognition of landmarks cannot be done without their promotion by groups of people who represent what is best and most valuable in a cultural community, groups that, in the context of online communication caused by the pandemic, must do in front of an incisive audience, able to generate waves of negative reactions in networks. The "new normal" in culture today is what these elitist groups are building for cultural survival.

**Keywords:** *cultural communication, pandemic, education.*

## 19. THE IMPACT OF THE PANDEMIC ON THE ELEMENTS OF NON-VERBAL COMMUNICATION IN THE VIRTUAL ENVIRONMENT AT THE LEVEL OF BUSINESS COMMUNITIES

*Assoc. Prof. PhD Virgil Fătu<sup>1</sup>*

<sup>1</sup>*"Petre Andrei" University, Iași, Romania*

### **Abstract**

Given the preponderance of working from home and shifting the focus from direct to online communication, we can say that the pandemic generated by the SARS-COV-2 virus has strongly influenced communication in the business environment. The management team, promoted and largely passed through the "Customer Service" process, is responsible for what is read in its expression, which means that if it had a good control of traditional communication, it could translate it with ease and in the virtual one. If in traditional communication the share of verbal impact is 10-40% and that of nonverbal 60-90%, in distance communication an important share of nonverbal had to be compensated by verbal elements such as more careful choice of words used, a rhythm and a better fluency of the conversation, clearer delimitation of the topics discussed, but also better control of voice and volume.

**Keywords:** *pandemic, non-verbal communication, virtual environment.*

## COMMUNICATION IN PUBLIC ADMINISTRATION

### **1. THEORETICAL ASPECTS REGARDING THE FUNCTIONS AND TYPES OF COMMUNICATION IN PUBLIC ADMINISTRATION**

*Prof. PhD Dumitru Popa<sup>1</sup>*

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#### **Abstract**

Public communication refers both to the exchange and sharing of information of public utility, and to the maintenance of the social bond. Communication between institutions is a bilateral process: it involves both the transmission of orders, information and advice to a decision center, and the transmission of decisions taken by at this center elsewhere. It also responds to the need of public sector organizations to assert their specific role, bringing to the attention of citizens the obligations to assume and the prerogatives they have. Institutional communication is today more and more developed within public organizations. Communication is the process that focuses on public management, is also important from the perspective of the quality of existing relationships within a certain administrative structure. The development of an appropriate social policy, the creation and maintenance, at all levels, of a transparent atmosphere are, to a large extent, determined by the importance given to the communication process.

**Keywords:** *public administration, communication, institutions.*

### **2. THE PUBLIC IMAGE OF THE INSTITUTION: BUILDING RESOURCES**

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#### **Abstract**

The activity of "public relations" / image building is a necessary request for any organization, in order to reach the imposed objectives, a inherent condition of its efficient functioning, able to settle the most important inter-human relationships. The public relations represents the premise in order to exercise the management activity and the management process functions. Only by means of an efficient communication are the planning and programming, the coordination and control, the motivation, consulting and active participation of the organization members possible, capable to accomplish the aimed goals. Every single moment belonging to the organization activity is based

on the efficient communication and construction of the image, as a modality to focus and correlate the efforts. We try to underline the importance of communication strategies in activity of public institutions for a efficient construction of its image in the new reality.

**Keywords:** *public relations, communication, public administration.*

### **3. ADMINISTRATION OF THE CAPITAL OF ROMANIA UNDER THE AUTHORITY OF THE OCCUPYING ARMIES (1916-1918)**

*Assoc. Prof. PhD Alexandru Amititeloiaie<sup>1</sup>*

*<sup>1</sup>"George Bacovia" University, Bacău, Romania*

#### **Abstract**

On August 16, 1916, the Romanian army began the campaign to liberate Transylvania from Austro-Hungarian rule. The status of neutrality ceased, due to the fact that 12 days ago Romania had allied with the Entente under the treaty of August 4, 1916. Among other things, the states in this alliance recognized Romania's right over Transylvania and therefore legitimized the military liberation campaign. Due to multiple causes, including the fact that the military operations were not synchronized with those carried out on other fronts, the campaign failed and the armies of the Central Powers, after heavy fighting in which Romanian troops were engaged, occupied 2/3 of the country, including the capital. . The government, the king and the administration had managed to evacuate to Iasi. For two years this territory was under the occupation of the armies of the Central Powers. The front had stabilized on the line Mărăști, Mărășești, Oituz, Nămolosa, Galați, an alignment that the Romanian army managed, with great sacrifices to resist and block the enemy's plan to occupy the northern part of Moldova, a situation that would have effectively led to the disappearance of the state. During the period when the country's capital was under enemy occupation, its administration was ensured by his military command, according to his interests and operational plans. Collaboration against the occupation troops, manifested by politicians, officials, journalists, writers and even ordinary people is a black page in the recent history of our people, a crack still unhealed on our moral profile and national dignity. Forgetting and placing her in a shadow cone was not the most appropriate therapy for healing and restoring the moral profile of the Romanian people.

**Keywords:** *Romanian army, administration, army.*

### **4. DIASPORIC MEDIA AND THE INTERCULTURAL DIALOGUE**

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#### **Abstract**

Intercultural dialogue and intercultural communication, analyzed in the context of socio-cultural phenomena that occur in the diaspora, imply a vast space for research. The diasporic media aims at integrating immigrants in a new political and socio-cultural context. At the same time, the press founded by immigrants in the host country reflects the need for literary and civic expression. Media of the diaspora are an example of promoting active citizenship and civic activism. With the emergence of the COVID-19 pandemic, which continues to have a devastating impact on the world, there have been some changes in the media discourse on migrants. In the last two decades, diasporic media appear more and more often in the attention of researchers. The processes related to globalization, mobility and the development of information technologies have contributed a lot to their development. In the general context of publications founded abroad by diaspora representatives, the discourse on (inter)cultural landmarks is very current, from the perspective of dialogue and interconnections with migrants and host country population, with their compatriots in the country of origin and in other countries. This dialogue has become transnational, advantaged by the development of

communication technologies, with multiple cultural values. We are interested in several questions. What strategies have migrants adopted and what means of communication they have chosen, in their attempts to create common spaces of expression and communication? What cultures and languages interfere in these spaces? How does the integration process in the destination country of migrants take place, considering intercultural and inter-social dialogue?

**Keywords:** *diasporic media, intercultural dialogue, communication.*

## 5. SCIENCE BETWEEN THE REQUIREMENTS OF MORAL VALUES AND THE IMPERATIVE STRATEGIES OF THE POLITICAL-MILITARY POWERS

*Prof. PhD Narcis Zărnescu<sup>1</sup>*

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### **Abstract**

This communication is an excerpt from a larger study of the conflicting relationships between the ethical Code of Science and the ethical Codes of politico-military Strategies. In other words, between scientific Theories and Projects, which have always respected moral values, these being consubstantial to the Act of scientific Creation, and the implementation of scientific and technical Discoveries and Inventions by commercial, political or military powers. Entering these spheres, defined by Pragmatism and Utilitarianism, the products of basic research will be used in accordance with market rules, whose codes and moral values do not correspond to scientific ethics and sometimes to national or Community legislation, illustrated, inter alia, by penalizing large transnational companies, which, in order to maximize profit, frequently violate laws, regulations, codes. We are thus witnessing a minimization of moral values, in the name of market values, which - imperceptibly - could transform, metaphorically speaking, the famous Huntington's Clash into a dramatic global Huntington's disease. In this meta-context, complicated, ambiguous, confusing, tense, the School, in its pre-university, university, academic hypostasis, has the mission to initiate communities in the world of moral values. The axiological responsabilization of the individual, his transformation from a zoon political into a 'moral animal', the consolidation of the ethical consciousness are among the duties of the School. Thus, the history of the future depends on the educational, formative and informative force of the School.

**Keywords:** *Huntington's Clash, Huntington's disease, minimizing moral values, maximizing market values.*

## 6. ADMINISTRATIVE DECENTRALIZATION FROM THE PERSPECTIVE OF THE MEDIA OF THE NATIONAL CULTURAL HERITAGE

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### **Abstract**

The purpose of this article is to highlight the potential of national cultural heritage as an important factor of social communication in public administration reform in the Republic of Moldova. This research highlights the important role of the strategy for implementing public policies in terms of developing and protecting the national cultural heritage, as an effective means in the congruence of culture-communication. In the context of administrative decentralization, strategic communication refers to the design of action plans between stakeholders who are central public authorities and local public authorities whose approvals are essential for the success of a reform initiative. In this sense, the means of communication of the national cultural heritage can be the key to transposing the objectives of the administrative reform in achieving the desired results on the ground. The activity of public services for the implementation of national cultural heritage policies is analyzed.

Increasing the flexibility of communication with citizens, the variety of public services and improving their efficiency is correlated with quality management in the process of administrative decentralization. The investigation elucidated that cultural policies achieved as a result of administrative decentralization develop contemporary art as a means of information and communication, promotion and affirmation of national culture, restore the country's cultural infrastructure and allow local public authorities to promote national cultural values as part of cultural heritage. European.

**Keywords:** *administrative decentralization, cultural heritage, public administration.*

## 7. THE IDEOLOGICAL FRONT OF THE GEOPOLITICAL MEDIA IN THE REPUBLIC OF MOLDOVA

*Assoc. Prof. PhD Mihai Lescu<sup>1</sup>*

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### **Abstract**

Located today on the border of two worlds: Western Europe and the Slavic world, with a Russia that, even decades after the collapse of the Soviet empire, is trying in every way to maintain its political, economic and cultural influence in the regions of yesteryear, The Republic of Moldova, like Ukraine or Georgia, bears the consequences of this struggle, in which the geopolitical media is still involved. Namely, through Russian media propaganda, it defies the territorial integrity of the Republic of Moldova and is involved, in various ways, in the country's domestic policy. In this article, the author highlights the mechanisms of Russian propaganda, strategies and tactics of the ideological struggle of the geopolitical media to ensure domination in the wider Black Sea region of strategic importance not only for the Russian Federation but also for the European Union and the North Atlantic Alliance. .

**Keywords:** *ideological front, geopolitical interests, geopolitical media.*

## 8. ASPECTS REGARDING THE STRATEGIC DEVELOPMENT OF MEDIA INSTITUTIONS

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### **Abstract**

The coronavirus pandemic caused tectonic movements in virtually all segments of the social system. Any "norm" dictated by COVID-19 transfigures the human perception regarding the trajectory and the principles of functioning of reality. This is also true for the media institutions, which were forced, with the advent of COVID-19, to restructure and adopt new mechanisms of activity, thus generating distinct aspects of the strategic development of these entities. It is the process of redefining and rethinking the general media framework that also requires new ways of functioning of media institutions or organizations in the digital age. This is due to the fact that the editorial-consumer bicomunication axis must coexist in the mediamorphosis formula.

**Keywords:** *pandemic, COVID-19, media institution.*

## 9. THE AUTHORITIES STAMMERING IN CRISIS SITUATIONS

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### **Abstract**

For a start, I set out to review the worst communication mistakes the authority made during the COVID-19 pandemic. All this has led to a decrease in public confidence in the representatives of public institutions and to ignoring the rules imposed to prevent infection. For example, many military ordinances were communicated at night, although they were eagerly awaited by the

people. The press conferences were announced around 22.00-23.00, and not once did it happen because it was late at midnight. Basically, people were learning how their lives would change, what they would or would not be allowed to do the next day, a few hours before. In addition, information on the pandemic was almost non-existent in March-April. Dozens of newsrooms and over a hundred journalists have called on the government to be transparent in communicating information about the pandemic situation in Romania in early April. The data transmitted were almost non-existent, so that, at the initiative of the Center for Independent Journalism, were requested, among others: the number of cases, age and sex of people infected with COVID-19, those cured, quarantined, isolated and dead, broken down by locality ; Number of infected and deceased doctors; The number of tests processed and processed by counties, but also the number of unique patients tested.

**Keywords:** *stammering, COVID-19, communication mistakes.*

## 10. COMMUNICATION, RELATIONSHIPS AND TRANSPARENCY IN THE ACTIVITY OF PUBLIC ADMINISTRATION

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### **Abstract**

Within the community, the public administration must be involved and actively involve all citizens in decision-making acts and processes. The legal norms regarding decisional transparency aim at achieving the following synthetic objectives: to increase the degree of responsibility of the institution in relation to the citizen, to involve their active participation in the decision-making process and in the elaboration of normative acts and to increase the degree of transparency. public administrations. All these goals can be achieved institutionally if the administrative staff: provides the requested information in an honest, complete and clear manner; relates to citizens in a natural, simple, fair and open way; offers the possibility to the citizens to directly express their opinions and to influence directly the decisions in the matter; encourages citizens to take advantage of these opportunities; undertakes to explain the rigors, providing all the arguments that determined the respective decision. This communication aims to analyze the professional-qualitative parameters necessary for an efficient communication in order to ensure institutional transparency.

**Keywords:** *public administration, communication, transparency.*

## 11. GLOBALIZATION AND THE MAIN COORDINATES OF FREE MOVEMENT OF PERSONS

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### **Abstract**

Free movement of persons and the abolition of internal border controls are part of a broader concept, that of the internal market, in which the existence of internal borders or the restriction of the free movement of persons is not possible. The principle of free movement of persons is the expression of belonging to a common European space, without internal barriers. The principle of free movement of persons has received various approaches during research activities but not from the perspective considered in choosing this topic. Thus, I considered in my work to address the principle of free movement of persons in a general framework that does not lack, first of all, the historical perspective of the idea of European integration. Viewed from a historical perspective, the approach of the principle of free movement of persons in this paper begins with a brief description of the first ideas and forms of European unity, and continues with the emergence of the first proper forms of European unity, when they were created by otherwise, the first sources of Community law. However, no approach to

this topic can be made without studying the implications that the phenomenon of globalization has on the free movement of people.

**Keywords:** *Globalization, Free Movement of People, European Integration*

## 12. THE BENEFITS OF DIGITAL MARKETING IN PUBLIC ADMINISTRATION

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### **Abstract**

A basic principle in public administration refers to the target audience that is served by the services of the institutions included in this concept: the citizen. Starting from this aspect and based on the legitimacy offered by the electoral option, we will make a qualitative analysis of the partnership between the service providers and their users. Basically, digital marketing research conducted by public institutions aims to establish a strategy that aims to meet the general needs of citizens. The use of state-of-the-art technology and the virtual environment will provide a much clearer picture of the profile of the target audience and how to solve the problems they face. Such studies reduce the risks posed by modernization initiatives, primarily through digitalisation, of public administration and increase the satisfaction of the direct beneficiary.

**Keywords:** *public administration, digital marketing, digitalisation.*

## 13. THE EVOLUTION OF THE INSTITUTION OF THE PRESIDENT OF ROMANIA (2000-2020)

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### **Abstract**

Through this scientific communication we analyzed the evolution of the Institution of the President of Romania in the period 2000-2020. It is a period of time in which several changes have taken place, among which we mention a suspension of the President and a referendum for his dismissal. The positive and negative initiatives that took place in this field were researched. There are also analyzes based on the text of the Constitution which establishes the attributions and functioning of the Institution of the President of Romania. An equally important aspect is the functioning of the Presidential Administration for the mentioned period of time.

**Keywords:** *President of Romania, Presidential administration, institution.*

## 14. MANIPULATION THROUGH THE MEDIA

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### **Abstract**

Unlike the influence of the type of rational conviction, manipulation does not seek a deeper understanding of the situation, but to confuse a convenient understanding, resorting both to misleading with falsified arguments and to appeal to emotional or non-rational levels. In the case of manipulation, the real intentions of the sender of the message remain imperceptible to the manipulated person. Thus, manipulation is a form of imposing the interests of a group, communities, not by coercive means, but by misleading. In situations of divergence of interests, the use of this path is becoming more common in today's society, manipulation being a stronger and more effective tool than the use of force. At present, the modern communication mechanism causes some concern among citizens, who show a certain fear of the possibility of a subtle manipulation of mentalities. Receiving news can be an interesting activity, but we must take into account all its implications.

**Keywords:** *media, manipulation, misleading.*

## 15. INFLUENCE, PERSUASION, INFLUENCE TRAFFICKING, LOBBY ACTIVITY AND TRANSPARENCY OF DECISIONS OF PUBLIC INSTITUTIONS

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### **Abstract**

Persuasion is a persuasive activity so as to lead to the adoption of the change of decision, the persuaded person demonstrating that he understood what he was told, that he integrated the motivations for change and that subsequent decisions belong entirely to him, without outside influences. Influencing is an intentional act by which a person tries to get an individual to think or engage in an action that he alone would not think of. Trafficking in influence is part of the group of corruption crimes, along with bribery, bribery and the purchase of influence. Lobbying is a transparent way of influencing legislative and executive decisions through actions aimed at upholding legitimate rights and interests in the promotion, adoption, amendment or repeal of decisions by public institutions. The decision is a decisive attitude, adopted by the individual or institution, after a series of deliberations that are supposed to have been scientifically and officially argued.

**Keywords:** *persuasion, influence, public institutions.*

## 16. NEW MODELS OF THE IMAGO DEI: REFLECTIONS ON HUMAN BIOTECHNOLOGICAL ENHANCEMENT AND RADICAL LIFE EXTENSION

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### **Abstract**

Humanity as a whole has sought immortality as far back as we can ascertain through art and creation or bravery and pietà. But what if we were to put an end or at least diminish the steady decline toward old age and death and pain and sufferance were to be annihilated and abolished? For decades, science fiction has offered visions of physically and intellectually enhanced humans residing in technologically advanced civilisations. These possibilities are no longer firmly embedded in the domain of fiction, but increasingly, advances in both genetic and technological fields are bringing the fantasies of the sci-fi realm closer to reality. Humanity, as a work in progress, is set to undergo a complete overhaul through editing and revision of its biological makeup, so that it might live longer, have healthier body, enjoy greater cognitive prowess and experience more robust and pleasurable inner states. The postbiological posthuman species is slated to reach a level of perfection that requires leaving behind what is organic, finite, and mortal, attaining an almost God-like status, in terms of omniscience and omnipotence, if not virtue.

**Keywords:** *anti-ageing molecules, gene-editing technology, human biotechnological enhancement, human prosperity, radical life extension..*

## 17. TRUISMS OF THE INFORMATION AGE

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### **Abstract**

In every field where profound transformations take place, obvious, banal truths (truisms) are born, which being so simple no longer have to be enunciated, we must not waste time thinking about them in this period considered - already become a banal fact - the century speed.

**Keywords:** *truism, standard, information society, technological evolution.*