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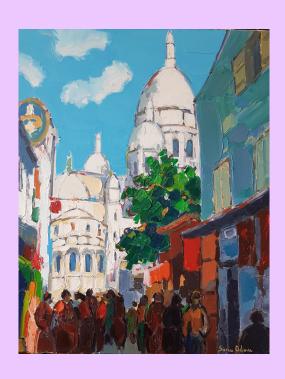
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COMMUNICATION / NEGOTIATION / COOPERATION DEFICIENCIES AS A SOURCE OF CONFLICT IN THE CONTEMPORARY WORLD

1. HUNTING" FOR INFORMATION TO COPE WITH THE OMNIPRESENT UNCERTAINTY REPRESENTS THE NEW NORMALITY

Prof. PhD Petre Roman[1]
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Abstract

Reality is not given to us; it must be deciphered: be it rules or customs or collective mind, be it chance. If we content ourselves with not knowing where the reality, we live in today was born, we must also be content with the fact that we will not understand it. Modern societies nowadays are more interested - surprisingly, but only at a first glance - in how we manage risk than in the distribution of power or wealth. The explanation lies in the fact that we are often hit by unplanned results and unexpected and unintended consequences of processes that were supposed to take place under control in the society. Change itself becomes the norm in this situation. We are witnessing a global process of dissolution of norms, simultaneously with the change of power structures. A new global behaviour is crystallized. Certainty breeds superiority; uncertainty breeds insecurity. The extremes are both the regions to be avoided in decision-making: the area of certainty beyond any doubt, whose sources are subjective, irrational, and, at the opposite pole, the area of incomprehensible uncertainty, whose sources are nothing but chance, accident. A deep knowledge must be brought into the middle of the space; thus, there can be a predictive capacity.
Keywords: *information, artificial intelligence, manipulation*.

2. DIPLOMATIC COMMUNICATION, A COMBINATION OF TACTICS AND STRATEGY

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Abstract

Diplomatic communication represents an essential mode of interaction and promotion of a state's foreign policy objectives. The selection and suitability of the form and content of the communication modalities express both the complexity of the foreign policy objectives, as well as the level and capacity of managing their complexity. The contemporary world has provided performing means under technical incident, but generate extensive elements under contextual relationship: the difficulty of preserving diplomatic confidentiality, the entry of diplomacy in competition with the precipitated and predominantly visual and emotional choreography of mass media and social networks. The dilemma of diplomacy is to find a balance between democrating the essence of communication and "vulgarizing" the non-communicable essence of a state's foreign policy strategy.
Keywords: *diplomatic communication, confidentiality, information*.

3. COMMUNICATION, NEGOTIATION AND COOPERATION IN THE ENERGY CRISIS

Radu Petru Şerban[1]
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Abstract

The present paper deals with the energy sector in connection to the events which took place during the previous year: "Communication deficits / negotiation / cooperation as a source of conflict in the contemporary world."In Romanian it is said that a wise individual builds himself a sledge

during summer and a cart during winter. Unfortunately, the energy crisis of this winter has surprised the whole of Europe without a sledge. It is more effective to save when we have what to save and wiser that, anticipating to build in times of peace and prosperity, to withstand the times of crisis.But reality sometimes takes us by surprise, and the three vectors of the present theme, communication, negotiation and cooperation, have recorded serious issues in the energy sphere, especially in the previous year.

Keywords: *communication, negotiation, cooperation, energy crisis.*

4. INADEQUATE DIPLOMATIC COMMUNICATION BETWEEN LEADERS AND ITS EFFECTS ON HUMAN COMMUNITIES

Prof. PhD Mihail Orzeață[1]
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Abstract

The recent domestic and international crises seem to have stimulated some top political actors to use personal attacks and launch „warning arrows" at their counterparts in nations they are in conflict with and beyond.Inadequate language and undiplomatic behavior of community leaders can generate tension that can evolve into political, diplomatic, economic, financial and other sanctions, or even into armed confrontations.The belligerent attitudes of the leaders were and are generated by their exaggerated ego. Tensions and even international conflicts have been and will certainly continue to be caused by decisions taken under the influence of emotions by leaders insufficiently trained in the art of leadership and diplomacy.

Keywords: *diplomatic communication, international crises, conflicts.*

5. THE RUSSIAN-UKRAINIAN WAR - A CONFLICT THAT COULD HAVE BEEN AVOIDED

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Abstract

The collapse of the Soviet Union and the end of the Cold War represented crucial events in contemporary world history. From the very beginning, these events were perceived substantially differently by the involved parties. The dialogue between the former adversary blocs was perceived and interpreted differently through the prism of the interests, and not least the feelings, of the main protagonists (USA / NATO – Russia / Russian Federation). The symptoms of the „derailments" of this dialogue from the proposed goal, especially from the Russian side, appeared from the beginning (the conflict in Transnistria, the Chechen wars, the Russian-Georgian conflict, Russia's withdrawal from the CFET, the Russian military doctrine (NATO designated enemy; it is stated the intention of preventive use of nuclear weapons), the annexation of Crimea), and continued until today in the most serious form: the Russian-Ukrainian war. In parallel, (with some syncope), the dialogue continued, but the actual communication failed.

Keywords: *russian-ukrainian war, conflict contemporary world.*

6. THE STRATEGIC NEGOTIATION DEFICIT AND ITS EFFECTS IN CONTEMPORARY CONFLICTS

Assoc. Prof. PhD Vasile Roman[1], Lecturer PhD Maria Roman[1]
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Abstract

We want to believe that the evolution of technology and especially the increase in the volume of knowledge available to the contemporary world bring peace and prosperity. We want to believe

that it is the democracy and implicitly the market economy that make people and nations focus more on dialogue and negotiation and less on resolving disputes by force. This does not happen because some state actors do not abandon the policy of force and manifest their interests through the use of the military tool. The negotiation deficit is rooted in the goals pursued, in the paths followed and in the tools used. The differences between the schools of thought of diplomacy, but especially the way in which they are manifested by the political decision-makers, make the world to be in a continuous conflict.

Keywords: *deficit, negotiation, diplomacy, interests, conflict.*

7. ROMANIA AND UKRAINE - THE DIPLOMATIC WAY

Assoc. Prof. PhD Alexandru Ioan[1]
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Abstract

Consistent with its traditional foreign policy of resolving all issues under discussion, regardless of their age, Romania has always followed the diplomatic path. Even when it seemed to everyone to be obviously right, Bucharest chose negotiation as the fundamental tool for achieving its international policy goals. The resolution of various contentious issues with his neighbors was also recorded in this register. Most of the issues under discussion were recorded with Ukraine after its separation from the defunct USSR. After 1990, the delimitation of the common border and territorial waters, as well as the status of the Romanian minority in the new neighboring state, frequently occupied the front page of the Romanian press. How the bilateral diplomatic communication went, what was the conduct of the Romanian authorities and the response of the leaders in Kiev could constitute an interesting lesson for the international community deeply shaken by the most varied forms of confrontations, including military ones.

Keywords: *diplomacy, communication, Ukraine.*

INSTITUTIONAL COMMUNICATION

1. NEGOTIATION IN THE „MELIAN DIALOGUE" (PELOPONNESIAN WAR, THUCYDIDES), A KEY TO UNDERSTANDING THE CONFLICTS OF THE CONTEMPORARY WORLD

Assoc. Prof. PhD Theodor Georgescu[1]
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Abstract

At the end of the Vth Book of the Peloponnesian War, Thucydides introduces an episode quoted by modern exegetes with the title Melian Dialogue (eng. the Melian Dialogue, fr. le dialogue mélien etc). It is, in fact, the moment when the Athenians, who have been in armed conflict with the Spartans for more than fifteen years, ask the inhabitants of the island of Melos to pay them tribute and thus get out of the influence of the Peloponnesians, whose colonists they were, in order to joined in this war on the side of Athens. Thucydides chooses for the only time in his Histories to present the negotiations in the form of a dialogue, thus emphasizing its drama. The entire dialogue is useful to any age, for it poses a fundamental problem in any relationship of forces: is it fair / just for a superior military force to impose its authority on a weaker one by the mere possession of force? In the

following, we will try to show how Thucydides described this episode in order to be able to extract the necessary lessons even today.

Keywords: *Melian Dialogue, Peloponnesian War, Thucydides.*

2. WAR A CONTROVERSIAL SUBJECT OF THE MEDIA, FUEL ON THE WAY TO TOWER OF BABEL

Assoc. Prof. PhD Georgel Rusu[1]
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Abstract

The specific technological explosion and more highlights once more the role of media and communication in solving or creating problems. Beyond the achievements that lead to the fulfillment of the citizen's fundamental right to be informed, there are also a number of changes that affect this and make the press a double-edged sword.The professional approach can lead to the correct transmission and understanding of the message, while its lack leads to the vitiation of communication and the ideational and notional distortion of the public's consciousness. The military phenomenon and the consequences of specific actions are followed with ever-increasing interest. Here the responsibility (professionalism of the approach) or its absence on the part of the communicator can generate perverse effects.

Keywords: *war, media, communication.*

3. THE PUBLIC SPACE OF COMMUNICATION BETWEEN INFORMATION AND DISINFORMATION

Assoc. Prof. PhD Tatiana Spătaru[1]
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Abstract

The public space of communication is a component of community life. The logical explanation of the public space resides in the fact that it assumes the role of supporting and protecting the lives of the individuals who make up the community. Historically, the problem is understood as a functional balance between the individual and the community structure. In public space it is normal to operate values of social aggregation. Although it is claimed that the public space is that environment where there is no restricted access, but legislation, political actors or certain internal and external factors endanger, limit this space which should be a free one.The public space of communication in the Republic of Moldova is developing due to internal and external processes, the intensity of communication at the local and central level. The specifics of the public space of communication took shape due to the influence of the ruling political power. Information and disinformation are the two extremes between which the public space of communication in the Republic of Moldova evolves.

Keywords: *public space, public communication, communication strategies, information, misinformation.*

4. COMMUNICATION CRISIS IN THE MASS MEDIA OF REPUBLIC OF MOLDOVA: POLITICAL IDENTITIES. CASE STUDY

Assoc. Prof. PhD Valentina Enachi[1]
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Abstract

Media, being a cultural form, has its own logic and rules that structure ways of thinking and feeling and communicating. The mass media in the Republic of Moldova shaped the attitudes towards their own political identity since 1991. The propaganda messages of the left-wing and

pro-Russian parties were aimed at creating negative images of the population about the Romanian and European identity, and their websites present materials in which the civilizational background of European culture is attacked and materials related to European identity crises. In contrast, the media of conventionally called right-wing parties post information about the benefits of integration into the cultural and democratic space of the European Union, bring examples of European projects and good educational practices related to Western identities. The journalists of these publications usually criticize the ideas related to the Moldovan specifics and plead for the Romanian and implicitly the European identity. Effective communication would bring these extreme positions closer together.

Keywords: *mass media, communication crisis, political identity.*

5. DIGITAL LITERACY AND AWARENESS IN DIPLOMACY: THE UN-TRUMPIAN EVOLUTION OF 'TWIPLOMACY'

Lecturer PhD Alexandra-Violeta Gheorghiu[1]
[1]*„Apollonia" University of Iaşi, Romania*

Abstract
As the majority of the state institutions and the leaders have a presence on digital platforms, most of the world's diplomatic services are in the process of negotiating a working relationship with social media. The reality of Twitter creating its own form of diplomacy serves as a reminder of how vital it is to continue discerning the concerted challenge to contemporary diplomatic culture that social media presents and to confront the emerging reality of diplomatic engagement in a digitized world, rather than focusing exclusively on applying digital tools to existing practices. The new technical demands and opportunities coupled with the expectations of new actors and publics situate diplomats in a unique place to map out their own computational foreign policy. As diverse official dialogue partners and interested publics, both domestic and foreign, are brought together, diplomacy will need to expand its predominantly state-centric perspective to include public participation and public needs as part of the diplomatic calculus. Even as the novelty of the new media becomes old, diplomatic innovation will have to confront less and less the useful and deleterious effects of the digital and more and more those involving the public.

Keywords: *computational foreign policy, online engagement rhetoric, public-centric diplomacy, 'societized' diplomatic practices, Twiplomacy.*

6. STRATEGIC COMMUNICATION IN RESPONSE TO HYBRID THREATS

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Abstract
The development and implementation of communication strategies are essential in the state's ability to respond to hybrid threats. Hybrid adversaries systematically spread disinformation, including through targeted social media campaigns, thereby contributing to the radicalization of individuals, destabilization of society, and control of political reality.Strategic public information communication in response to hybrid threats should make full use of social media tools as well as traditional visual, audio, and web-based media. Using the way of disseminating information in other fluent languages to react promptly to misinformation.The more open governments are to revealing the nature of the hybrid threat challenge, the more effective the mechanism for raising public awareness and reducing the susceptibility of potential targets to disinformation operations. It is important to detect and respond quickly to particular disinformation operations in order to minimize their impact and deter other individuals, groups, states from imitating, repeating hostile information operations.

Keywords: *communication, communication strategies, hybrid threats.*

7. RETROSPECTIVE OF THE CONTEMPORARY WORLD – 2022. VISUAL RHETORIC IN THE ECONOMIST AND TIME MAGAZINES. A CASE STUDY

Lecturer PhD Iulian Dănilă[1]
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Abstract

The paper analyzes how the contemporary world is reflected during the tumultuous year 2022 through several press illustrations belonging to one of the most prestigious financial publications in Great Britain, founded in 1843, which focuses on world events, politics and business - The Economist - and of the American magazine Time, founded in 1923, characterized by a distinct editorial policy, but also similar to the one previously mentioned.The case study emphasizes that visual rhetoric is the organizing tool used to interconnect the various meanings of the components of a visual product. Therefore, the possibility of creating complex relationships between images and texts in the covers of the mentioned magazines causes a significant increase in the number of creative solutions and the power of seduction of the proposed messages for the reading public. The role of images, visual metaphors in representing conflicts and the globalized world - with its pluses and minuses - is as significant as that of language.

Keywords: *The Economist, Time, pandemic, visual rhetoric.*

8. ASSETS AND SHORTCOMINGS IN THE CONFIGURATION OF INVESTIGATIVE JOURNALISM ON THE ONLINE ENVIRONMENT IN THE REPUBLIC OF MOLDOVA

Lecturer PhD Ludmila Rusnac[1]
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Abstract

New technologies have influenced the structural aspect of journalistic investigations, as online platforms also allow the publication of voluminous materials, accompanied by many photos, graphics, diagrams and even video and audio content. Many innovative tools are applied: geotagging, real-time geolocation, hashtags, accounts of natural persons on social networks, access to open, free and paid databases. Journalists can obtain more information than through traditional methods such as observation and interviewing. In this scientific research we will analyze the peculiarities of investigative journalism in the online environment (rise.md, anticorupţie.md, zdg.md). Anticipated results: presentation on the topics of interest to investigative journalists from the Republic of Moldova, analysis of tools and techniques applied at the stage of documentation, structuring of the text and compliance with deontological precepts in the investigative process.

Keywords: *investigative journalism, online environment, Republic of Moldova.*

9. MEDIATION JOURNALISTIC COMMUNICATION

Prof. PhD Georgeta Stepanov[1]
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Abstract

The involvement of the media in the mediation of conflict situations is justified by the function of information, which conditions the bringing of the latest events, including conflicts, on the public agenda and their transformation into current topics. This role of the media is also justified by the analytical function, which conditions the explanation, interpretation and forecasting of the evolution of conflict situations. Debating conflicts in different media formats gives the actors the opportunity to express their own points of view, to exchange ideas, to confront their opinions, to familiarize themselves with the visions of third parties. In public debates, the nature and objectives of the conflicts, their true dimensions, the real interests of the actors involved, etc., are outlined, the

information in question being decisive for the design of the social profile of the conflicts and for the formation of currents of public opinion in relation to them. Multilateral and consecutive mediatization of conflicts ensures their social construction and creates appropriate conditions for identifying consensuses and initiating social dialogue.

Keywords: *communication, mediation, journalism.*

10. CULTIVATING INTERCULTURAL COMMUNICATION AND FOSTERING TOLERANCE IN THE INTERNATIONAL UNIVERSITY

Assoc. Prof. PhD Valentina Ciumacenco[1]
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Abstract

In the internationalization of higher education and the development towards the European Higher Education Area, many higher education institutions are facing challenges formerly unknown to them: students and lecturers alike form much more heterogeneous groups than ever before, speaking a wide spectrum of languages and representing a wide spectrum of cultural backgrounds in what may be termed the Multilingual and Multicultural Learning Space.Higher education involves a complex process of development of cognitive, social, emotional, and cultural characteristics of the personality of future specialists, including the formation of special behavior patterns that in the future will ensure the competitiveness and employment success of university graduates. The importance of cultivating the intercultural communicative tolerance is caused not only by the processes of globalization of professional mobility in the modern world, but also by the need to create comfortable coexistence of students in multilingual educational environment of the university, to reduce conflict and prevent clash of cultures - bearers of different value systems and standards. Practical examples of cultural cooperation fostering mutual understanding are emphasized in this paper based on Free International University of Moldova (ULIM)'s experience.

Keywords: *interculturality, communication, internationalization.*

11. HUMANISM IN MEDIA COMMUNICATION DURING CRISIS CONDITIONS

Assoc. Prof. PhD Mihail Guzun[1]
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Abstract

What does the presence of humanism mean in the press, in media communication? I believe that there are two questions that we should find the answer to when we refer to humanism in journalism. These are: first: Who are we writing for; and the second: What we write for. (The verb to write refers not only to the written press, but includes all ways and channels of public information).Is MAN the ultimate value in journalistic discourse or...something else?Humanism as a fundamental problem of human coexistence manifested itself much more meaningfully when MAN asked himself the question: „Would war be the most appropriate way to resolve inter-ethnic conflicts / between beliefs and ideologies / between states?".

Keywords: *humanism, media communication, crisis.*

12. INTERCULTURAL COMMUNICATION IN NON-FICTION MOVIES

Assoc. Prof. PhD Mihail Guzun[1]
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Abstract

In traditional human societies, intercultural communication is mainly achieved through natural language. Currently, however, the written/oral discourse has been integrated into increasingly complex semiotic systems by means of high-performance information technologies. This phenomenon

has amplified the intercultural dialogue and, thus, a regeneration of the exchange of symbolic goods at the planetary level is attested. Throughout history, the mass media, starting with print media, radio communication, cinema, television and even the Internet, have driven public debate in human communities, and the production and reception of media messages has taken on an overwhelming role. The stated subject is focused on the „cinema of reality", trying to shed light on the presence of intercultural communication in today's documentary film. We will refer to the documentary series Life in a Day/O zi din vie from 2011 and 2020, respectively, as well as to two non-fiction films made within the „Telefilm-Chişinău" Studio: Marica (2011) and Acasă, în Marienfeld (2014).

Keywords: *interculturality, communication, non-fiction movies.*

13. STRATEGIC ACTION COMPETENCE OF THE „TELERADIO-MOLDOVA" OMBUDSMAN. OPERATING PRINCIPLES AND FORMS OF INVOLVEMENT

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Abstract

The Public Company „Teleradio-Moldova" (TRM) has in its structure the ombudsman entity, which has the capacity of an objective mediator between the Company and the public benefiting from the Radio-TV program services offered, as well as between the Company's employees. The ombudsman mediates disputes of a statutory nature between the Company's employees, disputes between the Company's journalists and the public it addresses. Thus, under the conditions of an axis of communication between the company's employees, but also between the journalists/management board and the consumer of the TRM product, it is good to highlight the role and forms of involvement of the Ombudsman for the mediation and transparency of the communication and activity process. Also, it will be the way to notify the service of the „media lawyer" of the Public Company „Teleradio-Moldova" and what are the documents based on which the Ombudsman formulates his opinions. Examples of the operation of the Press Ombudsman Service in several European countries will also be reviewed.

Keywords: *Teleradio-Moldova, communication, ombudsman.*

14. THE TEACHER'S COMMUNICATION SKILLS IN THE ED TECH ERA, AN ESSENTIAL FACTOR IN ENSURING THE QUALITY OF EDUCATION

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Abstract

If before the pandemic caused by the SARS COV-2 virus, little was said and even less was done regarding the implementation of new technologies in the management of educational processes, after the pandemic, things changed radically. The forced transition of educational systems into the „era of online courses" accelerated the use and implementation of new technologies - generically called EdTECH - in the development of educational processes to very high values. So, the rigid space of the classrooms has „exploded" into an „infinite" space where teacher-pupil/student communication barriers become essential in terms of achieving and maintaining a quality of education at a reasonable level, at least ! Ensuring the quality of education is an extremely important concept in a world full of multiple challenges and crossed by major conflicts, such as the current one, near our educational space. The quality of education can be achieved, essentially, in three main „areas": at the school level, in the classroom and in the direct interaction between teacher and student. In the conditions of fluctuating evolutions of educational systems today, ensuring the quality of education can be decisively influenced by the success of the teacher-student communication process, especially in a post-pandemic context. We want to highlight this aspect in our work.

Keywords: *educational process, management, quality, quality assurance.*

15. EFFECTIVE INSTITUTIONAL COMMUNICATION THROUGH MULTIVALENT RELATIONSHIP

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Abstract

The establishment of interpersonal relations in the institutional area are fundamental. The evolution of an organization is dependent on the value, the parameters and the decided trend, but high performing leaders always excel in establishing relationships on anticipated horizons of activity and interests.The main criterion for professional promotion becomes the ability to communicate effectively, substantially and with maximum opportunity. The fundamental problems of institutional communication and building a performing image are dependent on the following five structurally dominant vectors, by weight and functional composition, respectively: vision, pragmatism, consensus, charisma and multivalent trust (inter human and inter organizational). Leadership is dependent on the manager's ability to communicate differently at several levels, to correctly intuit the direction towards which the institution is heading (vision), to convince the staff of this fact (consensus), to identify objective levers for action (pragmatism), to establish solid interpersonal relationships (charisma) and to provide permanent credibility (trust).Nothing is more important in modern society than developing the skills to communicate effectively in front of a diverse audience.

Keywords: *institutional, communication, organization.*

16. COMMUNICATING NONVERBAL AND PARAVERBAL THROUGH ONLINE MEETING PLATFORMS DURING ACADEMIC COURSES

Lecturer PhD Irina Petrucă-Roşu[1]
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Abstract

Since spring of 2020, professors and students have been forced to have courses exclusively online for a period of time, without any prior training or guidance in this regard. There were aspects of this way of conducting the courses that especially the teaching staff became aware of along the way, considering that most of them have never taught in a virtual environment. Thus, it appeared the need to review teaching methods and materials, but also the communication with students. In this paper I describe the particularities and challenges that appear in the online classes, from the perspective of the different aspects to be taken into account for a good nonverbal and paraverbal communication, compared to traditional classes (such as: the quality and correct positioning of the video camera, the sound quality, correct lighting, chosen background, etc.).

Keywords: *communication, nonverbal, paraverbal.*

17. MARKETING 5.0 – TRENDS AND CHALLENGES OF COMMUNICATION IN THE DIGITAL AGE

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Abstract

In a new era where marketing specialists are fighting with digital business transformation and changing customer behavior, marketers are forced to find a way to integrate technological and business model evolution with the dramatic changes in consumer behavior that have occurred in the last decade. An understanding of modern marketing, including the concepts of artificial intelligence for marketing automation, contextual technology, facial recognition and voice technology

for marketing, virtual and augmented reality marketing or Anytime-Anywhere service delivery is essential to effectively adapt to new technologies.

Keywords: *marketing 5.0, communication, digital age.*

18. THE PARTICULARITIES OF JOURNALISM

Lecturer PhD Margareta Andreescu[1]
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Abstract

By definition, a journalist collects and disseminates one or more pieces of information about current events, people, trends, and issues. Moreover, a journalist is a person involved in literary or publishing activity. The journalist is also called „journalist" or „journalist" when he has the quality of being affiliated to a publication. The delegated journalist is also called a reporter, when he interacts with other people. Technical assistants such as photographers, cameramen and microphones are also journalists.The mission of the journalist is to inform the general public about the events taking place in different fields of society, from the political, social, cultural, sports, to the mundane. The profession is not an easy one at all, it is even extremely demanding, full of dynamism that brings new challenges every day. At the same time, it also involves a large dose of responsibility, the materials produced influence all human categories.

Keywords: *journalist, information, journalism.*

19. FROM ORACLE TO BLOG

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Abstract

Not too long ago when there was no virtual environment like today, however, people, especially school-age youth kept a memory journal, or in other words an oracle.Without describing all the meanings, according to the dictionaries, the Oracle also has the meaning of a young man's notebook, which contains a question on each page, which is answered by friends, colleagues and former colleagues, known and which is kept as a memory.An Oracle in the true sense of the definition can be found less often, but a combination of oracle and diary is the option to consider.The diary, in addition to the meaning of publication that appears daily, has the meaning of a person's daily notes about certain events related to his life (memoirs) or written account, day by day, of a journey. The newspaper in the mass media is considered the radio and television show, which presents events, up-to-date information, etc.For the generations that grew up with the explosion of the Internet, the journal created by them containing regularly updated articles, usually of a personal nature, is called a blog.

Keywords: *oracle, blog, communication.*

20. INTERFERENCES BETWEEN POETRY AND PAINTING IN ROMANIAN AVANT-GARDE MAGAZINES

Prof. Carmen Grigoraş[1]
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Abstract

Summing up, the „delay" in the appearance of avant-garde magazines in the Romanian space is due both to a cultural-ideological tradition, and to the existence of personalities with a creative force that is difficult to classify, such as Brâncuşi, Urmuz, Tzara, but also Victor Brauner or Ilarie Voronca. This explains the fact that, despite this „delay", our avant-garde publications do not appear to be

complex at all, proposing in some cases, as for example in that of Integral, really original and, above all, innovative theoretical constructions.

Keywords: *poetry, painting, avant-garde magazines.*

21. THE PRESS TOUR - METHOD OF INSTITUTIONAL COMMUNICATION WITH THE PRESS

Assoc. Prof. PhD Victoria Bulicanu[1]
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Abstract
The press tour, together with the press conference or briefing, is currently one of the most common institutional communication tools, in the desire of the institutions' managers to improve their relations with the press and, implicitly, the public. They are also the ones who in recent years, under the conditions of the development of communication technologies with the public, try to convey to us the idea of openness, transparency and activity in accordance with the specifics of the institution. Last but not least, the quality of use in our country of the above-mentioned tool – the press tour is not exactly the most appropriate, because this way of communicating with the press is one of the most demanding for the organizers in terms of logistics and resources humans involved. It is precisely here that the noble intention of institutional managers turns into a cliché or even a failure due to the mismatch of institutional resources with the expectations of the media and the public in general.

Keywords: *press tour, institutional communication, technologies.*

22. CONCEPTUALIZATION OF INTERCULTURAL COMMUNICATIVE COMPETENCE IN FUTURE TRANSLATORS

Assoc. Prof. PhD Victoria Bulicanu[1]
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Abstract
Translation is a type of intercultural communication interaction. Future translators' intercultural competence is formed in several dimensions, including familiarization with the studied language culture through the foreign language itself, assimilation of the foreign language inborn speakers behavioral model, and personal growth under the influence of two cultures. The goal of future translators' intercultural competence is to achieve a high level of linguistic identity that allows them to go beyond, without losing, their native culture, while acquiring the qualities of a cultural mediator. The development of future translators' intercultural competence contributes to the formation of specific professional knowledge and communicative skills. Once participants' intercultural differences are revealed, the translator's task is not only to offer equivalent correspondences to convey the sender's communicative attitude, but also to provide the target language recipient with explanations when intercultural verbal and nonverbal differences prevent adequate comprehension of the message.

Keywords: *translation, interculturality, communication.*

23. THE PHENOMENON OF SOCIAL COHESION IN THE REPUBLIC OF MOLDOVA: REALITIES AND PERSPECTIVES

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[1]Institute of Legal, Political and Sociological Research, Republic of Moldova

Abstract
The key aspects of cohesion from the perspective of the basic constituents are the following: vertical relationships; confidence (level of self-confidence, interpersonal relationships, institutions, confidence in the future); the sense of belonging (multiple belonging which implies the right to differentiation,

interdependence and mutual responsibility); civic values (sense of justice, solidarity, social responsibility, tolerance) and satisfying people's aspirations for a dignified life.Social exclusion is an aspect of the first dimension of social cohesion. It is determined by certain deficiencies in the functioning of the democratic and legal system, the labor market, the welfare system and the family and community system. Social capital constitutes a second large dimension that can be used to describe the social cohesion of a society. This concept can be associated with the frequency and quality of relationships between individuals and groups, trust and involvement as a result of the existence of values, norms, common feelings shared by individuals, a sense of belonging and solidarity which is fundamental in ensuring the internal social coherence of a society.The quality of life relates to both social exclusion and social capital and involves the individual's well-being in various spheres of life, his degree of satisfaction with life in general, as well as the opportunities for ensuring a well-being in the future.

Keywords: *social exclusion, social cohesion, communication.*

24. ASSESSING THE VISIBILITY OF ORGANIZATIONAL INFORMATION

Assoc. Prof. PhD Cristina-Emanuela Dascălu[1]
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Abstract
In the digital age, new technologies make people's behaviors, decisions and preferences more visible. For scholars who study organizations and their effects on society, the increased visibility of posted information may be an indication that organizations have become more transparent. We typically assume that increased information visibility will translate into high levels of organizational transparency, but empirical evidence to support this assumption is lacking. The ability to collect data on this important topic is limited because there are few reliable ways to assess the visibility of organizational information. Scholars have spent considerable effort theorizing and critiquing the first part of this statement by writing about transparency—what it is and what its shortcomings are, but the second half of this statement has been much less well examined, so new assessment items must be found.

Keywords: *digital age, technologies, organizational information.*

25. ELEMENTS OF CREATIVITY IN MULTIMEDIA PRODUCTION FROM THE REPUBLIC OF MOLDOVA

Lecturer PhD Laura Tugarev[1]
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Abstract
This presentation will focus on the analysis of creativity variables used in multimedia production in the Republic of Moldova: from the profiling of research on the concept of creativity, the importance it has in the process of thinking, conception and production, until the realization of a case study in order to determining the elements of creativity used by multimedia content creators.
Keywords: *multimedia production, creativity, communication.*

26. PECULIARITIES OF THE INSTITUTIONAL COMMUNICATION OF THE NATIONAL PUBLIC BROADCASTER FROM THE REPUBLIC OF MOLDOVA

Lecturer PhD Natalia Beregoi[1]
[1]Moldova State University, Chişinău, Republic of Moldova

Abstract
Communication and the dissemination of information are absolutely indispensable for the optimal functioning of any human community, regardless of its nature and size. However, within public

institutions, communication becomes an essential activity not only for the interface between the organization and the public, but also within it, through which the exchange and sharing of information of public utility and maintenance of the social chain is carried out. The essence of the institutional communication of the national public broadcaster from the Republic of Moldova is manifested through the organizational actions aimed at creating, promoting and consolidating the image, producing a climate of trust and sympathy for the interested parties, gathering and disseminating information, so that later, the external dialogue of the public institution to contribute to the notoriety of the institution. The article will elucidate the methodology and particularities of the institutional communication of the national public broadcaster from the Republic of Moldova through the prism of the characteristics, criteria and specific tools.

Keywords: *institutional communication, broadcasting, communication.*

27. THE ROMANIAN ORTHODOX CHURCH – HISTORY, ORGANIZATION AND INSTITUTIONAL RELATIONSHIP WITH THE ROMANIAN STATE

Lecturer PhD Marius Hriscu[1]
[1]*„Apollonia" University of Iaşi, Romania*

Abstract

Scientific communication aims to highlight the historical development of the Romanian Orthodox Church, after the Great Union. Also, aspects regarding the organization of this important state institution will be addressed. Last but not least, aspects concerning the institutional relationship and communication between the Romanian Orthodox Church and the Romanian State will be presented.

Keywords: *Romanian Orthodox Church, Great Union, institutional communication.*

28. THE IMAGE OF ROMANIA IN LITERATURE AND CINEMATOGRAPHY. VAMPIRE OBSESSION

Lecturer PhD Anca Raluca Purcaru[1]
[1]*„Apollonia" University of Iaşi, Romania*
Abstract

In this presentation, we propose to analyze the connection between Romania and vampirism as it appears in literature and cinematography. In the collective mind outside the country, Romania is associated with Dracula, the fictional character of the Romanian with the same name, which has become a key point in American cinema, but also in animated works dedicated to children. Belief in undead or vampires is a reality in Southeast Europe, but the obsessive association with monstrous characters can be a threat in the process of building a country brand.

Keywords: *cinematography, literature, vampire.*

29. EFFECTS OF PERFORMING ARTS IN THE CONTEXT OF IMPROVING COMMUNITY DIALOGUE

PhD student Mihail Potoroacă[1]
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Abstract

This study presents an analysis of how performing arts can contribute to strengthening group cohesion, improving dialogue between various social groups and cohesion in society in general. There are several forms of intersection between theater and the field of psychology: psychodrama, sociodrama, forum theater. In the present presentation we will analyze these forms comparatively, but we will stop specifically at the playback theater. It works with real living histories, the actors

live and represent the viewer's personal history on stage, it allows them to see it from the outside and share their experiences with the audience.We also present the results of a research based on a short questionnaire, administered after the performances of the „Playback Ink Theater" in Chisinau during 2022. Among the impressions after the show, the participants mention the possibility of getting to know others better and seeing themselves from -a part, as well as the possibility to express their emotions.

Keywords: *arts, theater, dialogue.*

30. LACK OF COMMUNICATION BETWEEN THE INVESTIGATIVE BODIES ON THE SPOT AND THE COURT

Prof. PhD Victor Moraru[1], PhD Student Ichim Costică Romică[1]
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Abstract

Finding some errors in the past regarding the incrimination of the guilty by the judicial bodies, it turned out that the simple application of the rules of law is insufficient, thus concluding that the main way to reach the judicial identification is the forensic identification.Due to the social, political and economic changes in Romanian and international society, there has been an increase in the number of criminals. Thus, the legal sciences competed in the realization of the act of justice in order to find out the truth and determine without any doubt the guilt of the one who violated the law. The dynamics and complexity of committing crimes at the national and global level require a continuous professionalization of forensic specialists. Thus, during the investigation of the crime scene, it is important to pay special attention to all categories of traces, regardless of the gravity of the crime committed. Because in collaboration with other elements of the judicial investigation, the traces can bring essential explanations and clarifications of the crime by reducing the time for identifying the criminal.

Keywords: *communication, court, investigation.*

31. SECRET DIPLOMACY AND POLITICAL-MILITARY DOMINANCE

Assoc. Prof. PhD Mihai Luchian[1], Lecturer PhD Maria Florea[1]
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Abstract

The diplomatic effort of the great powers after the end of World War II was focused on maintaining and attracting countries into military blocs or other forms of association over which they could exercise immediate, operative, direct and authoritative control. They pursued military goals aimed at a potential adversary, the negotiations predominantly having a secret or at least discreet character, intuited on deductive criteria.Military arrangements have always been managed in terms of size and involvement through media instrumentation, often under the assumption of armament efforts that exceed a reasonable level of national security for a state.The specific „Pactomania" of the 1950s generated resource-consuming regional-zonal alliance systems, claimed by specific diplomacy as „defensive".The main known military blocs: NATO or the Warsaw Treaty have registered relatively contradictory developments in relation to the specifics of the diplomatic approach. The performances of the agreed economic-social system, the ability to bear the pace of armament, geostrategic and geopolitical theory and practice have generated results of stagnation, dissolution or building of a planetary authority with a current unipolar trend, such as the one attributed to the USA.

Keywords: *communication, diplomacy, military.*

32. COMMUNICATION DEFICIT AS THE MAIN SOURCE OF CONFLICT BETWEEN CLINICAL AND ADMINISTRATIVE STAFF IN THE HEALTH FIELD AND POSSIBLE SOLUTIONS TO IMPROVE POOR COMMUNICATION

Assoc. Prof. PhD Cristina-Emanuela Dascălu[1]
[1]„Apollonia" University of Iaşi, Romania

Abstract

The clinical and administrative staff of hospitals are part of the same train lines. The irrational relationship between them will result in the distortion and low quality of the services offered, thus communicational derailment. The hospital management team must make every effort to ensure seamless communication between clinical and administrative staff, as both staff are necessary for the success of the organization. Through this study, I propose some possible solutions and better negotiation techniques in the healthcare field for fewer communication deficits between clinical staff and administrative staff of hospitals anywhere in Romania or the world.

Keywords: *communication, conflict, hospitals.*

33. THE 1997 TREATY WITH UKRAINE – AN ACT OF NATIONAL BETRAYAL ON THE PART OF THE REPRESENTATIVES OF THE ROMANIAN STATE LEFT WITHOUT LEGAL CONSEQUENCES

Assoc. Prof. PhD Alexandru Amititeloaie[1]
[1]„George Bacovia" University of Bacău, Romania

Abstract

In 1991, when the USSR went into dissolution, and the Molotov-Ribbentrop Pact, which had become void since June 22, 1941, when Germany attacked the Soviet Union, had been disavowed, it should, according to international law, have been lifted and its consequences, namely the Romanian territories of Bessarabia, Northern Bucovina, Southern Bessarabia, Herţa Land and Serpilor Island to return to the Romanian state, from whose territory they were abducted under the threat of a declaration of war (Soviet ultimatums of June 26 and 27, 1940). As is known, this act of historical reparation did not happen. Bessarabia became an independent state, under the name of the Republic of Moldova, and Northern Bucovina, Herţa Land, Southern Bessarabia and Snake Island were inherited by Ukraine. Since it had no legitimacy over these territories, Ukrainian diplomacy managed, with the support of the new planetary actors, to obtain from Romania the recognition, by treaty, of the configuration of the border between the two states, left over from the time of the Soviet Union. So, through this treaty, although there were no actual border changes, we can still state that, from a legal point of view, the representatives of the Romanian state have ceded Romanian territories, a fact that falls under the crime of treason, provided for in art. 155 of the Criminal Code, in force at the time this treaty was concluded, as well as art. 394 of the criminal code of 2009, currently in force. The criminal character of this fact is also highlighted by a variety of operations of deception, mystification, manipulation and blocking of any form of opposition, along the entire procedural route, concluded by the formal validation of the treaty, although it is struck by nullity, even according to the Convention from Vienna of 1969, regarding the law of treaties.

Keywords: *treaty, convention, border, diplomacy.*

34. THE POEM OF DETENTION

Assoc. Prof. PhD Cristina-Emanuela Dascălu[1]
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Abstract

In the communication that I present to you below, I focused on how poetry survived in communist prisons, drawing from a studio signed by Prof. Dr. Crina Palas, but also from a video

clip featuring Andrei Ciuruga with Eminescu in his cell and Ilie Tudor with Gheorghe Buzatu reciting from Radu Gyr. What can be more beautiful and enchanting? The poetry of detention has a special character, being defined first of all by the uniqueness of the phenomenon within universal literature. In terrible prison conditions, when even just for the creative act itself poets were sentenced to death or served sentences of decades of hard prison, they wrested from the mute mouths and from the hands a major poetic work that saved Romanian literature from the sin of compromise with the Bolshevik regime - a compromise made by some established writers (see the case of Mihail Sadoveanu, for example) to satisfy personal pride or moral weakness. I also confess that the topic of security, including the prison system, has concerned me for some time, something argued by the appearance of numerous studies and articles, as well as a volume considered the Book of the Year 2021, by the late critic Eugen Simion, at the Bookfest Book Fair , currently working on the second edition debating this exciting topic.

Keywords: *poem, communication, literature.*

35. PARTNERSHIPS – COMMUNICATION NETWORKS, SHARING RESPONSIBILITY AND PROVIDING OPPORTUNITIES FOR CHILDREN AND YOUNG PEOPLE

Teaching assit. PhD Violina Creciun[1]
[1]Moldova State University, Chişinău, Republic of Moldova

Abstract

This presentation will focus on the analysis of educational partnerships that facilitate the implementation of projects through which children and young people have the opportunity to improve and put into practice their knowledge, participate in competitions, excursions, exchanges of experiences, socializing and improving their communication skills.

Keywords: *communication, education, partnerships.*

36. LAST MEETING WITH GRIGORE VIERU

Florentina Liliana Paraschiv[1]
[1]Union of Professional Journalists from Romania

Abstract

The presentation includes a summary of the meeting on January 15, 2009, in Cahul, with the poet Grigore Vieru, who came in the south of the Republic of Moldova to pay tribute to the national poet Mihai Eminescu.

Keywords: Grigore Vieru, Republic of Moldova , Mihai Eminescu

37. GARDENER OF IDEAS AND FIGURES

Viorel Dinescu[1]
[1]Union of Professional Journalists from Romania

Abstract

The presentation refers to Mihai Eminescu's work, especially its scientific part. We present Mihai Eminescu, the one with philosophical and scientific concerns, especially in the mathematical, physical and astronomical fields.

Keywords: *Mihai Eminescu, philosophy , science.*

38. COMMUNICATION IN THE „WOODEN LANGUAGE" OF THE EUROPEAN UNION

Lecturer PhD Simona Stancu[1]
[1]„Apollonia" University of Iaşi, Romania

Abstract

Communication in the European Union is full of challenges. The European Union has a complex decision-making system that is difficult to understand. The wooden language used by the EU blocks the transparency of the message, it is directed towards elites trained in European politics, who understand what it is about. Simplifying communication and using an accessible and direct language, but especially preceding the communication of actions that denote a fair and transparent approach, could give better results. Not because the act of communication itself would be better, but because the institutions that communicate would become more responsible to the citizens, whose interests should be paramount in the conscience of European civil servants.

Keywords: *communication, European Union, transparency.*

39. THE ROMANIAN LANGUAGE AND DIASPORA COMMUNITIES: INTERFERENCES AND CONSEQUENCES

Lecturer PhD Ecaterina Deleu[1]
[1]Moldova State University, Chişinău, Republic of Moldova

Abstract

Migration has a considerable impact on the languages spoken within migrant families, including children. The situations differ a lot depending on the generations of migration, depending on the host country, family background, social capital, historical context, access to education, etc. From the migrants of the first generation, who self-identify as Romanians and declare that their mother tongue is Romanian, the transition to the second generation and, even more, to the third generation registers very big changes. The interference between different languages and cultures generates many positive aspects, but there are also risk factors that we must take into account. The diaspora press, but also the Romanian-language press, in general, have an important role in maintaining the correct use of the Romanian language, including as a language of communication (so that the transfer to the post-migration generations happens naturally, over time). In this context, we must mention the important role of parish communities. Also, the media from the diaspora has a certain influence on the process of integration of migrants, but also on the processes of assimilation and acculturation. Also, the media from the diaspora has a certain influence on the process of integration of migrants, but also on the processes of assimilation and acculturation.

Keywords: *Diaspora press, Romanian language, migration, intercultural dialogue.*

40. MANIPULATION IN THE AUDIOVISUAL MEDIA

Adrian Onicescu[1], Ileana Onicescu[1]
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Abstract

The development of the communications industry inevitably led to the dissemination of false information. Overbidden communication degenerated into manipulation, verbalization instead of serving to improve relations between people by knowing and transmitting their motivations began to serve the subordination of people to various political and economic interests of integration, but also of social disintegration. Communication has always been a weapon of attack, but with the passage of time it acquired disguises that make it appear less harmful but contribute to the persuasion of whole categories of people to act against their own economic and political interests. Here is a case study focused on the audio-visual media through which we aim to identify the most used means of manipulation and violation of journalistic ethics, actions that take place at the limit of the law as it is conceived today, permissive, excessively tolerant, almost inciting to fraud by altering the discernment of the electorate.

Keywords: *manipulation, audiovisual media, communication.*

41. COMMUNICATION AT THE CROSSROADS BETWEEN INFORMATION AND MANIPULATION

Robert Williams[1]
[1]Editor-in-chief British News Agency News247WorldPress

Abstract

Communication is the institutional key today, considering the legal provisions and the need to impose the point of view under „correct information of public opinion". At the opposite pole we have the „correct information" of those who manipulate communication. War zones and economic interests are the de facto users of a manipulative tool to hide weaknesses or create moralizing/ demoralizing situations for the public and the general idea of success. Under these conditions, upon a random check, the addressability of requests regarding access to information is astronomical in terms of justice, law enforcement and local public administration. Although media organizations are audience leaders in different segments, the powers of the state, central and local administration institutions, low enforcement, defense and national security, are important players due to the exclusivity of the information they hold. The exclusive holder of information and local development no longer depends on the media for the image thanks to social media where lobby groups and informants are created.

Keywords: *communication, information, manipulation.*

42. THE DECISION IN PUBLIC ADMINISTRATION - INSTRUMENT OF MODERN GOVERNANCE

Prof. PhD Dumitru Popa[1]
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Abstract

The administrative decision can be defined as a complex process of choosing a decision variant from several possible ones, in order to achieve an objective of the public administration and which influences the activity of at least one other person in the system, the administrative system as a whole or the society , in general.Given that the bodies and institutions at the local level know best the needs of the community, it is necessary for them to adopt the decisions related to the solution of local problems.It is necessary for civil servants from the central administration, respectively from local institutions, to have a systemic vision, on the realities of the administrative system and a high capacity for analysis and synthesis of information coming from the local administration and/or from the citizens.The resolution of situations in the administrative-territorial unit through the decisions of the central, hierarchically superior administrative bodies carries the risk of inadequate solutions, due to the knowledge, not always sufficient by those bodies, of the problems that concern local communities.

Keywords: *public administration, decision, communication.*

43. AGENDA SETTING IN THE CONTEXT OF WEB 2.0 AND 3.0 EVOLUTION

Assoc. Prof. PhD Mariana Tacu[1]
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Abstract

The agenda-setting theory refers to the mass media's ability to influence the public from the perspective of mental perception of reality, thus amplifying the importance of an issue by offering news either repeatedly or by placing them in a certain order. In this sense, in the last decades a series of changes have taken place due to the evolution of Web 2.0 (social media) and Web 3.0 (semantic web), but also of interactive applications, which are used by more and more mass media. Web 2.0

offers great advantages in terms of access to information, direct appreciation of news, but also its real-time distribution.Web 3.0 runs on algorithms that try to guess and satisfy our desires before we express them, based on a profile built by our actions in virtual space.

Keywords: *AGENDA SETTING, WEB 2.0, WEB 3.0.*

44. EUROPEAN CULTURAL IDENTITY: CONCEPTUAL ASPECTS

Assoc. Prof. PhD Ludmila Lazarev[1]
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Abstract

At the beginning of the European construction process, the founding fathers of the EU focused on a close economic interaction between states, without invoking European values and proclaiming a European identity. The Council of Europe, which aimed to achieve greater unity among European countries in order to safeguard and realize the ideals and principles that represented the common European heritage, was unable to impose itself, through its amorphous policies. Today, although the scientific debate on developing a clear vision of the „mental and cultural dimension" of Europe is in full swing, defining and promoting European cultural identity is essential to guarantee the cohesion of Europeans in the context of the challenges of an increasingly complex world.

Keywords: *european, cultural, heritage.*

45. THE NEW HUMANISM AS RESILIENCE IN THE CONTEXT OF THE MODERN FILTH

Prof. PhD Elena Prus[1]
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Abstract

The scenarios of the 21st century where catastrophes, terrorism and wars continue, generate new challenges that represent a gateway to a new laboratory of the spirit. Dangers such as border and data insecurity, information manipulation and fake news must be combated through specialized research and supported by the credibility of institutions. More than ever, we need a global plan, emphasizes Yuval Noah Harari, author of Sapiens, Homo Deus and Lessons for the 21st Century: "Humanity must make a choice. Shall we go the path of division or adopt the path of global solidarity?" Before our eyes, a world change is taking place, including a transformation of individual and collective human identity, nations, states and their global interconnectedness. The current phase qualified as „globalization of crises", is defined by dynamics of violence and disintegration. By developing our abilities to quickly decode reality, to act and respond appropriately, we could withstand and survive in new circumstances. As an optimal intellectual solution it is necessary to configure a new humanism as a design of a world that can repair and regenerate man and reality, which respects the human in the context of the modern unclean.

Keywords: *data insecurity, information, fake news, humanism.*

46. THE WORLD CONGRESSES ORGANIZED BY ECPM (ENSEMBLE CONTRE LA PEINE DE MORT) TOGETHER AGAINST THE DEATH PENALTY

Prof. PhD Thomas Csinta[1]
[1]*Centre of French Graduate and Postgraduate advice, education and research*

Abstract

The work, with a deep journalistic investigative character, briefly presents the works and debate (with the author's participation) from the world congresses organized by ECPM (Together Against the Death Penalty, founded in 2000), belonging since 2016 to Ecosoc (United Nations) , which aim to fight for the universal abolition of capital punishment in the world (at least, in

the case of crimes that do not constitute, in themselves, crimes of blood) and the mobilization of civil society (internationally) against this criminal sanction (inhuman, irreversible, etc.). On the occasion of these international congresses, apart from the presentation of a general assessment of the application of the death penalty in the world and the results obtained in favor of its abolition, other international organizations, especially from Malaysia, Adpan (Anti-Death Penalty Asia Network), Suhakam (Malaysia Rights Commission), Bar Council of Malaysia (Badan Peguam Malaysia-Baroul Avocatilor din Malaysia), respectively, Madpet (Malaysians Against Death Penalty & Torture), a country where our Romanian compatriots Ionuț–Alexandru Gologan, Daniel– Ionel Țurcan and Marian-Laurentiu Peity were sentenced to death for drug trafficking. A special chapter is devoted to the great French abolitionists who marked the history of France.

Keywords: *journalism, investigation, death penalty.*

47. IN MEMORY OF YVAN COLONNA. CORSICA DOESN'T BELIEVE IN TEARS

Prof. PhD Thomas Csinta[1]
[1]Centre of French Graduate and Postgraduate advice, education and research

Abstract

The work, with a deep investigative journalistic character, based on the author's information from the French prison environment, questions the version of the „accidental" assassination of the Corsican ultranationalist Yvan Coloona (1960–2022) in the maximum security prison in Arles (by Franck Elong Abé, a 36-year-old radicalized Islamist jihadist), sentenced to life imprisonment by the Paris Special Jury Court on 13 December 2007 (sentence upheld in 2015 after several judicial proceedings) for the assassination on 6 February 1998 of the Prefect of Corsica, Claude Érignac (1937–1998) in Ajaccio (prefecture of the department of South Corsica and the administrative region of Corsica) with the weapons stolen from 2 gendarmes (Daniel Herniaux and Didier Paniez) on 6 September 1997 at the headquarters of the Gendarmerie in Pietrosella. In the paper, which is favorable to the innocence of Yvan Colonna, several conjectures are presented that are favorable to his assassination by the Corsican nationalists in collaboration with the political environment of the island, considering the fact that he was soon to be placed in semi-released regime and later, paroled under judicial control, which would have allowed him to identify the culprits.

Keywords: *Yvan Colonna, Corsica, journalism, investigation.*

48. THE EXISTENTIAL RELATIONSHIP BETWEEN COMMUNICATION AND COMMUNITY

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Abstract

Between communication and community we can talk about an existential relationship, affirmation strengthened by the etymological evolution of the two words, which have the same root. We cannot talk about a community of individuals without them communicating with each other. And the stronger the connection established through communication, the greater the feeling of belonging that community will grow. In other words, as the horizontal axis of communication is more deeply correlated with the that vertex, the feeling of cohesion, of belonging to that community will increase.

Keywords: *communication, community, evolution.*

49. SPEAKER AND AUDIENCE: AN UNKNOWABLE RELATIONSHIP

Teaching assit. PhD student Andreea-Gabriela Bărbieru[1]
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Abstract

Empirical research on communication processes has focused for many years on the phenomenon of reception and its material carrier, which is the audience. The speaker defines his role in relation to the audience and projects an image of the audience, uses communication strategies to attract the attention and interest of the audience by using expressive language: the use of key words, metaphors, comparisons, phrases, descriptions or examples. Through its expressive force, a single word, statement replaces the entire speech. Along with the diversification of modern means of transmitting messages, the extent that electronics has known in all industrial branches, have greatly diversified modern information and communication techniques. Under this aspect, we are in the field of confluence of several cultures: oral, visual and oral-visual. Oral culture is based on oral language, visual culture is based on the supremacy of the written word, and oral-visual culture is based on the force and breadth of image combined with word and sound. Institutional communication operates primarily with verbal, written, visual or multimedia coding messages. The power of the image resides in the speed, rapidity and spontaneity with which a product, a brand or an institution positions itself on the market. The strong image stimulates the establishment of relations with the public even when the institution rebrands itself or launches new goods.

Keywords: *speaker, audience, communication.*

50. ETHICAL STANDARDS AND DEONTOLOGICAL PRINCIPLES IN JOURNALISM

Teaching assist., PhD Student Georgiana Alina Popa[1]
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Abstract

As we know, principles are rules, norms of maximum generality, which translate a form of intense social experience and which aim to guide the one who applies them. A principle can be presented in various forms: axioms, deductions or generalizations of given situations. These principles are not rules; they can be the basis of some norms but they are not mandatory, as such and imply, on the one hand, their character of professional values, and then their character of ethical values. Unlike legal norms, they are not binding but only indicative: they ensure the application of the spirit of the law and sometimes can take the place of an ordinary legal norm in a situation of legislative vacuum, when general norms of justice have been violated. In law, principles ensure the unity, coherence, homogeneity and readability of legal norms. The principles in the media have a greater force in relation to everyone's approach; depending on the professional structure in the media; participants in the construction of the media message (product).

Keywords: *ethics, standards, deontologic, journalism.*