REVISTA INTERNAȚIONALĂ DE ŞTIINȚE SOCIALE APLICATE

Revista ISSA

INTERNATIONAL JOURNAL OF APPLIED SOCIAL SCIENCES

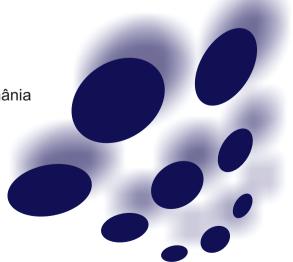DIRECTOR:
Dr. Marilen PIRTEA
Universitatea de Vest din Timişoara, România

VOLUMUL 1, Numărul 1, 2012

CUPRINS

1. SOCIAL WORK

2. SOCIOLOGY

3. PSYCHOLOGY

5. PHYSICAL EDUCATION

6. SOCIAL THEOLOGY

7. SOCIAL MEDICINE

8. APPLIED PHILOSOPHY

9. COMMUNICATION SCIENCES

10. POLITICAL AND ADMINISTRATIVE SCIENCES

11. LEGAL SCIENCES

12. ECONOMIC SCIENCE AND BUSSINESS ADMINISTRATION (SOCIAL ECONOMY)

13. INTERNATIONAL RELATIONS AND EUROPEAN STUDIES

INTRODUCERE

Departamentul de Asistenţă Socială din cadrul Facultăţii de Sociologie şi Psihologie de la Universitatea de Vest din Timişoara, parcurge în luna iunie a acestui an, o serie de evenimente importante pentru identitatea sa academică. Amintim aici, aniversarea a două decenii de învăţământ şi cercetare în domeniul asistenţei sociale, prima ediţie a Conferinţei Internaţionale de Ştiinţe Sociale Aplicate, întrunirea comitetului ştiinţific al revistei Copiii de azi sunt părinţii de mâine cu participarea unor personalităţi de anvergură din domeniul asistenţei sociale de la universităţi din Europa şi din România. În acest context este important să facem referire şi la alte patru conferinţe aflate pe agenda departamentului în acest an calendaristic: Specto şi SIEO desfăşurate în luna mai a.c., alături de cea din 14 – 15 septembrie 2012, Familia în Societatea Contemporană şi între 22 – 24 noiembrie 2012, Conferinţa Internaţională ICERT aflată la a IV-a ediţie.

Primul număr al Revistei Internaţionale de Ştiinţe Sociale Aplicate se înscrie în evenimentele sus amintite şi se doreşte a fi începutul unei publicaţii care se va dezvolta potrivit celor mai înalte exigenţe internaţionale din domeniu. Premisele care stau la baza acestui deziderat sunt următoarele: legătura sa directă cu Conferinţa Internaţională de Ştiinţe Sociale Aplicate care, de la prima sa ediţie, are aproape trei sute de lucrări acceptate spre publicare pentru Editura Cambridge Scholars Publishing. Revista şi conferinţa ISSA vor aduce la Timişoara în zilele de 18 şi 19 iunie 2012 specialişti de la universităţi şi centre de cercetare care, prin lucrările comunicate, vor aduce un plus de progres ştiinţei contemporane. De asemenea, pentru dezvoltarea Revistei ISSA vom utiliza resursele Departamentului de Asistenţă Socială din Universitatea de Vest care, prin calitatea personalului didactic, a parteneriatelor active locale, naţionale şi internaţionale dezvoltate în cei douăzeci de ani de funcţionare, prin studenţii şi alumnii noştri şi prin grant-urile de cercetare şi intervenţie vor contribui la ceea ce ne-am propus la acest început de drum.

Această primă ediţie a Revistei Internaţionale de Ştiinţe Sociale Aplicate tipărită la Editura Universităţii de Vest începe cu un editorial realizat de universitarul timişean Prof.univ.dr. Viorel Prelici, fondatorul învăţământului universitar de asistenţă socială în Timişoara, care prin înalta sa ţinută academică va realiza o sinteză a acestui număr inaugural pe tematica ştiinţelor sociale aplicate. În continuarea acestui editorial, revista va publica rezumatele selectate spre prezentare la Conferinţa Internaţională de Ştiinţe Sociale Aplicate oferind astfel un reper util participanţilor la eveniment pentru înţelegerea şi identificarea celor mai utile lucrări la care îşi propun să participe.

În aşteptarea numerelor următoare ale revistei ISSA, adresez mulţumiri în numele Departamentului de Asistenţă Socială, colegei noastre Asist.univ.dr. Patricia Runcan, pentru disponibilitatea sa de timp şi determinarea avute în realizarea conferinţei şi acestei publicaţii.

Timişoara, 8 iunie 2012   Lect. univ. dr. Cosmin GOIAN

EDITORIAL

Revista de ştiinţe sociale aplicate

Viorel Prelici

Simplificând lucrurile, putem accepta faptul că dacă vrei să înveţi elementele de bază într-un domeniu trebuie să citeşti în primul rând un manual. Pentru a-ţi adânci competenţa, citeşti o carte, un tratat. În schimb, dacă vrei să afli ultimele noutăţi într-un anumit domeniu vei urmări revistele de specialitate.

Este un lucru binecunoscut că o revistă este o publicaţie periodică, a cărei apariţie, în general, nu poate întârzia prea mult. Citind revista de specialitate cercetătorul sau practicianul îşi satisface trebuinţa de a cunoaşte lucruri recente din domeniul ce-l interesează. Acest lucru obligă pe cei care putem spune că trudesc, îşi asumă responsabilitatea şi caută să asigure calitatea publicaţiei pentru că aceasta să poată vedea lumina tiparului sau monitorului de calculator.

Sintagma, metaforică «a vedea lumina tiparului » este una firească, ce se utilizează în publicistică. Trebuie să remarcăm că la lumină realitatea se vede aşa cum este, iar în cazul publicării ar trebui să fie aşa. Adică în concordanţă cu adevărul. Umbra deformează şi este de aceeaşi natură cu întunericul neştiinţei. Dacă, în general, tiparul informaţiei ştiinţifice aduce la lumină adevărul, trebuie să precizăm că este vorba despre o lumină mai intensă, care pune în valoare « obiectul » la care se referă. Căci în ştiinţă este posibil ca unele adevăruri să înceapă să pălească, nu mai sunt privite cu aceeaşi atenţie devin perimate şi nu se mai regăsesc în centrul atenţiei. Dar nu dispar. Devin istorie.

Credem că este potrivit a sublinia din nou că rolul de căpetenie al unei reviste este acela ca în ea să se regăsească ceea ce este foarte nou la un moment dat în viaţa unei ştiinţe. Pentru veritabilii cercetători şi practicieni, ceea ce este nou presupune în acelaşi timp şi atributul de interesant. Prospeţimea intelectuală a unei persoane care gândeşte într-un domeniu este interesul de cunoaştere. Această calitate trebuie să se regăsească în conştiinţă (cel cu ştiinţa) profesională a specialistului care gândeşte şi practică o activitate ce presupune anumite competenţe.

După ce am încercat să precizăm care este locul şi rolul unei reviste, găsim potrivită tentativa de a lămuri conceptul de ştiinţe sociale aplicate, care de fapt dă titlul revistei noastre, cu trimitere la domeniul asistenţei sociale. Aşa cum este binecunoscut, ştiinţele sociale se delimitează de cadrul strict individual, fie el biologic, psihologic, etc., chiar de cel microsocial (grupuri mici), abordând fenomenele din perspectiva macrosocială. Dar nu putem înţelege cadrul social fără a avea în vedere determinismul său individual. Aşa încât, într-un sens mai larg, ştiinţele sociale subînţeleg şi pe cele individuale, acestea din urmă având un aport indispensabil în înţelegerea ştiinţifică. Atât abordarea macrosocială cât şi cea microsocială, la rândul lor, pot fi vizate în vederea utilizării în scopuri practice. În această situaţie ştiinţele, fie ele individuale, micro sau macrosociale, capătă un caracter aplicativ. Astfel privite lucrurile , asistenţa socială devine o ştiinţă socială aplicată.

O profesie dintre cele care se circumscriu cu precădere abordării sociale, aşa cum este cea de asistent social, de exemplu, se caracterizează prin complexitatea domeniului fenomenelor psihologice şi sociale pe care le studiază. Pornind de la o clasificare a cercetărilor

în domeniul asistenţei sociale (Reid, 1995, p. 2044), edificatoare în sensul ideii de mai sus, revista noastră îşi propune să cuprindă următoarele categorii de conţinuturi:

1. studii despre comportament, personalitate, caracteristici şi probleme ale indivizilor, familiilor şi grupurilor mici;

2. caracteristici, utilizarea şi rezultatul serviciilor;

3. atitudini, orientări şi training-ul asistenţilor sociali, probleme ale profesiei şi cele interdisciplinare;

4. organizaţii, comunităţi şi politici sociale.

Materialele publicate în revista noastră pot fi privite şi din altă perspectivă (Prelici, 2002, p.10, apud Zastrow). Este vorba, de această dată, despre modul în care este practicată asistenţa socială: micro, mezo şi macro practica, respectiv asistenţa socială directă şi indirectă. Această multitudine şi diversitate a preocupărilor care cu siguranţă se va reflecta şi în conţinutul revistei noastre va îndreptăţi, pentru domeniul asistenţei sociale, atributul de abordare eclectică, ce, de fapt, nu înseamnă un lucru de nedorit.

Asistenţa socială nu are pretenţia de a monopoliza cercetarea problematicii ridicată de ceea ce circumscrie teoria şi practica asistenţei sociale. Contribuţii ştiinţifice pentru domeniul asistenţei sociale pot fi aduse de diverşi specialişti din domeniile ştiinţelor sociale pe care le-am amintit mai sus. De fapt, la începuturile emancipării profesiei (începutul secolului XX), cercetarea în domeniul asistenţei sociale a fost efectuată tocmai de către specialişti care nu erau asistenţi sociali. La acea vreme câmpul activităţii în domeniul asistenţei sociale se fundamenta pe doi piloni: spiritul filantropic şi experienţa de viaţă.

Asistentul social este definit ca un agent al schimbării. Acest deziderat presupune un serios impact din perspectiva ştiinţei. Schimbarea este veritabilă dacă se face şi în lumina unor adevăruri fundamentate pe cercetări ştiinţifice recente, a unor cunoştinţe care să consolideze paradigme pe care şi le impropriază comunitatea oamenilor de ştiinţă, în cazul nostru cei implicaţi în cercetarea fenomenelor sociale, precum şi în practica acestui domeniu. Se impune, în acest sens, aplicarea unor cercetări bazate pe cunoştinţe actuale, într-o terminologie adecvată, în lumina unor metode şi tehnici valide din punct de vedere ştiinţific.

Unul din multiplele roluri jucate de către asistentul social este cel de cercetător. Desigur, acest lucru nu revine de la sine, faptul că eşti asistent social nu înseamnă implicit că eşti un cercetător ştiinţific. Dar, într-un anumit fel, interesul, receptivitatea, faţă de tot ce înseamnă ştiinţă aplicată în domeniul asistenţei sociale trebuie să caracterizeze orice asistent social. Revista noastră va trebui să-şi formeze cititori constanţi care să poată găsi răspunsuri la diversele dileme în faţa cărora, activitatea profesională cotidiană îi pune. Deci afirmaţia cu o nuanţă de entuziasm şi de dorinţa de a ridica statutul asistentului social prin meritul de a fi un cercetător nu este lipsită de temei.

Un cercetător sau un practician nu poate să-şi menţină şi să-şi sporească statutul profesional fără să se informeze. Practicianul trebuie să aibă un anumit orizont teoretic, după cum cercetătorul îşi poate spori competenţa cunoscând aspectele practice. Acestea din urmă reprezintă, cel puţin pentru domeniul asistenţei sociale, în majoritatea cazurilor, obiectul cercetării. Ambele cerinţe, adică orizont teoretic al practicianului şi buna cunoaştere a realităţii cercetate de către cercetător pot fi realizate informându-te, printre altele o sursă importantă a informaţiei fiind lectura de specialitate. Credem că se poate vorbi în acest sens de triadă: a practica (profesia de asistent social)/a cerceta (ştiinţific) aspecte specifice domeniului asistenţei sociale/a te informa (lectura de specialitate referitor la aspectele teoretice şi practice). O

publicaţie trebuie să vină în întâmpinarea unor asemenea trebuinţe. Astfel privite lucrurile, a spori interesul de cunoaştere ştiintifică, a stimula creativitatea reprezintă, totodată şi o problemă educaţională.

Este recunoscut faptul că atunci când practicăm ştiinţa, trebuie să ne bazăm pe observaţie şi logică (raţionalitate). Se impune să nuanţăm că observaţia în ştiinţă are un atribut complementar, *intuiţia* iar logica în cercetare este potenţată de *creativitate*.

Referitor la observaţia ştiinţifică, credem că pe viitorii noştri colaboratori nu-i va deranja enumerarea unor cerinţe, în lumina unor tratate actuale despre cercetarea ştiinţifică în domeniul asistenţei sociale: (Rubin, Babbie, 2001, p.47): în cazul unei metode ştiinţifice trebuie să considerăm că lucrurile pe care le numim <cunoştinţe> sunt provizorii şi posibil de schimbat; când utilizăm o metodă ştiinţifică trebuie să pornim de la evidenţa celor observate ca fundament al cunoştinţelor, iar pe de altă parte observaţiile ştiinţifice trebuie să servească drept bază pentru a îmbogăţi concluziile; observaţiile ştiinţifice trebuie să fie sistematice, cuprinzătoare şi, pe cât posibil, obiective.

Desigur, prestigiul publicaţiei va fi perceput în raport de nivelul ştiinţific al metodologiei utilizate: instrumente cum ar fi teste, chestionare, prelucrare statistică. Nu vom subestima abordarea de natură calitativă. În cadrul cercetărilor prezentate în paginile revistei noastre urmează a se regăsi principalele paradigme utilizate în cercetarea ştiinţifică aplicată în domeniul asistenţei sociale: *pozitivismul - postpozitivismul* (având drept deziderat obiectivitate, precizie, generalizarea celor descoperite prin cercetare), *interpretivism* (care mizează pe capacitatea cercetătorului de a empatiza), *criticismul* (care se focalizează pe dezvăluirea opresiunii sociale, militând pentru împuternicirea grupurilor dezavantajate), *obiectivismul* (formulat ca deziderat al cercetării), *cercetarea ştiinţifică explicativă* (fundamentată pe raportul cauză-efect), *cercetarea ştiinţifică social-aplicativă* (urmărind a oferi o imagine deterministă a întregului comportament uman), *teoria probabilistă* (potrivit căreia raportul strict cauză-efect nu surprinde adevărul, fiind necesar a privi lucrurile în termeni de probabilitate, adică o cauză poate avea nu doar un singur efect sau unul de intensităţi diferite); *abordare ideografică* (de la grecescul *idios=personal, propriu, unic şi irepetabil,* ce explică un efect printr-un număr determinat de cauze) / *nomotetica* (la fel de la *nomos=*lege, de a încerca să înţeleagă în general fenomenenele, să stabilească legi, *cercetare cantitativă* (care îşi propune să măsoare cu precizie fenomene generalizabile) / *cercetare calitativă* (care introduce în demersul ştiinţific componenta subiectivă, considerând-o ştiinţifică şi mai importantă pentru fenomenele socio-umane (Rubin, Babbie. 2001, pp.47-48).

Referitor la ultima pereche de teorii (paradigme), se impun câteva precizări, pertinente în general pentru ştiinţele socio-umane şi cu deosebire în domeniul asistenţei sociale.

Dincolo de teoriile enumerate nu trebuie să pierdem din vedere noi orientări, oarecum mai adecvate domeniului asistenţei sociale: *diagnosticul social, perspectiva dinamică-psihanalitică*, propice studiului de caz, acesta din urmă nepierzându-şi importanţa în ciuda deplasării obiectului asistenţei sociale spre domeniul (macro)socialului. Semnificativă pentru a înţelege spiritul ştiinţific în domeniul ştiinţelor sociale aplicate la asistenţa socială, este denumirea de *artă ştiinţifică aplicată studiului de caz* (Reid, 1995). Ştiinţele sociale aplicate în abordarea ştiinţifică a asistenţei sociale mai sunt cercetate şi prin prisma *behaviorismului*, strâns legat de pozitivism, şi, oarecum antitetic*, perspectiva ecologică*, care depăşeşte abordarea individuală, înţelegând lucrurile sistemic, în interacţiune reciprocă.

Referitor la perechea de teorii (paradigme) antitetice cercetare cantitativă/cercetare calitativă, se impun câteva precizări, pertinente în general pentru ştiinţele socio-umane şi cu deosebire în domeniul asistenţei sociale.

Orientarea calitativă porneşte de la neajunsurile paradigmei pozitiviste, cantitative: obiectul cercetării este abordat dintr-o perspectivă comprehensivă, într-un mod deschis şi amplu; nu se impune cuantificarea şi prelucrarea informaţiilor; ne aflăm în faţa unor cuvinte cu ajutorul altora, excluzând operaţia numerică; cercetarea se încheie printr-o povestire sau emiterea unei teorii (Mucchielli, 2002, p.55).

Revista noastră îşi doreşte a fi, manifest, în permanenţă şi la un nivel ridicat o şcoală a formării şi perfecţionării profesionale. După cum se cunoaşte şi se evocă în permanenţă, educaţia capătă un caracter continuu, ea se permanentizează. Acest lucru îmbracă un cadru formal, devine un deziderat regăsit în serviciile de educaţie la diverse niveluri. Mai ales învăţământul academic îşi asumă responsabilitatea dezvoltării formelor diversificate de educaţie continuă. O revistă ca a noastră se declară dintr-un început doritoare de a contribui la formarea continuă a asistenţilor sociali precum şi a altor specialişti în domenii ale ştiinţelor sociale aplicate. Prin ceea ce vor găsi în paginile revistei noastre sperăm să contribuie la dezvoltarea interesului cognitiv specific asistentului social precum şi celor specializaţi în alte profesii dedicate îmbunătăţirii condiţiei umane. Găsind în paginile revistei studii şi cercetări care să dezvolte o motivaţie intrinsecă, asistentul social devine, concomitent, subiect şi obiect al propriei formări, condiţie pentru educaţia profesională continuă. În acest fel revista noastră va contribui, totodată, la sporirea prestigiului profesiei de asistent social din România.

De fapt, parcurgerea literaturii de specialitate înseamnă primul pas spre cercetare şi, totodată un feed-back al faptului că ai repere metodologice juste. Am putea spune că practicianul « consultă » literatura de specialitate, pentru a vedea că este pe drumul cel bun, pe când cercetătorul « cercetează » această literatură pentru a vedea unde şi ce poate aduce nou. Conchizând, putem afirma că nu se poate despărţi nici cercetarea, nici practica de lectură, care oferă informaţia, materia primă. Căci atât în cercetare cât şi în practică « dacă informaţie nu e, nimic nu e ».

Întrucât dorim ca revista noastră să fie urmărită (citită şi consultată) de o arie cât mai largă de persoane interesate, vom avea în vedere, desigur, accesibilitatea ei, fără ca să se deformeze adevărul prin reducţionism simplificator. După cum există riscul ca unele cunoştinţe utilizate de către asistenţii sociali să fie deficitare sub aspectul consistenţei ştiinţifice.

Conţinutul materialelor ce se vor publica trebuie, de asemenea, să depăşească, în mod distinct, puncte de vedere câteodată naive ale unor practicieni motivaţi în primul rând de entuziasm şi bune intenţii sau, dimpotrivă, nemulţumiţi şi dezamăgiţi de faptul că nu pot schimba lucrurile spectaculos. Vom încerca, în acest sens, dezvoltarea şi maturizarea ştiinţifică a practicianului în vederea creşterii competenţei sale şi a unei percepţii mai realiste a ceea ce face şi poate face. Pe de altă parte vom căuta să îndepărtăm iluzia turnului de fildeş al cercetătorului convins că tot ceea ce realizează va reprezenta esenţialul pentru progresul unui domeniu.

În actuala fază de evoluţie a asistenţei sociale, pentru o publicaţie, credem că virtu(ţile)tea demersului nu se discută în termeni de punere în prim-plan a cercetării ca motor al progresului, ci de a pune practica într-o lumină cât mai favorabilă. Ea să fie fermentul progresului şi să slujească raţiunii de a spori prestigiul asistenţei sociale. K. Lewin afirmă că cea mai bună teorie este o practică pusă la punct. Avea în vedere probabil, în subsidiar

domeniul psihologiei. Pentru asistenţa socială credem că este mai potrivit a spune că o practică eficientă şi recunoscută pe plan social ca utilă şi necesară nu poate decât să stimuleze noi paradigme teoretice. Practica poate sluji raţiunii de a spori prestigiul unei ştiinţe. Din perspectiva asistenţei sociale ne putem întreba în această privinţă: este bine ? Nu este bine ? În caz afirmativ, este greu ? Este uşor pentru o revistă de ştiinţe socio-umane aplicate să realizeze acest deziderat ? Succesul unei reviste ca cea în discuţie ar putea reprezenta răspunsul la o asemenea întrebare.

Desigur, a face (re)cunoscută activitatea de asistenţă socială pe de-o parte şi cea de cercetare, nu total independentă de prima, pe de alta, presupune că cele două au elemente comune. A rezolva o problemă presupune anumite competenţe. A găsi o terminologie prin care cei consideraţi specialişti într-un domeniu să se poată înţelege, adică să comunice, să descopere anumite particularităţi ale unor fenomene, reprezintă o categorie de competenţe. A interveni pentru îmbunătăţirea capacităţii de adaptare a unei persoane, a restabili climatul potrivit într-o familie, sau a milita în favoarea unor categorii dezavantajate reprezintă o a doua categorie de competenţe distinct diferite. Deci activitatea de cercetare şi cea practică în domeniul asistenţei sociale, deşi au o anumită bază de emergenţă comună, se diferenţiază totuşi.

În domeniul asistenţei sociale se recunoaşte că practicienii nu manifestă totdeauna interes foarte crescut pentru utilizarea cercetărilor de specialitate. Unul dintre obiectivele revistei va fi să atragă interesul celor care nu sunt direct angrenaţi în cercetare, dar practică asistenţa socială. Se va urmări ca aceştia să-şi îmbogăţească limbajul de specialitate, să se familiarizeze cu o terminologie actuală, să îşi îmbunătăţească metodele şi tehnicile de intervenţie, să-şi exerseze stilul gândirii profesionale, să fie sensibilizaţi la diferite aspecte etice privind valorile asistenţei sociale, inclusiv cele referitoare la etica cercetării ştiinţifice. Ideile unui articol îţi pot schimba punctele de vedere în raport de care strângi informaţii, analizezi problemele, iei decizii etc. În această situaţie credem că suntem îndreptăţiţi a ne întreba dacă activitatea practică este pusă în slujba cercetării sau invers, cercetarea este pusă să lucreze în cadrul activităţii de asistenţă socială.

Succesul cercetării în domeniul asistenţei sociale depinde de o seamă de factori. A face cercetare presupune, în primul rând a avea cercetători. Competenţa de cercetător poate fi o profesie. Ea se efectuează, de regulă, şi de cadre didactice universitare care au atribuţii instituţionale specifice în acest sens. În sfârşit, activitate de cercetare pot efectua şi cei care au ca obiect al muncii activitatea directă, într-un serviciu de asistenţă socială sau într-o organizaţie. De asemenea, cercetarea coboară din ce în ce mai mult la nivelul direct al formării ca viitor specialist: student, masterand şi, desigur, doctorand.

Şi în ştiinţă există stereotipuri (prejudecăţi). De exemplu, părerea potrivit căreia acolo unde ştiinţa nu mai poate acoperi domeniul sau obiectul începe terenul subtil al artei. De fapt, orientarea cercetătorilor şi practicienilor este, în acelaşi timp, şi ştiinţă şi artă. După părerea noastră, cele două aspecte sunt atât de reciproc intricate – înţelegând prin acest din urmă termen, raportându-l la sensul etimologic timpuriu de încastrare, împletire, care nu clarifică lucrurile, ci dimpotrivă – încât nu le putem delimita, eventual ierarhiza.   .

Una dintre cele mai spinoase probleme referitoare la cercetare, asupra căreia nu vom insista aici, rezumându-ne doar la o menţiona, o constituie problema financiară. Dificultatea este valabilă şi pentru cercetarea în domeniul asistenţei sociale. Clasificarea unei cercetări în raport de rangul publicaţiei în care apare, reprezintă, de asemenea, o problemă actuală în materie de publicistica cercetării ştiinţifice. Desigur, principalul obiectiv al revistei noastre va fi

să urcăm cât mai repede treptele clasificârii, depăşind obstacolele care depind de noi sau de alţii.

BIBLIOGRAFIE
1. Mucchielli, A., coordonator, (2002) *Dicţionar al metodelor calitative în ştiinţele umane şi sociale,* (traducere) Iaşi: Polirom.
2. Prelici, V., (2002) *Aspecte metodologice şi abordări în asistenţa socială,* Timişoara: Mirton.
3. Reid, W., (1995) Rerschach Overwiev, în *Encyclopedia of Social Work.* 19th Edition, NASW PRESS, Washingthon DC, p. 2040-2051
4. Rubin, A., Babbi, E., (2001) *Research Methods for Social Work,* 4th Edition, Woodsworth / Thomson Learning

1. SOCIAL WORK

COPING STRATEGIES AND THE EXPERIENCE OF WORK-FAMILY CONFLICT: A REVIEW OF THEORETICAL MODELS AND TYPOLOGIES

MARIA NICOLETA TURLIUC

Professor, PhD., Faculty of Psychology and Education Sciences, „Al.I.Cuza" University, Iaşi. Sos. Arcu, Nr. 85, Bl. CL 13, Ap. 27, Iaşi – 700135, România. Tel. +40723072870, e-mail: turliuc@uaic.ro

DANIELA BULIGA

PhD Student, Faculty of Psychology and Education Sciences, „Al.I.Cuza" University, Iaşi. Str. Sf. Lazăr, nr. 13, bl. J1-2, ap.7, Iaşi, 700045, România. Tel. +40740912522, e-mail: danyela_12sep@yahoo.com

Work-family relations, either under the form of a conflict or enrichment between the two core life domains represent an important issue in people's lives, especially in the context of today's society, marked by many changes in the professional life, family structure and life styles. Although the work-family interface literature has grown significantly in the last decades, few studies examined the role of coping strategies in the work-family conflict and fewer analyzed strategies and skills that are specific in managing the conflicting work-family demands. However, the coping issues represent a promising area of research in the work-family literature, taking into account that certain coping skills are considered resources which can enhance people's performance in work and family roles, while others tend to hinder the efficient management of multiple roles. The present article reviews relevant work-family coping literature, by assessing the emerging theoretical models and typologies identified in research, and by reviewing some of the resources which may be most useful to family practitioners. Two types of work-family coping: individual strategies and dyadic (dual earner/career) coping strategies, and some of the most efficient proactive coping types, as seeking social support and help, direct action, positive thinking and time management are examined. The study of work-family coping can serve individuals, as well as therapists who interact with clients that struggle with daily life stress in their effort to accomplish the professional and family demands. The relations between acquiring, developing and applying efficient coping skills and reducing the experience of work-family conflict and enhancing the positive transfer between the two life domains is examined, and issues to be resolved in future research are discussed.

Key words: work-family interface, work-family individual coping strategies, dual career/earner work-family coping.

EQUITY BASED EVALUATION: MEANS FOR INCLUSION OF EXCLUDED GROUPS IN DEVELOPMENT PROGRAMMES

MIHAI MAGHERU

United Nations Children's Fund (UNICEF) Romania, Programme Officer – Partnership for social inclusion. Blvd. Primaverii 48A, 011975, Bucharest, Romania, +40 749 04 05 26
mmagheru@unicef.org

UNICEF has embarked recently in a global initiative focused on equity in programming with the purpose to ensure each of its interventions effectively reach the most excluded children. Due to its high complexity this process requires availability and use of appropriate monitoring, evaluation and research techniques. This article puts into light several techniques and challenges encountered when evaluating equity based programmes and shares with evaluation community relevant lessons learnt. It refers to a development programme implemented by UNICEF Romania during 2011-2012 timeframe and evaluated at mid-term in order to input two strategic levels of decision:

- Use findings in terms of relevance, effectiveness and efficiency during first year of implementation in order to reshape it during the second one.
- Use generated knowledge in order to reshape the equity focus of social policy in respective area, mainly based on project's impact and sustainability.

The evaluation was carried out by CERME at UNICEF's request and the article provides commissioner's insights and lessons learnt in relation to genuine methodology, techniques and instruments used by researchers in order to fulfil the equity requirements. Their utilization starts at inception phase of the project and relies on a wide range of quantitative and qualitative data which gave a robust foundation to the later-on evaluation. Vertical and horizontal stakeholder's analysis was also carried out in order to reach a 360° view of the project. This evaluation generated confidence to use findings to reinforce further equity focus of development programmes. Moreover, project's design has evolved and its equity dimension is now based on evidence generated by the evaluation of excluded groups benefiting of it. Clear evidence of how findings strengthened project design to address more specifically the needs of excluded groups, this approach is relevant for the evaluation community as a whole, promoting the use of equity-based evaluation within any development programmes.

Key-words: equity based evaluation, excluded groups, development programmes

SOCIAL WORK COUNSELING

LOREDANA ILEANA DROBOT

Eftimie Murgu University from Resita, Faculty of Theology, Social Science and Education, Social work specialization, C. Psychol. Associated Prof. Address: Str. Eftimie Murgu nr. 7,ap. 3, Reşiţa. Telephone: 0729907885. E-mail: loredana_drobot@yahoo.com

Summary: Counseling and psychotherapy are activities performed by persons specialized in a particular form of counseling and psychotherapy, peculiar to psychologists, social workers, physicians, theologians. Romania has a normative framework that is in accordance with the european and international legislation regarding the formation of the counselors and the

psychotherapists and an increasing number of university graduates in the socio-human field are becoming interested in counseling training. With the passage of time, freudian psychoanalysis represented the cornerstone for the major schools of counselling and psychotherapy and more and more specialists were interested in assisting individuals in their personal development, at accessing individual resources that are required for a satisfactory functioning of the human in relation with self and socially. Counseling began to designate an activity that is exerted by social workers, universities with social work specializations have disciplines that are focused on psychotherapy, psychopathology and social work counseling that are provided by their curriculum. More and more future specialists are interested in their training in counseling and personal development. The purpose of this paper is to present some guidelines on counseling skills and to describe several methods of intervention in counseling from the psychosynthesis designed by Roberto Assagioli. Psychosynthesis counseling is a challenge for counseling specialists and it is at the beginning of the path when it comes to the training of specialists in Romania.

Keywords: counseling, ethics, psychosynthesis.

LINKING FUNDAMENTAL RESEARCH WITH SOCIAL WORK PRACTICE. APPLYING THE PRINCIPLES OF EXISTENTIAL PHENOMENOLOGY IN INTERVIEWING THE ABUSED CHILDREN

ADELA CIORTUZ
„Eftimie Murgu" University of Reşiţa, Faculty of Theology, Social Scineces and Education, Teaching assistant, PhD candidate,, Adress: Piaţa Traian Vuia, Nr.1-4, 320085, Reşiţa, Romania, Telephone: +40 255212924, E-mail: adaciortuz@ymail.com

Research premises: The children abuse is a major social problem and a global reality across all countries and social groups. There is an increasing need for a more effective and sensitive investigation technique to help social workers and judicial investigators of assessing children abuse in families. Reports from global and national organizations in the social care field shows on the one hand, that many cases of child maltreatment are poorly evaluated or even remain completely undetected, and on the other hand, the current investigation techniques are rather emotionally distressful for the victims. In this paper, we highlight and discuss the limits of current investigation practices and advocate the use of existential phenomenological interviews. **Method:** The research is based on systematic review of literature on methods for assessing maltreatment and risk factors for children and a comparative analysis of the standardized investigation practices used in North America, Britain and Eastern Europe. **Results:** 10 shortcomings of the standard practices used for the investigation of the abuses committed against children were identified. **Conclusions:** It is necessary to adopt hermeneutic methods to investigate the children abuse. Applying the existential phenomenology principles in conducting the interviews leads to a contextual and non-biased understanding of the investigated phenomenon.

Key words: children abuse, abuse assessment, existential phenomenological interview.

MODEL PAR EXCELLENCE, THE SOCIAL WORKER AND THE CRISIS OF MODELS

ELENA ŞTEFĂNESCU
associate teacher, Eftimie Murgu University, Reşiţa, Aleea Buziaş, bl.2, sc.3, ap.7, 320153
Reşiţa, Telephone: 0751193191, E-mail: ela_angelus@ yahoo.com

Statement of problem In the current crisis of models, starting from the teacher par excellence, Jesus Christ, who says: *"Look at me!",* we find the parable of the Good Samaritan that is par excellence the Social Worker. The first christians, through their mutual love became models for the pagan world, who marveled: *"Look how much they love each other!"* Social love motivates social theology .... The Law of Love brought by Jesus, invites us to lean on *"the one who fell"* spiritually or physically ... among thieves, which could be: drugs, alcohol, internet addiction, sin of fornication, or of hatred. Second Vatican Council (1962 - 1965) from which we celebrates 50 years of existence this year and which totally renewed the Universal Life of the Church, emphasize the need to grow in Love. **Methods:** Education to Love is imperatively necessary. In our universities, we can form social workers who can be models of conduit and social love ... hands outstretched in Love, to help. Christian love can be called *"social love"* as Church promotes the civilization of love, because only love can completely transform man and mankind. The entire history of the Church mirrors the events of "social love", the gospel of social doctrine stemming involvement in education, health, raising the schools, hospitals, homes for orphans, elderly, single mothers with children. I came up with concrete example of our university. Students from the Faculty of Social Work in 2004 are almost ready and the Maltese Relief Service in Romania. They are involved both in Service of Maltese Help from Resita actions and in the Ecumenical Movement. First encyclical on social doctrine, *Rerum novarum* belonging to Pope Leo XIII, ushered the way to: sciences, sociologic truth, religious sociology, social philosophy, social policy, social theology, other compartments of the social doctrine of the Church in the contemporary world. Methods of Divine Pedgogy= Pedagogy of Love, tuch the hearts of students! *Conclusions*: We want to introduce another dimension of the social worker, to highlight the importance of the process which can be complex and long, but necessary for human health especially as well as for the common good ... for a healthy society in general. The social worker then becomes a model for today`s world who is thirsty. If they succeed in imitation par excellence, the *imitatio Christi!* It is an Apostolati of Love, concrete acting brotherhood and ecumenism. **Results:** If at the initial test, the students, the majority say that they are studying the Social Asistance by chance, when they graduate their studies, they know they have the call from Divine Teacher, and the implementation of the Social Doctrine of the Church, that is an action of Christ, ministry of Love ... a model that fulfills the words of the Master: *"He who wants to be great among you must be servant of all."* This is the serving through Love!

Key words: Model par excellance, the Social Doctrine of the Church, the social Love, the social worker, The Social Theology.

ELEMENTS OF SOCIAL ECOLOGY OF THE FAMILY. (CHILD DISCIPLINING AND PARENTAL FIGHTING)

MUTICĂ ȘTEFANA GEORGIANA

West University of Timișoara, Faculty of Sociology and Psychology, Student of Social Work, Address: 4 V. Pârvan Blvd, Timișoara, România Phone: 0762.299.570, E-mail: muticastefana@yahoo.com

Background of the Problem: We live in the century of speed and we plan each of our actions and decisions. You become a parent when your first child is born and suddenly you completely forget all the implications and responsibilities of being a parent. A family is the environment where we make our first steps and it should be the nucleus of our becoming an individual capable of integrating in an ever-moving society. Social ecology of the family, a new subject in the social field, focuses on all the features specific to the family environment and that can have a positive or negative impact on the child's growth and development. The elements of social ecology of the family studied in this research are: family climate, relationships and interactions between the members of the family, amount of time spent by the parents with their child, disciplining method embraced and degree of involvement of both parents, frequency of praise and encouragement in child disciplining. In this research, the author studies these elements of social ecology aiming at identifying the impact they might have on the parent – child interaction. The **Method** used is the quantitative one: we surveyed 50 subjects, of which 25 parents and 25 children aged 5-18, to identify the features of social ecology of the family. **Results**: Parent – child interaction is first clearly affected by family climate and by parental fighting in front of the child. Most parents do not act together in disciplining their child, and the child labels his/her parents as good or bad. Frequent fighting and hard punishment estrange the child from his/her parents. Praise, encouragement and appreciation of good deeds, no matter how few, strengthen considerably parent – child interaction. **Conclusions**: We need to develop methods to support social workers emphasise the social ecology of the family. Social workers are the best persons to do that. Even if our questionnaire was applied to a small number of subjects, results are relevant for our future.
Keywords: family, social ecology, disciplining, parental fighting, social worker

LEGACIES OF REPRESSIVE REGIMES: LIFE TRAJECTORIES IN THE AFTERMATH OF POLITICAL TRAUMA

ILEANA ROGOBETE

The Areopagus Institute of Family Therapy and Systemic Practice, Director of Professional Board, Psychotherapist trainer supervisor, Calea Martirilor, nr. 104, Timisoara, Tel. +27 (0)799 093 127, ileanarogobete@gmail.com

Repressive regimes, through their nature and aggressive implementation of its ideologies, leave profound scars and long lasting psychological effects in the lives of individuals and communities alike. Retrospective studies highlight significant negative effects on the individual and societal system of values and a decrease in the level of trust and social responsibility in human interactions. Within this context, the current study aims to analyze the traumatic

experiences of survivors of political violence during apartheid in South Africa and their journeys to recovery after the collapse of apartheid. Following a qualitative approach, the study analyzes the narratives of ten victims of political trauma living in the black communities of the Western Cape. The epistemological framework of the study adopts a systemic perspective, thus diverging from the traditional individual model of *post-traumatic stress disorder* (PTSD) which views trauma as a list of symptoms and specific measurable reactions that arise in the aftermath of a traumatic event. It is therefore argued that within a repressive context, trauma it is not caused by a certain traumatic event but rather by the entire socio-political system which is continuously keeping the victim under control, terror and mental captivity. Results of the study show that people living in black communities during apartheid experienced trauma as an engulfing multi-dimensional process in which elements of the historical and socio-political context interacted in intricate ways at the individual, family and community level. The process of recovery after trauma has been related to social support, a safe living context and to survivors' ability to develop constructive coping skills, resilience and determination to achieve higher goals. However, the current context of black communities characterized by continuous violence and poverty perpetuates the traumatic cycle, making it difficult for the former victims of apartheid to recover and rebuild their lives after trauma. Under these circumstances, it becomes imperative to re-think the concept of PTSD by incorporating elements of the historical, cultural and socio-economic context. It is, therefore, recommended that further similar studies aiming to emphasize the importance of contextual components for the understanding of political trauma should be applied in other post-repressive societies as well, including the Romanian post-communist context, which is still empirically under-researched.

Key words: political violence, repressive regimes, trauma.

THE PSYCHOLOGY OF PLACE: *AKEDIA* AND/OR PHANTASMA OF (IM) MIGRATION

JURCA CONSTANTIN EUGEN
Rev. Dr., Associate Professor and Psychotherapist, The West University of Timişoara, Faculty of Sociology and Psychology, The Department of Social Work, Adress: Str. Vasile Pârvan nr. 4, room 605 F, Timişoara, Telephone: 0732.146.434, E-mail: genu_jurca@yahoo.com

Modern times, characterised by continuous motion, seem to suspend any kind of *stability*. "Finding your own place" in this permanent psycho-socio-spiritual dynamic becomes a more and more complex challenge. Consequently, the present study seeks, as its first objective, to explore the mechanisms whereby someone can define his or her "personal territory", i.e. knowing where I "end" and where the other "starts". One of the most visible symptoms of *akedia* (a disease of modernity, or of the existential non-sense, par excellence) is the tendency to keep changing one's place (physically, professionally, relationally, etc.). When the *personal space* is well defined or delineated, you can be yourself wherever you are; otherwise you cannot find your place anywhere. The last part of this study aims at offering a number of therapeutic elements, both for one's existential unlocking (being able to "move off", despite anticipatory anxieties) and for being able to "settle down" (without having the feeling of an emotionally-exhausting routine).

Keywords: Topo/dynamics, my place, personal territory, geo-psycho-spiritual space, akedia, existential blockage, (e)migration, sedentarisation.

DEVIANT BEHAVIOUR IN ADOLESCENTS - PREVENTION AND RECOVERY

MIRZA VIOLETA DIANA
Direction of child protection Hunedoara, Psychologist, Deva, str. Nucilor, nr.4,330069, Telephone number: 0722925243, E mail : ddadianam@yahoo.com

The premises of the problem: Juvenile delinquency is a component of criminality, a part with its own identity, conferred by the category of the individuals to whom it refers. This own identity is also reflected by the sinuous nature of this phenomenon, which does not overlap the evolution, the increases and decreases registered by the criminal phenomenon in general. This aspect is also emphasised by the fact that criminality in the case of young people has many different causes from the ones of the criminality in the case of adults. Juvenile delinquency is a deviation phenomenon, manifested through minors' incapacity to adapt to the demeanour norms of society, incapacity owed to a number of bio-psycho-social causes. The necessity of the given research also appears from the complexity of the prevention, therapy and recovery of behavioural deviation phenomenon. We know that, in a theoretical manner, the problem of prevention and correction of deviant behaviour is clear and complexly presented in a number of different scientific schools. Therefore, the actuality of the theme issues from the very importance of the phenomenon submitted to research, as well as from the usage possibilities of the information regarding personality development, adolescent behaviour control and auto adjustment or from the probationers' activity oriented towards the prevention of, correction of and recovery from behavioural deviation. Thus, minors adopt socially undesirable role-models and manifest repetitive reactions, which denote an obvious acute social inadaptation. **Method:** The research included a number of 43 subjects, adolescents, divided in 3 lots. **Results:** Not all adolescents with pronounced personality features and emphasised character manifest scholar inadaptation and not all of these are evaluated as being devious. **Conclusions:** Behavioural deviation in adolescent students manifests itself through inadaptation , disregard of school norms, disobedience of existing rules in the reference group; the prevention and recovery from deviant behaviour is a unitary process, which necessitates rational organisation, based on knowing the circumstances, conditions and causes which lead to this phenomenon.
Key words – the complexity of the phenomenon of prevention,, therapy and recovery from behavioural deviation.

SOCIAL POLICY AND QUALITY OF LIFE AMONG SINGLE-PARENT FAMILIES IN ROMANIA

ANIELA MATEI
National Scientific Research Institute for Labour and Social Protection, Scientific Researcher, 3rd degree, Ph. D., Adress: 6-8 Povernei Street, district 1, Bucharest, Phone: 0040729126630   E-mail: aalexandrescu@incsmps.ro

BERTHA SĂNDULEASA
National Scientific Research Institute for Labour and Social Protection Scientific Researcher, 3rd degree, Ph. D., Adress: 6-8 Povernei Street, district 1, Bucharest Phone: 0040729093613, E-mail: sanduleasa@incsmps.ro

MIHAELA GHENȚA
National Scientific Research Institute for Labour and Social Protection Scientific Researcher, 3rd degree, Ph. D. Candidate, Adress: 6-8 Povernei Street, district 1, Bucharest Phone: 0040724544643, E-mail: ghenta@incsmps.ro

Background: The number of single-parent families has increased substantially in the last decades, as divorce rates and the share of extra-marital births has been on the rise worldwide. Societal views about single-parent families are expressed in social policies aimed at improving individuals' quality of life. When referring on quality of life we should consider both the objective conditions of an individual's life and the subjective manner in which people evaluate their own lives - feeling of satisfaction, happiness and fulfilment. The multitude of factors that influence the quality of life for single-parent families require the development of new research tools in order to provide foundations for social policies addressed to this type of family. **Objective:** The purpose of this paper is to present an analysis on the quality of life among single-parent families in Romania, both in terms of single parents and in terms of professionals involved in managing this field at the local level. **Methods:** The analysis carried out use data from the *Quality of Life among Single-Parent Family in Romania Survey* (N: 855 single parent families, October 2010) performed by the National Scientific Research Institute for Labour and Social Protection in collaboration with the National Centre for Training in Statistics within a scientific project funded by the programme *Partnerships in Priority Areas*, but also qualitative results of focus groups with carers of single-parent families and semi-structured interviews with professionals involved in managing this field at the local level. All the research tools have been developed by authors. **Results:** Single-parents most exposed to unemployment and therefore to the risk of marginalization are women or people living in rural areas or with a lower educational level. Even parents who have jobs are affected by the lack of the second parent, their quality of life being influenced by the attempt to maintain a balance between work and family life. **Conclusion:** The study shows that when the quality of life for single-parent families is assessed it should be used complex methodologies that include both single-parents perspective, but also the view of professionals from public institutions involved in providing social services and benefits for this social category. Results could serve to policy makers for the improvement of social policies in the field and also to all parties involved – practitioners, beneficiaries, researchers.
Key words: social policies, quality of life, single-parents families

NEW PERSPECTIVE ON JUVENILE OFFENDERS' REHABILITATION

ARHIRE DIANA-ELENA
„Alexandru Ioan Cuza" University of Iasi, PhD Student, Address: Street Stefan cel Mare, No 89, 730168, Vaslui, room 4, Phone: 0745687161, E-mail: arhire.diana@yahoo.com

Statement of problem: Juvenile offenders are a special category of persons because their process of development is still running and a rehabilitative intervention on them should be done from a new perspective adapted to the new paths of juvenile delinquency. The way how juvenile offenders are rehabilitated is very important because of the positive consequences generated on the juveniles' behaviour but also on his community or society. A new perspective

of rehabilitative intervention made on juveniles is required for the good functioning of society. The aim of this paper is to provide a general presentation regarding the new perspective of intervention made on juvenile offenders for rehabilitate them. This new perspective is generated by the changes of the legal framework that are prepared to enter in force starting with 1 of March 2013 and also by the opinion of professionals working in Romanian juvenile justice system. **Methods**: In order to identify the new direction of juvenile offenders' rehabilitation I used a triangulation method of research because first I made an analysis of the New Penal Code focused on the new measures/sanctions that can be applied to juvenile that have committed an offence; second, I made 10 semi-structured interviews with professionals working in institutions that have a role in controlling children's crimes and third I made a participatory observation in order to collect more data and understand how the new legal changes are perceived and expected. **Results:** According to the professionals interviewed, the new perspective of intervention is more adapted to the new paths identified in the juvenile delinquency and they are very confident in the new changes of the legal framework because they think this will help very much the rehabilitation of children in conflict with penal law. **Conclusions:** This paper stress that the new perspective of intervention stipulated by the New Penal Code is a better one, adapted to the needs of juvenile offenders, focused more on rehabilitation process and less on punishment.
Keywords: new perspective, intervention, rehabilitation, new paths.

THE ANALYSIS OF THE PROTECTION SYSTEM OF CHILDREN RIGHTS: ON THE BASIS OF THE REPORT "THE AUDIT OF SOCIAL SERVICES FOR CHILDREN FROM ROMANIA" –FEBRUARY 2012

TEODOR-MIRCEA ALEXIU
West University Timişoara, Faculty of Sociology and Psychology, Associate Professor, Ph. D., Address: Bd. Vasile Pârvan, nr.4, 300223, Timişoara, room. 605D, Tel: 0726688453, E-mail: tmalexiu@socio.uvt.ro

Premises of the problem: after 22 years of leaving the pro-natalist policy of the socialist regime the problem of abandoned children or at risk of abandonment is still important. The proof is the number of clients of the system which remains constantly around the fatidic figure of 100.000. Of course the protection models are more diversified, the staff is more and more professional and the methods of action more modern but children abandonment looks like not considering all these. **Method:** the diagnosis of the public and private institutions for children rights protection with quantitative and qualitative methods by a prestigious group of international researchers in 2011. **Results:** the necessity of finalizing the reform of specialized services for children rights protection in Romania taking more into account the local specificity and the specific needs of the clients. **Conclusions:** it is a dare necessity to increase the quality of life for children in marginalized environments and the observation of the minimal quality standards in every special service for children at risk
Key-words: Protection of children rights, abandonment, specialized services.

ON THE EFFECTS OF PARENT MIGRATION ON THEIR ABANDONED CHILDREN

CLAUDIA-EUGENIA TĂŞALĂ

West University of Timișoara,Faculty of Sociology and Psychology, Student of Social Work, Address: 4 V.Pârvan Blv,Timișoara,România, Phone: 0763.405.194, E-mail: tasala_claudia@yahoo.com

Premise of the problem: Though this is a subject widely presented by the media, the situation of the children whose parents work abroad is little debated. The number of the children left back home is increasing in an alarming way. Parents' working abroad has a both positive and negative impact on the children. Among negative effects we can mention: lack of hygiene, improper clothing, and poor nutrition. There is also deterioration of the parent – child relationship. The number of children abandoning school because of lack of motivation is steadily increasing; there is also the bad time management – children spend more and more time in front of the computer or of the TV set. In migrant families, there is deterioration of the parent – child relationship. There are also psycho-affective effects, the most frequent of which are anxiety, depression, stress, and obsessive-compulsive disorders. This study aims at presenting the results of a study of the impact parents' leaving their homes to work abroad has on the children left behind. The **Method** chosen for this study was the quantitative method: we surveyed 50 subjects, all children, 25 of which were from the rural area and 25 from the urban area. The questions in the questionnaire concerned school abandonment, deviant behaviour, and stress-causing factors. **Results:** Most children abandon school because they are not monitored by their parents who leave them in the company of a computer and TV set alone. Most of them develop a deviant behaviour and they join all kind of groups of "friends" that prove to be dangerous. A large number of children claim that their parents' absence is the strongest stress-causing factor. **Conclusions:** The development of some protection measures is a must as we show in our paper. Social workers' work is complex as it asks for measures of protection and help. Though the present study was carried out on a small number of subjects, results open the path to action, to measures to be taken in the future.
*Keywords***:** migration, school abandonment, stress, deviant behaviour, social worker.

NEW DIRECTIONS IN SOCIAL PHILANTHROPY – CASE STUDY
LIVEZENI I ROMANIAN ORTHODOX PARISH PETROȘANI

FELICIA ANDRIONI

University of Petroșani, Faculty of Science**, Univ. Lecturer, DR.,** Adress: Universității street 20, Petroșani, Telefon 0721137299, E-mail: felicia_andrioni@yahoo.com

LAVINIA-ELISABETA POPP

"Eftimie Murgu" University Reșița, Faculty of Theology, Social and Educational Sciences, Univ. Lecturer, DR. Adress: P-ța Traian Vuia 1-4, 320085, Reșița, E-mail: **lavinia_popp@yahoo.com, l.popp@uem.ro**,

Premises problem: Along the time, philanthropic model was the basis for actions of social sustainability for persons in risk situations. Social philanthropy, in the vision of Romanian Patriarch Daniel, represents affirmation of the human dignity way in relation to people in need. In the last period is put great emphasis on the social utility of community philanthropy as a form of social support. In this sense, this study aims to highlight the role played by social philanthropy in the direction of social actions oriented on the community. **The study objectives** were on the one hand a) exploring the importance of philanthropic social actions for organizational practice and b) analysis of the ways of actions for community benefit through charitable organizations, on the other hand. **Research methodology** used qualitative methods: analysis of organizational documents, semi-structured interview and organizational case study. **Results:** One of the ways in which social professionals become more responsible in the relation to local community is practicing social sustainability actions in the Orthodox philanthropic organizations. One Orthodox organization who supported the welfare based on philanthropy is Romanian Orthodox Parish Livezeni I Petrosani. The case study which refers to the parish philanthropy actions reveals new directions for process of improving the help and support people, giving us a model of good practice and providing new informations to develop policy and practice based on direct experience of this organization in providing supportive individual and community actions. **Conclusions**: The actions of social philanthropy are used in Orthodox organizations in recent years have diversified forms of social sustainability of individuals in need.
Keywords: philanthropy, social work, social sustainability, social actions

ANALYSIS OF THE LIFESTYLE OF THE SPECIALIZED STAFF IN THE PLACEMENT CENTRES IN CARAȘ-SEVERIN COUNTY

ANDRADE I. BICHESCU
„Eftimie Murgu" University of Reşiţa, The Faculty of Theology, Social and Education Sciences, PhD Assistant, Address: No. 1-4, Traian Vuia Square, Code 320085, Reşiţa, Caraș-Severin, Telephone: 0745534429, E-mail: abiuem@yahoo.com

The premises of the problem: Lately, the lifestyle has become a problem which is often approached by the sociologists and not only, who have come to understand the fact that the characteristic of the lifestyle does not do anything else but influence the good operation of the body and implicitly, the quality of life. Therefore, the specialists in the child's protection system who come into contact directly with the children in difficulty, being true life models for those with whom they interact, can influence, by this characteristic of the lifestyle, the budget of free time activities of the children who benefit from this protection measure. **The prerequisite of the paper:** is to highlight the characteristic of the lifestyle of the specialised staff (education trainers, specialized educators, educators, referees) from the placement centres in Caraş-Severin County, a fact which could have a direct influence on the lifestyle of the institutionalized children. **Research methods:** the study has aimed the three placement centres in the area of Caraş-Severin County, where some questionnaires were applied to a number of 36 specialised persons: 19 education instructors, 1 specialised educator, 3 educators, 13 referees. **Conclusions:** following the study, we have discovered the fact that the lifestyle of the

specialised staff who activate in the placement centres does not present an active characteristic which should instil the children who are in care a healthy life model.
Key-words: lifestyle, specialized staff, child's protection

PERCEPTIONS OF CHILDREN´S RIGHTS IN EARLY CHILDHOOD EDUCATION INSTITUTIONS

DIDILICĂ DIANA
Alexandru Ioan Cuza Univesity, Iaşi, Faculty of Philosophy and Socio-political Sciences, Social Work and Sociology Department, Phone: 0751509178, E-mail: diana_didilica@yahoo.com

The new discourse of the sociology of childhood negociates the position of the child in society and the enactment of its rights no matter the age. Considering recent advances in medicine on the development of the brain, the human capital investment theory and the immediate return of women to work place after birth, a movement has become more and more visible: promoting quality programs for children aged between 0 and 3 years. The purpose of this paper is to investigate the perceptions of children's rights in the early years settings and help extend the child rights discourse in general. The working method chosen is Action Research. The qualitative and interpretative approach is justified primarily by the environment studied: I opted for interviews with staff, focus groups with parents that have children in early years settings and participatory observation with children in „creches" during the educational activities. Study results are preliminary because the study is ongoing. The profile of the person working with children is: female, aged 35 years and high school or post, which is why the perception of children's rights is very low, on the contrary, only basic needs are fulfilled. There is one teacher who is responsible for education in all the creches, but she covers only 5 of 11 nurseries, spending about 30-40 minutes with children once a week. The lack of staff, very low remuneration and the lack of educational background in these institutions are the main obstacles to child rights in the nursery.
Key words: children´s rights, early childhood, quality, care.

COST AND QUALITY STANDARDS IMPLEMENTED IN THE RESIDENTIAL CENTERS FOR THE ELDERLY. CASE STUDY: CLUJ COUNTY

PAULA CRISTINA NICOARĂ
„Babes-Bolyai" University, Cluj-Napoca, Faculty of Sociology and Social Work, No. 126-130, 21 Decembrie 1989 Bd., 400604, phone: 00744763199, E-mail: paulavadean@yahoo.com

ADINA DANIELA REBELEANU
"Babeş-Bolyai" University, Cluj-Napoca, Faculty of Sociology and Social Work, assoc. prof. Ph.D., No. 126-130, 21 Decembrie 1989 Bd., 400604, România, phone: 00740493041, e-mail: adinarebeleanu@yahoo.com

The Premises: In Romania, the legislation in the social field is subject to reform. The new law regarding the social work sets down the integrated measures in social work granted to the elderly. The main arguments invoked by the decision makers grounded on real facts: population

ageing and strain exerted by the demographic development over the long-term care systems. The principle revered by the former generations which states that the younger members of a family must tend the older generation is still valid, but most people see it as unrealistic and impossible to employ. It can be alleged that the needs of the elderly surpass the capacity of care undertook by the family. Despite the fact that after 1989 the tendency was toward deinstitutionalization, these cases see the social work as a last resort, as an exceptional measure due to the fact that the degenerative and evolutive character of the disease makes in-home care impossible. Long-term care services within the residential centres requires a minimum level of quality. **The Method:** We intend to make a comparative analysis of the quality of the social services within the residential centers for the elderly in Cluj County from the point of view of specific cost and quality standards. For this purpose, we used the research of the documents and a questionnaire given to the residential centers for the elderly. **The Results:** The data analysis and its corroboration with the legislation allowed us to identify the differences between the providers of the same type of social services. We identified different methods of reporting from the providers according to the lawful quality and cost standards. We outlined the current discrepancies – along with their implications - between the costs of the same-type social services from different providers. **The Conclusions:** The different methods of reporting from the providers according to the specific quality and cost standards justify the discrepancies with regards to the costs of social services at the beneficiary. The results of the study anticipate and support the expected amending of law regarding the quality assurance within the field of social services.

Key words: long term care; elderly people; quality standard; cost standard; social services.

STUDY ON SOCIAL WORKERS' UNDERSTANDING OF SUPERVISION

ADRIANA FLORENTINA CĂLĂUZ

University of Cluj-Napoca – North University Center Baia Mare, Department of Social and Human Sciences, PhD / Assistant ,Address: 62/A Dr. Victor Babeş St., Baia Mare, Phone: 0751775081, E-mail: adrianacalauz@yahoo.com,

PATRICIA LUCIANA RUNCAN

West University of Timişoara, Faculty of Psychology and Sociology, PhD / Assistant, Address: 4 V. Parvan Blvd., Timişoara 300223, Phone: 0731356779, E-mail: patyruncan@yahoo.com

Supervision in social work is a development process that started early last century. Development and strengthening professional skills of social workers through supervision contribute to high quality social services. This study presents an analysis of supervising representations from the perspective of social workers in terms of needs and expectations that should be met by supervision. The study was conducted using a questionnaire containing sentences on the objectives of supervision, supervisors' skills, and expectations of social workers, scored based on the adequacy of the statement in their perception. The sample study was made up of 135 social workers with higher education and working in different state social work services and NGOs. Conclusions: The perception of supervision in social work is influenced by the type of supervision social workers experienced, by the information conveyed (rather limited) on supervision practice in this field, and by the knowledge in the field. Results

highlight progress in supervision, and also vulnerabilities, and possible, necessary trends of development of supervision in social services in Romania.

Keywords: Social workers, supervision, quality

SOCIAL WORK IN SCHOOL

ALINA CONSTANTIN

ftimie Murgu University, Faculty of Theology, Social Sciences and Education, specializing in Social work, Asist. PhD., Address: Castanilor No 15, Resita
Ph: 0741943734, E-mail: asist.soc@yahoo.com

Abstract: The Social work in schools treats the social work services from the functional perspective and their role in school. In present, these services can be found in a lesser extent in the Romanian education. (For example services for non-educative school staff members, community services, administrative services and specific training). The social work in schools is not referring only to the services mentioned above; it also has a component that addresses to students through the social worker's role as a specialist in vocational skills of students (social worker as a member of the multidisciplinary team with role of teacher, sociologist, and psychologist, medical school teacher in both mass and special schools). In Romania, the school social worker has an important place and role in special education however slowly the mainstream schools have to place the social worker in the organization program   and to recognize the importance and the actions they can take with students and their impact they can have on students.. The role of social worker, in schools is to interfere, improve or even solve problems faced by students and teachers, avoiding in time conflicts, the emergence of school abandon or, worse, abuse or violence. This paper aims to highlight the importance and role of school social worker.

.Keywords: school, social care, multidisciplinary team.

VOCATIONAL TRAINING – OPPORTUNITY FOR CHANGE IN ROMANIAN RURAL AREAS

MARIA ROXANA ATEŞOAE

"Petre Andrei" University from Iasi, Social Work and Sociology Faculty Univ. lecturer Phd candidate Address: 13 Ghica Vodă St, 700469 Iasi, room no. 11.3 Mobile: 0040 729964414
E-mail: roxana_andrei2001 @yahoo.com

Problem statement: The promotion of the sustainability in rural areas concerning human resources development and employability is an objective for many projects financed by EU funds. Vocational training as a solution for boosting and improving the access of the people from rural areas on the labor market may be implemented successfully only if adapted to target groups' needs. The support for the inactive persons, for those who are seeking a job and those involved in subsistence agriculture from Iasi county' rural areas in order to participate to complex programs of training for skills and competences needed on the labor market must rely on an analysis of the context and the characteristics of the local human resources. **Method:** a sample of 339 persons from 6 villages of Iasi county has been questioned in order to identify the degree of interest for vocational training and labor market' integration, to determine the

main ways of involvement in vocational training activities and the specific needs of the target group in order to enter the labor market. **Results:** over 90% of the respondents have shown a large interest in participating to vocational training. The share of those who consider the participation to vocational training as a way to increase their chances to find a job is extremely high and this proves the fact that the targeted population makes a direct and clear correlation between the two aspects. The respondents appreciate that the experience and the certificate are the main benefits of a vocation training attendance. Concerning the potential hindrances, the subjects consider that the lack of money and the transportation could alter their participation. **Conclusions:** The rural area development by facilitation of the labor market access for the population involved in subsistence agriculture, which has rather a marginalized status, isolated from the rest of the society instead of an active one cannot be achieved but only progressively and with a mixture of gaining competences for the labor market and developing rural SME's sector. The initial training of the beneficiaries should approach firstly the general aspects for the subjects of vocational re-orientation from subsistence agriculture to non-agricultural occupations/ economic sectors.
Key words: vocational training, rural area, labor market.

RESTRUCTURING OF THE RELATIONS WITHIN PRISONERS' FAMILIES

CAMELIA NICOLETA MORARIU
Alexandru Ioan Cuza University of Iaşi,Faculty of Philosophy and Social-Political Sciences,Department of Sociology and Social Work Teaching Assistant, PhD. Address: B-dul. Carol I, No. 11, Cod.700506, Iaşi, România Telephone: 0722.990.074 E-mail: camnicomorariu@yahoo.com

ROMEO ASIMINEI

Alexandru Ioan Cuza University of Iaşi,Faculty of Philosophy and Social-Political Sciences, Department of Sociology and Social Work Teaching Assistant, PhD. Address: B-dul. Carol I, No. 11, Cod.700506, Iaşi, România Telephone: 0728.035.487 E-mail: romeo.asiminei@uaic.ro

Assumptions: Children who have a parent in prison constitute a group that so far national public policies have not focused on thoroughly. Moreover, at EU level, this group is not officially recognised as a vulnerable group. This group faces three major threats: family dissolution, financial distress and social stigma. Such threats can result in serious social repercussions and educational deficiencies. Unfortunately, the complex range of effects on the family and, in particular, children, triggered by the incarceration of one of the parents (at national level, cases where both parents are incarcerated appear to be exceptions) is practically unknown, as to our knowledge no previous similar studies have been conducted in Romania. The present study focuses on the ways in which relations within the family changed following the incarceration of a parent. **Method:** The findings are based on examining a number of 35 families (38 children, 33 parents and 20 incarcerated parents) in the North-East region of Romania. In-depth interviews were used as the data collection method. The research was conducted within a European FP7 project, COPING (Children of Prisoners, Interventions and Mitigations to Strengthen Mental Health). **Findings:** The study shows that the incarceration of

one of the parents (generally, it is the father who is incarcerated) profoundly affects the family, causing restructurings of relations within the family and the redistribution of roles. The effects upon family relations are determined by two variables: the length of the sentence and the age of the children. The extended family also plays an important, supportive role.

Conclusions: The research highlights the fact that in most cases relations with the family improve and become closer to facilitate the crisis moment (incarceration). Parents are the main referrers in the child–incarcerated parent relationship, especially in the case of children under the age of 14.

Keywords: children of prisoners, family relations, role distribution.

ATTACHMENT AMONG CHILDREN AND YOUTH IN LONG TERM FOSTER CARE

ANDREEA-GEORGIANA BÎRNEANU

West University of Timişoara, Faculty of Sociology and Psychology, Department of Social Work Phd Junior Assistant Adress: Blvd. Vasile Pârvan nr. 4, 300223, Timişoara Tel: 07449287907 E-mail: andreeabirneanu@yahoo.com.

ADRIAN JINARU
West University of Timisoara, Faculty of Sociology and Psyhology PhD lecturer Adress: Bd. Vasile Pârvan nr. 4, 300223 Timisoara, Romania Telephone: 0740787661 E-mail: adrian_jinaru@yahoo.com

Premises: studies in general populations of children, bring strong evidence that attachment patterns in the absence of major changes in life are relatively stable over time (Waters et al, 2000). Also, other research, like Iwaniec and Sneddon (2001), Melhuish (1993) points out that for many maltreated children removal from biological families and placement in family foster care (change of parental care) contribute to changes in attachment patern (from insecure attachment$\rightarrow$ secure attachment). Children entering foster care system face the difficult task of forming new attachments to foster parents and when they are placed much later after birth, the risk of developing insecure attachments are big, on the one hand as a result of previous experiences of bad care and on the other hand because of the characteristics of the current placement. **Method:** investigation of attachment in children/youth in placement foster care was made with a specific instrument, through semi-tructured interview Friends and Family Interview (FFI, Steele, Steele, 2009). This interview (FFI), provides categories of attachment representations in childhood/adolescence, focusing on aspects of coherence in children's relationships with others. Were evaluated with this instrument a sample of 92 children in foster care, 48 boys and 44 girls aged 6 to 18 years. **Results:** results of the present research demonstrates that many of these children and yout reflects history of insecure attachment patterns in relationship with foster parents. **Conclusions:** speed is required both in the the adoption process and in distribution of children in foster families to ensure them the opportunity to develop secure attachments, to enjoy the benefits of family environment and thus to prevent the social and emotional risks associated with insecure attachments.

Key-words: attachment, children, youth, foster care.

41

INTRODUCTION OF WHO GUIDELINES FOR PROVISION OF WHEELCHAIRS IN LESS RESOURCED SETTINGS

KATHARINA KISS

Director Programe, Special Olympics Romania, Regional Clinical Advisor FUNfitness Program, tel: +40(21)3117845, +(40)740165459, e-mail: k.kiss@specialolympics.ro, www.specialolympics.ro

GABRIELA RADUCAN
Fundatia Motivation Romania

The aim of this guideline is to support the EU member states to develop a wheelchair delivery system, that will support the *Right to mobility*, that is laid down in Article 20 of the United Nations Convention on Rights of Persons with Disabilities. **Methods:** Following the consensus conference, held in India, in October 2006**,** on provision of wheelchairs in less resourced settings, hosted by the World Health Organisation, ISPO and USAID, resulted the *WHO Guidelines on provision of wheelchairs in less resourced settings* , guide that was implemented in Romania during a pilot project in 2011. Motivation Romania Foundation has been directly involved in the development of this training resource, mobility being considered a precondition for equal participation, rights and opportunities for the wheelchair user, being a productive member of society. **Results:** The resulted guidelines represent a tool to implement and recommend standards for design and production of appropriate products, service delivery, training and long term monitoring. The materials turn into a practical reality of training, to implement service provision. The aim of the package is to develop the skills and knowledge of wheelchair service personnel. **Conclusions:** Mobility devices are important to enhance functional independence and also, in terms of human rights, inclusion and equal participation in the society. However, millions of people with disabilities have very limited personal mobility due to lack of access to mobility devices. The recommendation is to develop national standards regarding wheelchair delivery services. The standards should include mobility evaluation services and individually prescribed and customized wheelchairs, national level planning, cooperation between suppliers and wheelchair services included   in the already existing package, helping people to access their rights as defined in the convention.
Key words: wheelchairs, delivery services, national standards, inclusion.

A STEP FORWARD TO A BETTER SOCIAL INCLUSION OF DELINQUENT YOUTH

MIHAELA ALIDA TOMITA

West University of Timisoara, Faculty of Sociology and Psychology Assistant professor, PhD. Blvd. V.Parvan nr. 4, 300223 Timisoara/ Telefon: 0749232433 E-mail: mihaela.tomita@socio.uvt.ro

The paper is based on the programs of „Promoting the Resilience of Youth Delinquent" project which is a partnership project aiming to promote the reintegration of delinquent minors, by

involving them in the process of their own change. The main activities in the project suppose intervention work and direct activities with adolescent in Reeducation Centre Buzias, located in Timis County, Romania and also a research, intended to allow to set up a model of work and positive approach of delinquent adolescents.

The objectives of the program developed with the delinquent youth are: to establish if the population of Reeducation Centre Buzias remain stable over the first stages of the project which is an important and difficult issue, due to the mobility of the delinquent adolescents in the centre programme and to study the effects of the intervention activities (Life Space Crises Intervention and specific intervention activities) on the school performances and on the behaviour of the delinquent youths. The subjects in the project are approximately 70 juveniles with criminal sanctions placed into the Reeducation Centre Buzias.

The implementation of the intervention activities (Life Space Crises Intervention and the specific intervention activities) resulted in a slightly increase of adolescents academic performances after almost one year of implementation. The number of conflicts registered also a slighty decreased in this period.

Key words: delinquent youth, social reintegration, positive approach, specific interventions LSCI

QUALITY ASSESSMENT OF SOCIAL SERVICES PROVIDED BY EXPERTS from DGASPC IASI. INDIRECT BENEFICIARIES PERSPECTIVE REGARDING THE EXPERTS FROM DGASPC

ANA – MARIA LĂZĂRESCU
Petre Andrei University of Iaşi, Faculty of Social Worker and Sociology Lecturer doctor,
Adress: Neculau street 13, bl.574, sc.A, et.3, ap.12, Phone: +40724243687
E-mail: lazarescu_anna@yahoo.co.uk

Problem premises: All over Europe, people with disabilities have to face major prejudices and stigma facing overwhelming and significant obstacles that prevent them from exercising their fundamental rights. People's attitudes in general, young people especially to people with disabilities represent a major problem for society. The first people who feel the impact of quality or non-quality of social services offered by social workers are the direct clients (such as: children's, teenagers, adults and elderly who face special problems that require intervention from specialists). Other categories who faces the same problems are indirect clients (such as: parents of children and adolescents, nuclear or extended family members - for adults or the elderly, other institutions offering community services , church, school, local community, the state as a whole). The **purpose** of the survey consisted of drawing the image that the specialized services provided by social workers from the DGASPC Iasi (governmental Agency) in perception about indirect beneficiaries - parents of adults with various disabilities who come to DGASPC requesting assistance in solving social problems categories encountered. **Method:** *Reid-Gunlach scale to assess client satisfaction regarding social services*. **Results:** Data obtained from processing of 42 responses in a number of beneficiaries of services provided by social workers working in DGASPC. We presented the Romanian version of the Reid-Gundlach Scale to assess client satisfaction with social services, indicated a moderate level of overall satisfaction with the

services offered. The results suggest that only a quarter from the clients who access social services of DGASPC may be satisfied or very satisfied about the quality of those services. Frequency analysis of responses to Reid-Gundlach Scale items offered by participants in the survey conducted suggests that some of the potential beneficiaries of social services provided by social workers from the D.G.A.S.P.C. may be satisfied by the fact that social workers are usually hurry, are not always available, are used to embarrassing to ask questions or do not carefully explain things that are important to the life problems they face. **Conclusions:** The social workers are very important categories of professionals in the structure of any DGASPC in the country. Every day, this group of specialists is put in a position to interact with various categories of persons in need requesting specialized services. Actions and activities of social workers working in DGASPC must always be guided by state laws as social protection, as well as ethical and professional principles and standards contained in various official documents.
Key-words: Reid-Gunlach scale, social workers, beneficiaries, social services

ELEMENTS OF CLINICAL SOCIOLOGY OF THE INTERVENTION IN CHILD PROTECTION - SECONDARY ANALYSIS OF DATA CLARIFYING THE PROCEDURAL AND HISTORICAL ANALYSIS

EUGEN BUCUR
West University of Timisoara, Doctoral School of Sociology
Com. Sânmihaiu Roman village Utvin, no.140 A, Timiş county, code 307382
phone: 0722583145, email: bucurssm@yahoo.fr

VENERA MARGARETA BUCUR
West University of Timişoara, Faculty of Sociology and Psychology, Department of Social Services, Com. Sânmihaiu Roman village Utvin, no. 140 A, Timiş county, code 307382, phone: 0256215584, email: venerabucur@yahoo.com

Introduction: This study is part of a larger scale project entitled "Sociology of clinical intervention in child protection". Originally conceived by Milton C. Winternitz in 1930 to facilitate the social rehabilitation of patients, clinical sociology had rapidly approached of the today concept. Thus, if already in 1931 an American sociologist named Louis Wirth characterized it as one of the main areas of sociology, today clinical sociology has a distinct orientation in the sociology of social problems "aiming at three main objectives: a) *a " clinical " analysis* of a collective state with a critical nature embodied in a diagnosis made by experts, who believe that condition is a problematical aspect issue of the social life; b) *a research into the causes and conditions* that determine this state, an evaluation of the public opinion, policies and existing social regarding its improving and its eradication; c) *the activity of practical intervention* aimed at providing operational solutions. " (C. Zamfir ..., 1993, p. 576). **Premises of the problem**: Child protection system in Romania can be considered as a new one, in accordance with the European tendencies in the field, but it is a system designed not as a result of Romanian social studies, but rather as a political response to the international media pressure. This system and its results differ from county to county in Romania. **Method**: The three counties analyzed, Timiş (a large type county, more than 600,000 inhabitants, a model of good practices until 2005, the year of change of the legislation in this field), Arad (an average

type county, between 400,000 and 600,000 inhabitants, a model of good practices until 2005) and Mehedinţi (a small type county, under 400,000 inhabitants, a model of good practices until 2005). Since only in Timiş county we notice trends' changes in the approach of intervention in child protection and top management change, we proceeded to a secondary analysis of databases from monthly reporting by Timiş DGASPC to the national authorities in the field and the elucidation of the data of the secondary analysis by the procedural and historical analysis (draft). **Conclusions**: Because of the permissive provisions of the legislation and the poor management of child protection system, the intervention is aimed at long-term institutionalization, at the expense of family and socio-professional reintegration." **Keywords**: family integration, social and professional integration, management of child protection institutions

COMMUNITY HEALTH ASSISTANCE – AN INTEGRAL PART OF MEDICAL SOCIAL SERVICES FOR ELDERLY PERSONS

VENERA MARGARETA BUCUR
West University of Timişoara, Faculty of Sociology and Psychology, Department of Social Services, Com. Sânmihaiu Roman village Utvin, no. 140 A, Timiş county, code 307382, phone: 0256215584, email: venerabucur@yahoo.com

EUGEN BUCUR
West University of Timisoara, Doctoral School of Sociology Com. Sânmihaiu Roman village Utvin, no.140 A, Timiş county, code 307382, phone: 0722583145, email: bucurssm@yahoo.fr

MIHAELA IOTU
The Direction of Public Health, county Timiş
m_iotu@yahoo.com

Premises of the problem: Over time, due to the artificial division of duties between two different ministries (the Ministry of Health and the Ministry of Labour and Social Protection), both the concept and the social protection system design have been developed on the basis of certain assumptions, theories and practices quite different, which approached from separate positions the health and the family protection. The need for integrated approach of complex issues of social cases encountered the rigidity of medical procedures approach, while the social intervention requests coming from the medical field found no adequate communication channel, and even less appropriate professionals to intervene conveniently and effectively. Although the legal basis for the establishment of the profession of community medical assistant existed for many years in Romania, it took a major POSDRU project conducted in West and Central regions development to elaborate the occupational standards for the profession of community medical assistant and also to reveal on the basis of sociological research risks affecting the population of these two regions from the current organization of the health system in Romania. Also by this project was formed and human resources needed to cover existing deficits. **Method**: Secondary analysis of databases and qualitative comparison of results with expectations created by aging phenomenon in West and Central development areas.

Conclusions: The community medical assistant is one of the apparently universal solutions to the problems of health care and social assistance in isolated localities, which are facing both the lack of highly specialized staff and the lack of specialized medical personnel. The community medical assistance may be also the solution for providing interface between social and medical assistance when a case's approach requires evaluation and solutions in the field of medical and social services.

Keywords: community care, preventing elderly institutionalization, integrated health and social services.

SOCIAL CONSTRUCTIONISM APPLIED IN SOCIAL WORK. EXPERIMENTATION OF APPRECIATIVE SUPERVISION AND APPRECIATIVE CASE MANAGEMENT

ŞTEFAN COJOCARU
Associate Professor , PhD., Alexandru Ioan Cuza University from Iasi,
Departement of Sociology and Social Work
Blv. Carol I, no 11, Iaşi, România
Tel. +40744788779, e-mail: contact@stefancojocaru.ro

Social work is generally centered on paradigm deficiency. Therefore, some interventions have not significant results in changing situations of beneficiaries of social services. Our study aims to explore the effects that social constructionism has application in social work practice. For this, were tested two methods of intervention: supervision appreciative (as a form of indirect intervention) and appreciative case management (form of direct intervention). Using social constructionism theory involves the assumption of new epistemological perspectives in the context of social interactions is extremely important. In the social interventions, based on the theory of social constructionism, the voices of participants are very important because they participate in the construction of multiple realities through language, and research and evaluation methodology is adapted to these epistemological considerations. Using social constructionism as a way of explaining the realities lead to intervention research in social refinement and beyond. A form of intervention research built on the principles of social constructionism is appreciative inquiry. Use and experience it in different contexts of social work practice (case management and supervision) demonstrates the potential of this perspective to deliver a more efficient way than that focus on the paradigm of deficiency. The perspective of social constructionism change not only social work practice, but research in this field. Thus, the use of quantitative methods to study the real nature of the world, affirmed by positivism and post-positivism, is going to recognize the importance of qualitative methods in studying the specific nature and context of the realities built into a relational dynamic and dependent on individual interpretations. To argue the importance of using social constructionism in social work was undertaken two research-interventions using appreciative inquiry. The results of these studies show that intervention appreciative, founded by social constructionism, have obvious positive effects in practice, more efficient than with traditional interventions focused on the problem.

Keywords: social constructionism, epistemological perspectives, qualitative methods, appreciative inquiry, positivism, post-positivism, appreciative supervision, appreciative case management.

THE USE OF THE SYSTEMIC THEORY IN SOCIAL INTERVENTION WHEN WORKING WITH FAMILIES FACING DIFFICULTIES

CLAUDIA OȘVAT

Univeristy of Oradea, Department of Sociology, Philosophy and Social work, Lecturer PhD, ,Address: University Street no. 1, 410087 Oradea, Phone: 0744 691283, E-mail: claudiaosvat@gmail.com

JUDIT MAKAI-DIMENY

The General Social Work and Child Protection Directorate - Bihor County, Center for Counseling and support for parents and children "Plopii fără soț",   Social Worker, head of center, Address: Episcop Ioan Alexi Street no. 23, Oradea, Phone: 0744 619320, E-mail: mdimenyjudit@gmail.com

Statement of problem: It may sound commonplace to speak of family as the nucleus of society. Whenever this is done, the families in difficulty should also be taken into consideration, as social policies still continue to focus on them. However, there are still few social services that achieve a truly holistic approach to the family, that look at the diversity and complexity of relationships between its members. In most cases, the system approach to family is to be found only in scientific theories or in legislation, which means that so far there has been little change in the way families are approached in field work. There are, of course, several factors that contribute to or maintain this state of affairs. **Methodology:** This paper proposes to present a model of intervention based on system theory with the aim of contributing to this process of change. We would like to offer a practical frame of reference to those who already work, or would like to work, with families in difficulties.

Conclusions: It is considered important that in the work with the beneficiary, the specialists must use well-structured models of intervention. The presented model, through the fact that it highlights every step of the process, from the admission of the case until the end of the support relation, with the accent put on the actual intervention, can be considered an example of good practice, easy to assume and adopt to different situations.

Key words: change, society, social services, family system – principles and particularities, theory system, intervention model.

VULNERABILITY AND SOCIAL PROTECTION.
STUDY ON CHILDREN WITH PARENTS IN PRISON

CRISTINA GAVRILUȚĂ

University "Alexandru Ioan Cuza" Iasi, Faculty of Philosophy and Social-Political Sciences, Department of Sociology, Assoc. Dr., Address: Blvd. Carol I, no. 11, Cod.700506, Iasi, Romania, Phone: 0741363764, E-mail: cristina_gavriluta@yahoo.fr

NINA MIHAELA MIHALACHE

University "Alexandru Ioan Cuza" Iasi, Faculty of Philosophy and Social-Political Sciences,

Department of Sociology, lect. Univ. Dr., Address: Blvd. Carol I, no. 11, Cod.700506, Iasi, Romania, Phone: 0741263612, E-mail: ninamihaela70@yahoo.com

Assumptions: This study is part of a European research (Children of Prisoners, Interventions and Mitigations to Strengthen Mental Health) and aims, among other things, identification of social services in Romania for children with parents in prison. Research aims to follow the extent that they provide support for this category of children, and existing interventions. **Method:** The study was based on extensive statistical documentation throughout the country which had carefully identify services that are aimed at children with parents in prison and a set of in-depth interviews with the beneficiaries of these services. The selection process was made after one of the statistical procedures after that was applied an questionnaires to them and caregivers of children of prisoners. **Results:** Following documentation and field research conducted at national level, it was found that in Romania there are no specialized services for children whose parents are deprived of their liberty but non-specialized services. These services provide support to children who are associated with children at risk of separation from parents/family in accordance with the law on social protection of children. Interviews revealed poor knowledge of the possibilities of intervention and support for children with parents' prisoners and their families. **Conclusions:** Identification of these services and awareness among their beneficiaries shows that, although some felt deprived having personal and family problems, it rarely uses them. This betrays a lack of information not only among the population, but a poor mapping problems of children with parents in prison at the institutional level and assist. Our study is an argument in favor of adequate social policies and articulated the problems beneficiaries.
Keywords: vulnerability, social services, prison environment, information, social policy.

CHANCE, HAZARD AND RISK IN THE ACTIVITY OF SOCIAL WORK

VIOREL PRELICI
Universitatea de Vest, Professor, Bd. Vasile Parvan No, 4, Timisoara, Tel: 0742020091, Email: preliciviorel@yahoo.com

Using these three terms first presupposes their semantic delimitation and explanation. Chance means an opportunity, a favorable occasion. We should resort to and return to its Latin origins, the word *cadence*, *to fall*, referring to the falling, cast dice. *Hazard* refers to exposure to danger, injury, loss, from the Arabic term *yasara*, with reference to the same cast dice. Risk presupposes exposure to loss or injury, its origins being shrouded in mystery. As se may conclude, these three definitions partially overlap and to a certain extent they are tautological. We argue that this is no reason to exclude them from the scientific language, on the contrary they should be applied in science, in our case, in the field of Social Work. Nevertheless, a clear delimitation of their senses is paramount. The common denominator of the present three terms is *probability*. When we explain or we predict human behavior, we step closer to the truth if we analyze it within the boundaries of probability and not within the boundaries of certainty. The epicentral goal of science is to research and explain why certain phenomena follow one precise path and not another, random one. This is when we realize that certain phenomena do have some precise causes. This cause-effect approach may take two forms. In the first situation we

have a clear-cut cause-effect approach. The present causal relationship cannot always prove to be strictly deterministic, especially within complex conditions. As a consequence, certain causes may be determined and controlled exhaustively, but other may not. In this latter case, we may bring probability into our discussion. These three above-mentioned terms do find their reason in probable conditions. Regarding the necessary semantic differentiations, we must mention the fact that when we discuss chances, we refer to the possibility that something may or may not occur, without referring to jeopardy. It is the case of hazard where danger is involved. Finally, risk presupposes an overwhelming certainty of jeopardy. Applying these three terms in Social Work, the social worker must provide the assisted person with the chance to self-development, in order to function as a system and as a subsystem. Secondly, the social worker himself must comprehend the role of hazard and then help the assisted person also understand this hazard in the process of intervention/prevention. Finally, they must attempt to minimize and if possible, exclude the risk factors. Due to the fact that the person who asks for / is in need of assistance is a vulnerable person, chances, hazard and risks must be comprehended within these premises. The present article exemplifies the comprehension and the application of these three terms in concrete, yet diverse domains of Social Work.

Key words: risk, social work, chance, hazard.

ANALYSIS OF COMMUNICATION IN THE PROFESSIONAL ORGANISATIONS OF SOCIAL WORKERS – CASE STUDY A.A.S. BANAT

COSMIN GOIAN

Departament of Work Assistance, West University, Timisoara, Romania, Lecturer, PhD, Bd. Vasile Parvan, No. 4, Timisoara, Phone: +40256592373, Email: cosmin.goian@socio.uvt.ro

The professional associations of social workers in Romania have known an important development during the last 22 years at the same time with the acknowledging of the field at university level and the consolidation of the profession. The present paper is based on a study of the Association of the Social Workers from Banat, with regard to the particularities of internal communication in this organisation. The reason of choosing this research is lying in the fact that the author knows well the development of the professional associations in the field being a founding member and its first president in April 2000 of AAS Banat and at the present moment the President of the Social Work College, Timis branch. We must add that the Association of Social Workers from Banat is functioning continuously since 2000 organising events at which professionals of the field participate regularly. In the period between February - May 2012 a qualitative research about the communication ways among the members of the Association of Social Workers from Romania has been performed. Elements of internal interaction on topics of common interest for the community of social workers from Banat Romania have been evidenced. The content of the information that was gained has been taken over by the Group of discussion of aasbanat yahoo groups, which functions without interruptions since 2001 and has over 200 active members in the field of social work in Timisoara and in the West of Romania. The obtained information has been classified in 5 categories: 1. Announces of professional interest (conferences, workshops, courses, days of social workers, etc); 2. Jobs in the field; 3. Information about the field legislation; 4. Promotion campaigns / petitions/ changes of regulations and laws; 5. Exchanges of

information/consultancy and referral to specific cases in the field of social work. The research has analysed the communication styles, number and periodicity of the messages, communication barriers, cohesion of members, ways of intervention and moderating by the leader of AAS Banat.

Key-words: communication, professional organisations, social work.

SOCIAL INCLUSION OF THE YOUNG PEOPLE THROUGH EMPLOYMENT IN THE REPUBLIC OF MACEDONIA

BOJANA JOVANOVSKA

University of St. Cyril and Methodius, Faculty of Philosophy, Institute of Social Work and Social Policy, MA in Social Policy, Address: Blvd. Vidoe Smilevski Bato No. 69/2, 1000 Skopje, Republic of Macedonia, Phone: 0038970242199, E-mail: bojana_jovanovska@yahoo.com

VLADIMIR ILIEVSKI

University of St. Cyril and Methodius, Faculty of Philosophy, Institute of Social Work and Social Policy, Younger teaching assistant, MA in Social Policy, Address: Blvd. Krste Misirkov, 1000 Skopje, Republic of Macedonia, Phone: 0038978489861, E-mail: vilievski@fzf.ukim.edu.mk

Statement of problem: The young population is considered to be one of the most vulnerable groups when it comes to social exclusion, especially in terms of their participation and inclusion in the labour market. The social exclusion can be identified as inability to effectively participate in the economical, cultural and social life. The erosion of the common values in the society, caused by the deepening of the economical and social crisis in the country, contributes the young population to be subjected to certain external negative influence within their own surroundings, such as the lack of social recognition, isolation, alienation, minor delinquency, criminal activities, drug abuse, etc. When it comes to Macedonia, the challenge of tackling the youth unemployment is one of the significant priorities for the county's membership in the EU. The participation of the young population in the labour market is at a very low level hence the unemployment rate of the young people aged between 15 and 24 years was 14.52% in 2011. **Methods:** The analysis in this paper is based on a qualitative content analysis of the legislation and the strategic documents tackling the problem youth employment in Macedonia. **Results:** Most of the reasons for the high rate of youth unemployment can be find within the unadjusted labour market needs with the system of education, and also the lack of previous professional experience which does not meet the employer's needs. The instability of the job places and the whole economy sector, as well as the low economic power of the enterprises which are not in position to guarantee stable job places, increased the tendency of temporary contracting (formal and informal contracts), which for the young people mean no benefices regarding social and health insurance, and it's usually case with the low paid job places. **Conclusion:** The country's commitment to increase the employment among youth should necessarily include a complex of active measures which would provide a better position of the young people within the labour market, and would facilitate their transition from school to work. In that direction, the country's objective is to increase the employment rate to 29% among persons between the age of 15 and

29, by the year of 2015. This paper analyses the active and the passive measure included in the country's strategies towards young people's inclusion in the society through their active participation in the labour market.

Key words: young people, social inclusion, employment, labour market, active/passive measures

2. SOCIOLOGY

DEVELOPMENT OF EVIDENCE-BASED PRACTICE QUESTIONNAIRE: A PILOT ANALYSIS IN A SAMPLE OF ROMANIAN SOCIAL WORKERS

MIHAI-BOGDAN IOVU
Babeş-Bolyai University Cluj-Napoca, School of Sociology and Social work, Researcher PhD. Address: 128-130 21 decembrie 1989 Blvd., 400604 Cluj-Napoca, room 313, Phone: 0742900784, E-mail: iovu_mbogdan@yahoo.com

Statement of problem: Evidence-Based Practice (EBP) emerged in the area of medicine as a way of incorporating recent advances in research into professional decisions and has over the last years developed rapidly across most areas of helping professions as social work. Given the fact that other European nations began somewhat earlier the process of developing and implementing EBP as quality standards in service delivery, one might ask why Romania, once considered an Eastern European model for child welfare policy and practice, is lagging behind. Little research has been done regarding the attitudes and behaviors of Romanian social workers relative to the use of evidence in their daily practice. To our knowledge, no systematic study has yet been published assessing the current levels of use of EBP across social services in Romania. Therefore, to ensure that attitudes toward and knowledge of EBP are measured consistently across the diverse population of social workers, it is essential to have reliable and valid measures. This study proposes such an instrument. **Methods:** A survey of a random sample of 62 Romanian social workers was designed. Participants completed a questionnaire designed to determine their beliefs, attitudes, knowledge, and behaviors regarding EBP, as well as demographic information about themselves and their practice settings. **Results:** In general, respondents displayed positive attitudes toward the use of EBP practices. Also, they declared themselves familiar with and confident in search strategies, in using databases, and in critical appraisal. The majority of the respondents had access to online information, although more had access at home than at work. According to the respondents, the primary barrier to implementing EBP was insufficient time. **Conclusions:** Developing measures of social workers' attitudes toward, knowledge of, and use of EBP is essential in order to increase the use of evidence in social work practice. In this study, the EBPQ-Ro demonstrated adequate psychometric properties in a sample of social work practitioners. Findings from this study contribute to this instrument promise for use with social workers. **Key words:** Evidence-based practice, EBPQ-Ro, social workers

INDIVIDUAL AND CONTEXTUAL DETERMINANTS OF THE LEVEL ROMANIANS RELY ON USEFUL CONNECTIONS AS FORM OF SOCIAL CAPITAL

IOANA POP

University of Tillburg - Department of Sociology, PhD candidate, Netherlads, (013) 466 2112, i.a.pop@uvt.nl

TOMINA SĂVEANU

University of Oradea – Research Center for Adult Education, researcher, University no. 1 – Oradea, Romania, 0259-408798, tsaveanu@uoradea.ro

SORANA SĂVEANU

University of Oradea – Research Center on Social Transformations, researcher, University no. 1 – Oradea, Romania, 0259-408439, soranasav@gmail.com

Our paper investigates two dimensions of social capital: useful connections and institutional trust in relation to individual and contextual characteristics and across a long period of time in Romania. When referring to the useful connections which are one of the least studied forms of social capital, we conceptualize them as a form of Granovetter's weak ties, i.e., resources that individuals can use in order to solve specific problems such as finding a job. We challenge the taken-for-granted idea according to which "in Romania one needs connections in order to get things done". This idea has a strong negative connotation as useful connections (*pile*) are seen as accessible only to some and may block the access to services, mostly public ones. Consequently having these relations suggests a strong relationship with the prevalence of corruption. On the other hand, corruption was also linked to other forms of social capital, among which generalized and institutional trust.

We extend this idea and specifically look at the extension of the useful connections and institutional trust in periods with different levels of perceived corruption. In addition we extend the list of contextual factors that could have an effect on the two types of social capital under investigation by also taking into account the level of income inequalities and poverty. These contextual characteristics were shown in previous cross-sectional studies to relate to various types of social capital. The data is derived from the Public Opinion Barometer conducted in the 1998-2007 period. Using multilevel methods, we investigate the impact of individual and contextual variables on useful relations and trust in institutions. Preliminary analyses indicate that the individual variables have mostly opposite relationships to the two types of social capital. For instance, active on the labor market individuals are more engaged in useful relations, but, compared to inactive individuals, they have lower level of trust in institutions. Contextual variables on the other hand, reveal no powerful relationships with institutional trust. The inequality of incomes records a negative relationship with useful relations, contradicting other explanations of this phenomenon which relate small corruption with shortage economy. It is possible also that Romanians started to use also other types of information mechanisms or the institutions become more transparent and thus the useful connections were replaced by internet and other networks. We conclude that the explanatory model regarding differences in useful relations and institutional trust should concentrate on individual factors.

Key words: social capital, useful relation, trust in institutions, multilevel modeling

CULTURAL MODELS AND RELIGIOUS DIVERSITY. A CASE STUDY

SÎNZIANA PREDA

West University of Timişoara, Sociology and Psychology Faculty, Sociology and Anthropology Department, PhD assist. Address: Blvd. V. Pârvan 4, 300223 Timişoara, room 321, Phone: 0256/592148, E-mail: hhayavatha@gmail.com

Problem Premises: Since 1989, the interest of the Romanian scientific world for the Neo-protestants communities remains relatively low. For example, the referential for research on Pentecostal cult especially includes religious works and some monographs, depriving the approaches of social and human sciences field. In this respect, the present study is an approach to some Pentecostal communities (Bata, Zăbalţ) in Arad County, a region with significant numbers of Neo-protestant adherents, in order to identify ways of building their own image and the image of the Other, with a different faith, considering the double minority status, religious and regional. **Method:** As it is a qualitative research, we conducted a series of semi structured interviews: we intended to observe the extent to which regional identity customize faith options and also the ways in which confession redefines the game of the social actors, collectively and individually. **Results:** The collected testimonials outline a portrait of religious coexistence (with extensions onto the social), even if they are impregnated by a double subjectivity. Also, outlines an overview of socio-economic realities in rural area of Arad County. **Conclusions:** From an overall perspective, on a discursive level, reported to an *outsider*, the representatives of the two religions express themselves in similar manner; both sides avoid affirming their superiority in faith and doctrine. Beyond declarations, reality remains the same, of the churches and the corresponding separate groups. In the comments about "them" (in the reference system of the Orthodox believers, "they" alternate with "pocăiţi" – i.e. repentant persons), "are people like us", but in between the evaluated and evaluators the distance is being kept, because of the scarce knowledge between the groups (or, expressed differently, the mutual lack of interest to deepen the knowing of the Other).
Keywords: Neo-protestants, confession, religion, identity, stereotype.

ROMANIAN IMMIGRANTS FROM ITALY - BETWEEN INTEGRATION AND SOCIAL EXCLUSION. REFLECTIONS UPON A RESEARCH UNDERTAKEN IN THE PROVINCE OF ROME

BELEA SIMION
Romanian Academy, Iasi Branch, Postdoctoral Grant Recipient, Carol I bvd., no. 8, 700506, Iasi, Romania E-mail: simionbla@yahoo.com
Tel.: 0721986176

The premises of the topic: When we talk about the phenomenon of migration from Romania, an important aspect refers to Romanians' immigration in Italy, Romanians being the most significant community of immigrants from this country. In this context it becomes more and more important the study of the necessities of our citizens abroad and the contribution to their

improvement in the host country. **The aim** of this paper is the presentation of those 2 sides of migration in Italy (social exclusion and integration), taking into account the results of a research undertaken on Italian population and on Romanian immigrants from some cities from the province of Rome. Starting from the results obtained, some proposal will be launched regarding Romanians' integration from the areas taken into consideration. **The method**: the analysis of the integration possibilities starts from a research in which were questioned 202 Romanian immigrants (with the aim of knowing the difficulties they are confronted with, the discriminatory situations in which they were involved in and the level at which their rights are respected in the host country) and 218 Italian subjects (with the main aim of individualizing the attitudes towards the Romanian community). The results underlined an attitudinal difference from the host population: along with tolerance and acceptance there are also hostility and distrust feelings towards Romanian immigrants. On the other hand, Romanian immigrants from the areas taken into consideration declared the existence of some attitudes more or less discriminatory against them and of some of the rights which are more or less respected. **Conclusions:** the integration proposals have to start from the concrete exigencies of the receivers and from a clear analysis of the relationships between the Romanian community and the Italian population from different parts of Italy.

Keywords*:* immigration, integration, social exclusion

CHANGES IN HUMAN MATE SELECTION STRATEGIES. INTERGENERATIONAL COMPARISONS

FLOARE CHIPEA

University of Oradea, Faculty of Social-Humanistic Sciences, PhD. Professor, Address: Universităţii street no.1, Oradea, Bihor, Telephone: 0722560515, E-mail: fchipea@yahoo.com

RALUCA MICLEA (BUHAŞ)

University of Oradea, Faculty of Social-Humanistic Sciences, PhD. Student, Address: Dacia blvd. no. 58, U2, apt. 21, 410346, Oradea, Bihor, Telephone: 0744655288, E-mail: raluca_buhas@yahoo.com

Theme description. The change of conjugal couple formation patterns took place concurrently with the existence of large transformations in society, due to the migration of the social context from traditionalism to post-modernism. The modern couple is different from the traditional one. If in the traditional society the human mate choice was dictated by pragmatic interests, like maintaining or increasing the material wealth, the modern society offers individuals the opportunity to choose their life companion based on the emotional-affective needs. The set of values underlying partner selection is inoculated to individuals by the permanent socialization process. Every social context has its own strategies and rules for marital couple`s formation. The differences in approaching this process are notified also between generations. This study aims to realize an intergenerational comparison regarding the changes occurred in romantic partner selection, by highlighting the existing similarities and differences between generations. **Method.** Methodologically speaking, the present study falls among qualitative sociological analysis. The focus-group interview was applied to three groups of respondents (the youth group, the middle-aged group and the elder group) in order to capture detailed information for

the researched topic. **Results.** The most significant intergenerational differences in choosing a marital partner are highlighted at the socio-cultural determinants level. About 50 years ago, the family and the community, through the word of the priest, played an important role in shaping marital couples. The strategies for choosing the romantic partner experienced currently many changes - this process is seen strictly at individual level and the role of the objective determinants, related to age, profession, religion, spatial proximity is decreasing especially under the influence of the Internet. One of intergenerational similarities notified in this analysis is: the financial aspect is the main element considered currently by young people in partner selection process. **Conclusions.** Although the present study is exploratory, without much power of generalization, we believe it provides some ideas and directions for future research in this field. The socio-psycho-cultural factors and determinants that draw lines for elective behaviours vary from one generation to another, generating the social dynamics.

Keywords: marital strategies, romantic couple, romantic partner, intergenerational comparison

EUROPEAN PARADIGMA ON CULTURAL POLICIES FOR THE NATIONAL MINORITIES. CASE OF HUNGARY, SERBIA AND ROMANIA

ALINA NICOLETA ENE

West University of Timişoara, Faculty of Sociology and Psychology, Doctoral School, PhD Candidate. Address: Calea Plevnei nr.20, bl. 20, sc.A, ap. 17, Bucharest, S 1. Phone number: 0040 746030077, E-mail: en_alina@yahoo.com

General overview: The Protection of National/Ethnic Minorities is a major political condition for EU accession, especially for the ex-communist countries as prevention of ethnic conflicts. The provisions on preservation, promotion and development of cultural identity of national minorities were regarded as a natural process in Western Europe, while in the Eastern European countries they are not clear yet (either for the new EU member states or for the candidate states). After 20 years of exercising democracy and modern EU minority legislation, there are obvious situations of malfunction, non-awareness, and non-implementation of cultural policies for the national minorities. This fact jeopardizes both their culture and identity. The research tries to find out a potential connection between implementation of EU regulations and the weak performances of the cultural policy for the national minorities' management. Could this failure be generated by the "institutional bovarisme" (prof. Buzărnescu's theory), or by the "inability" of the public authorities? Could the cultural processes influence the managerial practices under conditions of globalization and trans-nationalisation? **Methods:** Content analysis; in-depth interviews and questionnaires. **Results:** There is a significant number of documents related to national minorities' protection at European level. Observations: non-adequate performance of cultural policies for the national minorities, passiveness or lack of knowledge of their use; inadequate management; political interference; passing-by of sociological factors; skepticism towards the current applicability of legal provisions or about their proper purpose - cultural policies are sometimes considered political propaganda or way of hidden assimilation. **Conclusions and recommendations:** Unconditional implementation at national level of EU regulations do not solve certain issues, specific to minorities' protection. The legislation requires the adaptation to national context. Also, the *kit* of successful policies and programmes should be designed, implemented, monitorized and evaluated according to the national strategic

platforms (these platforms are in conformity with EU regulations). Unfamiliarity and lack of confidence for the use of existing legal instruments for the protection of national minorities, and to disregard the programmes and policies designed to these prove the need of highlighting their importance. It is needed the involvement of the national minority members for these specific programmes/policies, which programmes sometimes fail because they are set up without participation of those who should be involved in.

Keywords: cultural policies, national minorities, cultural management

CURRENT ASPECTS OF ROMANIAN INTERNAL MIGRATION

VLAD - PATRICK CIOCÂRLIE
West University of Timişoara, Faculty of Sociology and Psychology, Ph.D. student, Address: Blvd. C.D. Loga nr. 39, 300020 Timişoara, Phone: 0723375583, E-mail: vpciocarlie@yahoo.com

Premises: Human migration is and has been throughout history, a phenomenon that has profoundly influenced the Romanian society. While being part of a larger analysis that is still being carried out at this time, regarding the effects that both external and internal migration have over the Romanian social space, this paper will only focus on some of the internal aspects of Romanian migration. The decision to follow this path came as a response to the general emphasis on the impact of external migration, while the migratory movements that occur within Romania are much less discussed and studied. **Method**: Using data available at both national and international level, we aim to discuss the evolution of the Romanian internal migratory movements of the past decades, as well as briefly point out a few of the causes and possible impact areas of this phenomenon, thus attempting to raise the awareness level over this issue and others that may derive from it. **Results and conclusions**: In spite of the somewhat early stage that the larger research is currently at, after analyzing most of the data relevant to this article, even at such a small scale, the issues brought into question by this phenomenon, seem to gain relevance with every year that passes. Lack of action and concern over some of these aspects, can have most unpleasant and diverse consequences in time. The information discussed, can also provide a valid starting point for future studies concerning Romanian migratory fluxes.

Key words: migratory movements, social space, internal migration, Romania.

THE BIRTH RATE IN THE VILLAGE OF BELINŢ – COMPARATIVE APPROACH 1934 – PRESENT

GABRIELA FELICIA GEORGEVICI
„Eftimie Murgu" University of Reşiţa, Faculty of Theology, Social and Educational Sciences, Lecturer PhD, Address: Piaţa Traian Vuia, Nr. 1 - 4, 320085, Reşiţa, County Caraş-Severin, Tel: 0730583006, E-mail: georgevicigabriela@yahoo.com

After the First World War, a new trend appeared in the social research with monographic character in Romania - the organised, systematic investigation of social reality. Starting with 1933, in parallel with the Bucharest School led by D. Gusti, the Banat-Crişana

Social Institute also conducted sociological research using the methodologic research pattern of Gusti's School, but adapted to the local research opportunities and needs. The Institute performed interesting studies related to Banat's depopulation, an issue that was considered a priority in that period, and their first monographic inquiry was done in the village of Belinţ, because in this village the phenomenon of depopulation was exteremely manifested. Starting from the objectives and conclusions of the research conducted by the Banat-Crişana Institute in the village of Belinţ, the present research aims at realising a longitudinal analysis of birth rate in the village of Belinţ, and sets out to perform a comparative approach between 1934 and the present in this respect. The research methods used in the study of birth rate, for the analysis of the social determinants of the family behaviour are: the analysis of social documents, the sociologic survey based on a questionnaire and the survey based on an interview. The objective of the research consists in identifying the causes of maintaining the depopulation phenomenon. The research data have shown that the depopulation phenomenon in Banat, including the village of Belinţ is not the effect of some social disorganization processes, as the "Monographic survey in the village of Belinţ" mentioned, but the result of a wittingly control over one's own life. Thus, one may come to know, using the gustian paradigm, that the birth rate is not just a natural, purely biologic factor, but a psychological one, one of "social will", the members of the family being the ones that become aware on the importance of correctly sizing up the family, according to the material possibilities, to the educational ones and to the ones related to fostering of children, on the one hand and on the other hand on the capacity of the family and of the society to ensure work places and decent living conditions for the new generations.
Key words: family, birth rate, „social will", the phenomenon of depopulation.

INTERDISCIPLINARY APPROACHES IN THE RESEARCH OF THE HUMAN COMMUNITIES (I). PREHISTORY AND ANTIQUITY

ATALIA ONIŢIU
(West University of Timişoara, Faculty of Sociology and Psychology, Sociology Department, V. Parvan Blvd., Nr. 2-4, Cab. 333, Timişoara, 300223, Tel. 0256/592233, 0740582138, ataliastefanescu@yahoo.com

SIMONA REGEP
West University of Timişoara, Faculty of Letters, History and Theology, Romanian Studies Department , V. Pârvan Blvd, Nr. 2-4, Cab. 413, Timişoara, 300223, Tel. 0740401909, simonaregep@yahoo.com)

Abstract: Preamble. Throughout its evolution, human society has benefited from studies of a large number of experts, claiming to be from a variety of disciplines, operating as such with their own methodology. In analyzing the social aspects are involved both sociologists, anthropologists, historians, each trying to offer his/her vision of the field under study. The **purpose** of this paper, otherwise a theoretical approach, is to highlight the fundamental importance that social sciences have in the past population analysis. Research on this subject is no longer the exclusive domain of historians and archaeologists, but is subject to in-depth interdisciplinary studies, designed to give new meanings and explanations of the primary sources of information (discoveries of artifacts, epigraphs). **Method**. Social sciences focus over

living individuals and human communities. However, specific methods and techniques used in sociological or anthropological research can be successfully applied in research of earlier historical epochs, with no longer living individuals. If social scientists are building their analysis using instruments such as questionnaires or interviews, for historical epochs the database is based on studying epigraphic testimonies that replace civil status registers, questionnaires or oral history accounts (we can find information on name, age, origin, ethnicity, marital status, social status, social relations). Representations on stone monuments capture scenes of everyday life that bring us closer to the people of the past and help us understand their lifestyle (occupations, beliefs). **Conclusions**. The analysis of the past is particularly important in that it attempts to answer the question "who are we", thus contributing to the identitary construction. It seeks to know where we come from in order to provide a better understanding of present and future. Based on the material evidences and with the direct contribution of the social sciencesthe researcher can thus choose the best and correct interpretation of the past.
Keywords: population, demography, sociology, social anthropology, social archeology.

INTEGRATING CHANGE IN THE EDUCATIONAL ORGANIZATION – AN ANALYSIS OF CULTURAL DIMENSIONS

ALIN GAVRELIUC
West University of Timisoara, Faculty of Sociology and Psychology, Department of Psychology, Associate Professor, PhD., Address: Blvd. V. Pârvan nr. 4, Timișoara – 300653, Phone: 0256592377, E-mail: agavreliuc@socio.uvt.ro

Premises: The main premises of our analysis underline the major influence generated by cultural dimensions upon organizational behaviors, examining the way in which different subscales of social axioms and cultural dimensions from Hofstede's model could be related with personal autonomy, measured through self-esteem, locus of control and self-determination. **Methods**: Our survey has been organized on a sample consisted of 522 subjects (253 from lower and higher secondary school and 269 from universities) in Timisoara, through applying a specific questionnaire, consists by the following instruments: Social Axioms Survey (SAS), constructed by Michael Harris Bond and Kwok Leung, Values Survey Module 94 (VSM94), realized by Geert Hofstede, Self-Determination Scale (SDS) of K. M. Sheldon, R. M. Ryan and H. Rice, Locus of Control Scale (LCS), realized by J. Rotter, Self-Esteem Scale (RSE), of Morris Rosenberg. **Results:** The data analysis describes the following group portrait in the register of social axioms: high social cynicism, moderate social complexity, high scores for reward for application, religiosity and fate control. In the register of Hofstede's dimension, the specific scores are: very high for power distance, pronounced collectivism, high feminity, uncertainty avoidance and short time perspective. When statistically significant differences occur between the lots of subjects of pre-university and university areas, they express an attitudinal pattern of disengagement, more duplicitous and manipulative as they "advance" toward a socialized environment involving (quantitatively and quality) "more education". **Conclusions:** Results indicate a different trend comparative with other studies developed with similar design, stressing the functional role of duplicitous strategies (high social cynicism, low self-esteem and self-determination) and notify the inhibitor character of this kind of identity profile upon reform dynamics from educational system.

THE UNEMPLOYMENT. A MULTIDIMENSIONAL AND MULTIDISCIPLINARY PHENOMENON, SPECIFIC TO INDUSTRIALIZED SOCIETIES

BOLEA (BUZDUGA) MARIA

The West University of Timişoara, The Faculty of Sociology and Psychology, The Social Assistance Department, Master Student, Year : II, Master Program: Social Assistance for Older People. Address: City : Timişoara, Mureş Street, No. 119, B/18, 300763, County of Timiş. Telephone: +40 732.162.474, E-mail: buzduga.maria@yahoo.com

The unemployment has represented a recurrent problem of the 20th and 21st century. The unemployment is a *multidimensional* phenomenon, with negative influences. Through its complexity, it has raised the interest of researchers from *multidisciplinary* areas : sociology, psychology, economy, pedagogy, politics and social assistance. The paper analyzes the phenomena of unemployment in Romania, given the context of the financial crisis (2008). As the balance of the labor market was destabilized, the local companies reduced their activities, through reorganizations, insolvencies, bankruptcies. Many jobs disappeared, in all domains, and a specific age category suffered mostly : people in their age of 45 or higher. These persons encountered problems as they tried to reenter the labor market. The institutions and the employment services workforce mediate the interaction between the workforce and the demand for workforce. All persons registered as employment-seekers are directed towards services which can ease their social and professional integration . The stimulation of employment targets the unemployed and also the employer, through income support, various bonuses, temporary exemption from social insurance-payments for the previously unemployed. **Aim of the paper :** The study of the multidimensional impact of the unemployment phenomenon. **Objectives :** The paper whishes to picture the unemployment phenomenon in Romania; the study of the economic and social impact on people aged 45 or higher, unemployed, from the county of Timiş; the identification of apropriate measures to prevent social exclusion and to succeed the reintegration process. **Research methodology :** quantitative research, using the descriptive survey method, causal-comparative method, the questionnaire technique. **The sample :** 50 respondents (40 to 60 years old), unemployed. **Location :** AJOFM Timiş (01.01.2009 – 01.01.2010). **The results :**   the difficulties encountered by the companies in the market led to dismissal of employees, as companies were affected by : the economic crisis, taxes; the measures taken for prevention, stimulation, subvention; the employment services are not very well known; persons aged 45 or over encounter difficulties as a result of poor access to information, their professional incompatibility with the demand, new technologies, adaptability issues. **Conclusions and recommendations :** A stable economy will offer balance on the labor market; the intervention of the authorities is necessary for the protection of the citizens; the creation of jobs adapted for people aged 45 or higher is compulsory; the stimulation of private initiative; entrepreneurship, social economy. **Key words :** unemployment, employment services, active measures, labor market.

ETHNOGRAPHIC STUDY OF THE STABILITY OF THE SACRED TREE THEME IN THE WEDDING RITUALS OF THE COMMUNITY OF ORASTIE MOUNTAINS

MARIA LUNGU

West University of Timisoara Lecturer PhD , Address: 4, Vasile Pârvan Bd., Room 143
Phone: 0728892286 E-mail: maria.lungu@yahoo.com

Premises: As part of this theme I intend to study the relation between traditional and modern, taking into consideration the stability of the sacred tree theme in the wedding rituals of the community of Orastie Mountains. **Method:** Within the community of Orastie Mountains I have studied the stability of the Sacred Tree theme in the wedding rituals, using as a working method the semi-structured interview. The themes were the following: preparation for the wedding; the day of the wedding; wedding participants; the number of guests; the location of the party; the clothes of the wedding couple; the signs of the wedding; the menu; the honour and other customs. This semi-structured interview took place in three different families with their three generations in order to emphasise the relation between traditional and modern. Each family is represented by an item. **Conclusions:** The wedding rituals try to perpetuate the principles of patriarchy but in time they have been undermined by socio-economic changes. Marriage is a generator of social as well as economic relations. Throughout history the wedding ritual system has suffered continuous adaptations and innovations (some customs have "disappeared", but have remained preserved in the collective mentality, while others have emerged). What is modern today will become tradition "tomorrow".
Key words: traditional, modern, ritual, wedding.

SOCIAL AND HUMAN SPECIALIZATIONS, UNDER STIGMA OR CHALLENGE ON THE LABOR MARKET

NIŢĂ ANDREEA - MIHAELA

University of Craiova, Faculty of Social Sciences Univ. Lecturer, Ph.D. Address: 6
Carol I Blvd., 21A apartment house, 1st entrance, Apt. 22nd, Craiova, Dolj Telephone:
0743108885 E-mail: andreea_nita2005@yahoo.com

Case premises: If school is considered an important factor in the individuals' process of social and professional development, its main role being that of preparing the young men for their entry on the labor market and helping them to adapt to an ever - changing reality, the social and human specializations give the competences conditioned by globalization. The research aims for an update of the regional labor market demands in the area of social and human specializations, the identification of the employees' perception on the utility of the competences acquired in the university years of study by graduates, finding and being aware of the discrepancies between the employers' demands and the curriculum existing in the social and human specializations, knowing the demands of the employers of Oltenia regarding the professional skills and competences they search and knowing the reputation of social and human specializations among the employers in the South - West Oltenia region. **Method:** In making the study, the opinion survey method was used, based on the enquiry administered to a number of 102 potential employers of social and human study graduates, public institutions,

NGOs and private companies in the South - West Oltenia region. **Results:** The reseach revealed that there are major differences between what the current university education system offers and the demands of the employers present on the labor market, that the number of high education graduates from social and human specializations exceeds the employers' offer regarding vacant places of work and employers hold in high regard the practical competences acquired by graduates rather than the theoretical competences gathered during the study years. **Conclusions:** Although during 2010 and 2012, as a result of the recession that affected all the areas of activity, 55,9 % of the employers comprised in the sample did not employ one single high education graduate from social and human specializations and 24,5 % have employed under 5 people of this level, the employers consider that students would need more professional practice, stating at the same time that faculties should primarily emphasize creativity and time efficiency, while beneficially exploiting their social and human skills.
Key - words: social and human specializations, labor market.

MORAL DETERMINATIONS IN PUBLIC LIFE – AN APPLICATION FOR THE CURRENT ROMANIAN SPACE

ION HIRGHIDUŞ

University of Petroşani, Faculty of Science Ph.D. Lecturer Adress: Strada Universităţii, nr. 20, 332006, Petroşani Telephone : 0720036601 E-mail: ionhirghidus@yahoo.com

Problem premises: Public life in Romania is full of contracts and therefore it takes further directions to find out the ethical implications at its level. In essence, there are three levels: Firstly, there is the level of rationality which contains the behavior in its various manifestations. These forms of behavior belong to the social actors who may be institutions or/and individuals. Secondly, there is the level of justness of laws and how it acts in a discriminatory manner. Thirdly, there is a level for freedom of personal achievement of which are responsible the state institutions. Determination of morality in public life is an attempt to apply a number of ideas that were grounded in the history of thought as courses of action. We must answer a fundamental question: *a rational society is a moral society?* To answer this question I considered that moral freedom is based on a number of accepted constraints. The idea of This study is to reveal the morality or immorality in the Romanian public life and to detect possible conflicts of values as its being assumed by institutions and individuals. It is an attempt to present a possible conversion of philosophical ideas about morality into the practical thinking. This study is based on a field research on **a sample** of 517 people. I used as **a research method** the direct investigation and I also used as **a research tool** the sociological questionnaire consists of 55 questions. I intended to obtain public opinion data on the action of moral values in public life. **Results:** research subjects were critical to the morality in public life and how state institutions behave in relations with citizens. I compared these results with the theories that support behavior and moral differences between Romanian and European space in general. **Conclusions**: The results obtained reveal an acceptable state of morality by the attitude towards the family values, society and religion. However, there is a potential selfishness of individuals in public space and state institutions malfunction seen as corrupt. This study has a role of awareness and it proposes several ways to increase morality in public life.

Key words: morality in public life, rationality, justness of laws, freedom of personal achievement, moral dilemmas.

SPECIFIC FEATURES OF EMPLOYMENT IN ROMANIA

LAVINIA-ELISABETA POPP
"Eftimie Murgu" University Reşiţa, Faculty of Theology, Social and Educational Sciences,
Univ. Lecturer, DR., Adress: P-ţa Traian Vuia 1-4, 320085, Reşiţa, E-mail:
lavinia_popp@yahoo.com, l.popp@uem.ro,

FELICIA ANDRIONI
University of Petroşani, Faculty of Science **Univ. Lecturer, DR.**
Adress: Universităţii street 20, Petroşani, Telefon 0721137299, E-mail:
felicia_andrioni@yahoo.com

Problem premises**:** The restructuring of the Romanian social and economic system, in accordance with the requirements of the market economy, has triggered profound changes on the level of the labour market and to the apparition of unemployment as mass phenomenon. Employment in Romania in the period of transition to the market economy is a crucial matter, with significance determined by the fact that it takes place on an imperfect, rigid, segmented and fragile labour market. The researches of Romanian specialist in the field of labour market allowed the identification of certain **specific mechanisms for the promotion of employment;** at present, the Romanian labour market exhibits passive policies, concretised in financial aids awarded to the unemployed, and the active policies, which constitute the most efficient activity of social protection for the unemployed (they aim at counteracting the inefficiencies triggered by the payment of financial indemnities, helping the population affected by the unemployment finding a job by actions of information, mediation, professional training, and contribute to the encouragement of the labour force mobility). The paper presents some theoretical considerations related to the influential aspects of the productive activity, as well as the correlation between unemployment and inflation. **Method:** moreover, it presents the econometric model that describes this relation, exemplifying it on the level of the EU and Romania in the period 2000-2010. **Results:** the associated representative curve is a hyperbolic "Phillips curve'', which may get linearised. The paper proceeds to the regression and correlation analysis, and the statistic verification of the model for the EU and for Romania. **The conclusions** refer to the relation between the two variables, the intensity of the link, the hypothesis of maximum credibility of the regression parameters. We must point our that this study, containing an important explanatory section, does not aim at forwarding an exhaustive answer to the questions raised by employment in Romania. In this respect it is necessary to acquire a very detailed knowledge of the problems generated by the employment, unemployment, normal functioning of the labour market (elimination of disfunctionalities, optimisation of relations), which depended, in the case of Romania in transition, on a multitude of factors: degree of reconstruction of the new professional identities, awareness of the institutional and legislative reality, etc.
Keywords: Employment, unemployment, inflation, measure for employment stimulation

THE PERCEPTOIN OF THE TRANZITION PROCESS BY THE POPULATION OF THE POST-SOCIALIST COUNTRIES
- A COMPARATIVE STUDY -

BALÁZS TELEGDY

Sapientia Cluj-Napoca University, Faculty of Technical and Social Sciences Assistant professor, Address: Libertăţii sqr. No. 1, 530104, Miercurea Ciuc, Harghita county, Telephone: 0742083342, E-mail: telegdybalazs@sapientia.siculorum.ro

Premises: although a very popular subject in the last decade of the XXth century, the sociology of transition, and, accordingly, the sociological approach of this process is nowadays considered somewhat obsolete. But if we consider the socio-economic situation challenging the ex-communist countries, we can identify different approaches regarding the effects of the globalization, these approaches emerging from the ways in which the transition process was taken on. Notwithstanding the fact that in the 1990's a whole many theories explaining the transition process were elaborated, in this study I would like to test the main explicative theories, using a comparative approach between seven post-communist countries. **The method:** secondary analysis of the data gathered in two waves (the first between 1990-1992 and the second between 1998-2001) in representative samples per each country, research coordinated by the Leibniz - Institute für socialwissenschaften within the project „Consolidation of Democracy in Central and Eastern Europe 1990-2001" **Results:** the perception of the transition process can not be approached globally for all the analyzed countries, as there is a discrepancy that can be observed both in the case of the different dimensions of the transition – economical and political –in the case of different countries and social strata as well. While the economical changes have been mostly accepted, on the political level, during the fist decade of the transition the social-democracy gained a lot of weight comparing to the center-right parties. **Conclusions:** After the first decade of the transition, a strong cognitive dissonance can be observed in the population, which manifests itself as an acceptance of the economical changes at and institutional and declarative level, combined with a strong disappointment regarding the transition underwent on the political field.
Keywords: economic transition, politic transition, comparative study, social history

THE RELATION BETWEEN WORKAHOLISM AND WORK ENGAGEMENT

TRANCĂ LOREDANA MARCELA
West University of Timisoara, Faculty of Sociology and Psychology, Social Work Department, Assistant Lecturer, PhD. Address: Blvd. V. Pârvan no. 4, Timisoara 300223, Timis County, Romania, office 605 F, Phone: +40745687429, E-mail: loredanasimerea@socio.uvt.ro

In the context of changes at social, economic and technological levels, in which organizational behaviour is in full process of changing and diversification, often subjected to direct challenges and trying to adapt to the impact of globalization, approaching the issue of workaholism is more and more a must. In this paper we analyse the relation between workaholism and work engagement of workaholics. The paper presents first a few theoretical, information and reflection aspects that concern workaholism and work engagement, and then it synthesizes

some aspects of our own research. Using the quantitative research method which we applied on 144 participants, we started from the fact that there is a significant correlation between workaholism and work engagement. The research methods we have used are the Work Addiction Risk Test (WART) developed by Bryan E. Robinson in 1998 and Utrecht Work Engagement Scale (UWES) developed by W. B. Schaufeli and A. B. Bakker in 2003. The results of the study have confirmed the existence of a positive correlation between the workaholism level and work engagement from the perspective of its three main components, i.e.: vigour, dedication, and absorption. We need research on larger samples than the present one to get data concerning several variables of work engagement, together with longitudinal research.

Keywords: workaholism,, work engagement, job, organization, workaholics.

STUDY REGARDING THE PUBLIC-PRIVATE COMPLEMENTARITY WITHIN THE CONTEXT OF SOCIAL SERVICES PROVISION – ROMANIA, THE WESTERN REGION

LORENI BACIU

West University of Timisoara, Faculty of Sociology and Psychology, Assistant Lecturer Phd..
Address: No. 4th Vasile Parvan Boulevard, Timisoara, room number 605D, Telephone: 0040256592347, E-mail: loreni.baciu@yahoo.com

The context of the study: The role of the non-profit private sector is becoming increasingly important within the production and supply of goods and services, especially in the context of market and state failure to effectively meet the needs of the citizens. At this point it is clear that the non-profit private sector is facing increased requests for different services and activities it provides. These requests come from more and more diverse institutions, which are representative at the European level. In this socio-economic context, it is essential to bring to a common denominator the perspectives and interests of public institutions and private organizations and to establish between them a climate of complementarity in planning and implementing their activities. The paper presents the findings of a study whose main purpose was to analyze the complementarity between the activities of the social services providers, belonging to public and private sectors in the Western Region of Romania (Arad, Hunedoara and Timis). **The method:** The research methodology was adopted in accordance with the objectives of the study; the qualitative and quantitative methods were combined, using various techniques and tools: questionnaire survey, guide-based semi-structured interview, grid assessment, statistical forms, observation, case studies, legislation analysis, and analysis of documents. **Results and conclusions:** The results show in general a rather competitive-orientated behavior of the two types of social service providers (public and private), the complementarity and partnership approach being used only if there are some external factors to motivate its use (e.g., some financing lines that require specific PPP context); a generally positive influence of the public funding on the beneficiary NGO in terms of increased stability and quality, completed, at the same time, by a negative influence on the recipient's level of autonomy. **Recommendations:** The recommendations, formulated specifically for each type of entity concerned (public institutions providing social services, NGOs providing social services and public authorities as donors) mainly refer to two aspects: (1) concrete ways to develop

public-private complementarity in providing social services and (2) arrangements for improving the quality of social services provided through public-private collaboration.
Key-words: public-private collaboration, social services provision, public financing for NGOs.

THE SUBJECTIVE PERCEPTION REGARDING THE QUALITY OF LIFE AMONG THE INHABITANTS OF RURAL AREAS FROM TIMIS COUNTY, ROMANIA

THEOFILD LAZAR
West University of Timisoara, Faculty of Sociology and Psychology, Assistant Lecturer Phd. Address: No 4th Vasile Pârvan Boulevard, Timisoara, room 605D, Telephone: 0040256592347, E-mail: lazar.theofild@gmail.com

The general context of the topic: The investigation of the subjective perception on the quality of life is a topic of great interest among researchers, being, at the same time, an extremly demanding process. Numerous studies worldwide indicate that there is a connection between the economic status and one's perception on his/her quality of life. In this article we investigated the perception on quality of life in rural areas in Timis County, the study being conducted in a period of social and economic crisis. The objectives aim to identify the main factors influencing the subjective perception on quality of life in rural areas. **The method:** The research, involving both quantitative and qualitative methods (questionnaire based investigation, and focus-group), was conducetd in four rural communities from Timis county, on a representative sample of 750 rural inhabitants. **Findings and conclusions:** The results generally indicate a negative perception on the quality of life among the sample group, at the same time presenting significant differences among communities: the communities that are peripheral to large cities present a higher level of perception on the quality of life, than the isolated communities. The most relevant factor that influences the subjects' perception is of economical relevance, mostly defined by the employment opportunities. **Recommendations:** The recommendations, formulated specifically for each type of community refer to local strategies of rural development, comprising concrete and adapted actions for increasing the quality of life for rural inhabitants.
Key-words: quality of life, rural communities, local development strategies

THE SOCIAL AND CULTURAL REPRESENTATION OF ROMANIAN DOCTORS MIGRATION

ELENA TOADER
University of Medicine and Pharmacy Gr. T. Popa, Iasi, Department of Gastroenterology Center, Universitary Hospital "Sf. Spiridon", Iasi, Romania , Doctor, Adresa: str. Costache Negri, nr.60, bl C1, sc B et 2 ap.6, Iasi, Romania, Telefon 0745878144, E-mail: toader.elena@yahoo.com

Once Romania became a member of UE the migration of the Romanian physicians has reached alarming rates. The possibility of working in the community space for Romanian doctors due to professional recognition (certificate of conformity) supplemented the number of requests to the Ministry of Health, taking into advantage the freedom of movement and access to employment

market. National strategies and changes in health policy and the measures taken by person in power in the health system is not consistent with medical needs and the fact that the number of doctors who migrate abroad is growing can lead to the conclusion that legislative changes failed to provide convincing guarantees and perspectives for Romanian doctors to abandon the decision to practice abroad. *The aim* of this paper is to analyze the migration of Romanian medical doctors focusing on social and cultural link of the phenomenon. *Methodology* Qualitative methodology has approach on constructivist and contextual perspectives, which are derived from the phenomenon of doctors migration. The theoretical framework for analyzing the migration phenomenon of Romanian doctors will allow selection and exploration of social and cultural meanings which are relevant for the research. The second approach aims to analyze the research data on the perceptions of migration obtained from the application of 150 questionnaires to two groups of respondents (90 patients and 60 students). This research is a documnetary initiative to identify areas and initial evaluation variables of the phenomenon. The results obtained show that from the patients perspective of Romanian migration of doctors is a problem for quality of care, and the fact that students are interested to practice abroad. That limits assumed for the accuracy of the information may be considered subjective, the medical education level of the patient and the knowledge of students about the health systems of the countries in the European Union. *Conclusions* Knowing the social and cultural semnification on the migration of Romanian doctors from the patients at medical students point of view can bring clarity in understanding this complex phenomen and can influence the implementation of various and effective reforms, if our health policies.

Keywords: migration; doctors; social semnification, cultural semnification.

WHO LEAVES AND WHO REMAINS? CASE STUDY OF ROMANIAN EMIGRANTS FAMILIES

MARIUS LUPSA MATICHESCU

West University of Timisoara, School of Sociology and Psychology , University assistant Ph.D, Address:. V. Parvan nr. 4, 300223, Timisoara, office 318, Phone: 0256/592148, E-mail: marius.matichescu@gmail.com

Statement of problem: The fall of the communist regime and the enlargement of the European Union by including the countries of the Eastern bloc, are two historical processes that have generated powerful economic and social repercussions for all countries involved. In this context, one of the phenomena that has seen an exceptional development and that has been encountered in all countries of the Eastern bloc, is migration. While at the macro level, research on migration has attracted considerable attention, the micro-level analyses which focus on the family, and not on the individuals, are far more scarce. Starting from the family of the migrant as the basic unit of the analysis, the present work aims to explore the main causes that determine the decision that one or more of the members of a family should migrate. The selection of the first family member that migrates, and the contribution of the migration networks already existing, continue the analysis of the migratory phenomenon downstream; meanwhile, upstream, our study attempts to identify the main consequences of the migration phenomenon in terms of advantages, disadvantages, and the reorganisation of the roles of those who stay behind. **The method** utilized for the empirical argumentation of the assumptions of

our research has been the interview. A total of 57 interviews have been conducted in families in which at least one of the family members has migrated. We have used the unstructured interview type. The communities in which these interviews have been conducted have been selected in order to cover a range of size, levels of development, and distances from an urban center. **Results**: the initial hypothesis from which our study started, according to which the participation to the migratory phenomenon is a problem determined by the situation and the specific condition of the family, has been validated. The person delegated to emigrate is principally one of the parents. Almost independently of gender, this selection is done depending on the stability of the employment and on the revenue level. The material advantages and the improvement in the social status or level of the community represent the main benefits obtained as a result of migration, while the distance from the loved ones and health problems are mentioned as the main disadvantages. **Conculsions**: our study brings new empirical results to present the mechanism of adopting the decision to migrate, and how it functions on the level of the family.

Key words: Migration, Romania, family, causes, effects.

FEMINIZATION OF ROMANIAN EMIGRATION – A PRIORITY FOR SOCIAL STUDIES

MARIA – ANA GEORGESCU
„Petru Maior" University of Tg. Mureş, The Faculy of Economics, Law and Public Administration, /Associate Prof. Ph.D, Address: Livezeni Str., no.69, 540566
Telephone: 0745818555, E-mail: maria_ana_georgescu@yahoo.com

Statement of problem: On the European continent, since the '90, at the same time as the fall of the Block of the closed totalitarian regimes, a strong population flux from East towards West has been registered. But it is only recently that the migration towards the Western Europe has acquired such a significant extension, demographic phenomenon in which the population of Romania is highly implied. A consideration of the positive and negative consequences of migration for the origin country indicates that the negative ones weigh more in the balance. At the same time one can observe that the positive effects are for short term and can change into negative ones at any moment, while the negative effects are for long term and are difficult to change. **Methods:** Theoretical approach and secondary analysis of statistical reliable data - comparison between the Romanian migratory flux and that from EU countries.
Results: Our study allows us to have a partial image of a particular reality on gender issues in the Romanian society. We notice that female unemployment is lower than the male one, as a peculiar aspect in our country, but not as a result of special policies to promote women in the world of work, but due to economic junctures. **Conclusions:** The paper underlines the feminisation of emigration analyzing its major consequences in the socio-economic field, as migration and demography. The stress falls on the impact upon the labour market and upon the family and aware the present and future repercussions.
Key words: East-West migration, feminisation of emigration, female unemployment, family crisis.

THE SYMBOLIC REPRESENTATIONS OF THE BODY IN THE TRADITIONAL MENTALITY

IOANA DELIA NADOLU

West University of Timişoara, The Faculty of Sociology and Psychology, Lecturer Ph.D.,
Address: Bd. V.Pârvan, nr. 4, 300223 Timişoara, room 333, Phone: 0721235252, E-mail:
dnadolu@gmail.com

The premises: The image of the body is the representation about our own body. This image is strong cultural and societal modeled, because just from the glance of the other it is born the abstract feeling of the value of the own body. From the entire ensemble of the body, the human face is the most exposed to the glance and analysis of the other: "the face represents, without puns, the capital of the body". Can we find into the contemporary social space reminiscent of the behaviors that are reflecting the identity between the body and the person? Starting from this question it was designed a complex research monograph into a small community from a mountain isolated where the traditional practice are yet visible. **Methods:** Monographic research on the Grădişteea Valey, in 5 villages from the Orăştioara de Sus. The data was recorded by semi-structured interviews dedicated to this topic. **Results:** There were evidenced the symbolic traditional representations on the various parts of the body. From the face elements brought in the discussion, distinct ideas emerged, also, because of their repeatability deep-rooted in beliefs on forehead, eyebrows, eyes and cheeks. A special place was occupied from talks about hair. Apart from the human face, where we saw how many attributes can be described for the individualization of a person, other parts of the body related to which there are still vivid beliefs and identifications are the stature and the hands. It may be noticed that, along with the face, these are the most visible parts of the body. **Conclusions:** The entire traditional representation from the investigated community evidenced the living into the paradigm *to be a body*, from the modernity approach that has change in *to have a body*.
Key-words: anthropology of body, monograph, symbolic representation, traditional.

THE BURIAL TREE IN THE COMMUNITY OF ORASTIE MOUNTAINS – A TRANSITION SYMBOL OF THE AXIS MUNDI IN THE SOCIAL LEVEL

MARIA LUNGU

West University of Timisoara Lecturer Phd, Address: 4, Vasile Pârvan Bd., Room 143, E-mail:
maria.lungu@yahoo.com

Premises: This theme is approached from a socio-anthropological perspective. I found it interesting to study the role of the burial fir tree in the formation and development of social relations, in the cohesion, communion and unity of social groups, in the socio-cultural integration, order and control, in the continuity of socio-cultural norms and values, in the solidarity of the community, and from an anthropological point of view I tried to identify this ritual in the community of Orastie Mountains, as well as to determine its magical-religious function. **Method**: The information for this theme have been gathered throughout the years, using the method of participative observation; questionnaires which later have become part of the monograph "Gradistea Muncelului and Orastioara de Sus during 2000-2005 period"; "well informed informants" and also a guide dealing with the concept of the sacred tree.

Conclusions: Within the traditional community of Orastie Mountains the fir tree is sacred, symbolizes eternal life, youthfulness, vigour, courage and verticality, and because it is an ever green it stands for hope, longevity, and immortality. It causes people to contemplate, calm down and relax. In the traditional community of Orastie Mountains the fir tree is part of the burial ritual for the young people who die unmarried, whether it is a young boy or girl. Christians believe in the after life, they believe in reuniting with the loved ones when they pass over. The fact that somebody you love died does not hurt so much because death inherently follows life on earth, and people tend to look at it more detached. Things change when this natural order is reversed and children die before their parents, and young people die before their prime. In this case, the death of young people is "before their time", because it happens before the right "time" in life, since "everything should happen in its time". In the mentality of people from the traditional community of Orastie Mountains within the burial ritual the fir tree represents the husband or wife of the deceased, their human double, the tree with which the deceased supposedly became brother and to which he entrusted his destiny in death.
Key words: community, ritual, mentality, traditional

MORAL EXEMPLARITY AND SUBTLETY IN SETTING-UP AND FUNCTIONING OF THE ROMANIAN TRADITIONAL FAMILY

DUMITRU STAN
Assoc. Prof., PhD.
"Al. I. Cuza" University of Iaşi, Faculty of Philosophy and Social Political Sciences, Address: Bulevardul Carol I, Nr.11, 700506, Iaşi, judeţul Iaşi, România, Phone: +40 (232) 201154, E-mail: dtrustan@yahoo.com

Statement of problem: Most studies referring to current family institution mainly deal with its dysfunctions: incest, family abandon, divorce, conjugal infidelity, conflicts between marital parties and material disparities related to family group, child abuses, spousal rape, etc. In pre-modern period, Romanian family succeeded in avoiding or at least diminishing significantly most of these critical situations. Patterns on pre-marital socialisation, marital selection, rites of passage, residential location of young couples, complementarity of sexes, dialogue between generations, etc. represented exemplary resources to constitute and reproduce normality of family group. This study presents several variants profoundly rational, efficient and moral having been practiced by Romanians with a view to prevent marital crises, as well as some traditional solutions to escape such crises. **Methods:** We have used the scale for modulating normality in order to mark the distance between the normal state of the family group and the variants of the sub-normality of such group. Subsequently, we have applied the ethnographic description and the comparative method in order to distinguish between the forms of reaction towards the contents of the sub-normality practiced in the traditional Romanian family and in the current Romanian family. **Results:** From the analysis of the empirical material gathered, and also based on other researches undertaken in relation to this subject, we have obtained new ideal-typical images of the traditional Romanian family and the current Romanian family. Additionally, we have identified a number of pre-modern interventions currently underused within the contemporary family, but which could represent actual solutions for overcoming the current crisis within the contemporary family. **Conclusions:** The most important conclusion of

the research is, paradoxically, convergent to the idea of functional exemplarity of the pre-modern family group, the feature of exemplarity being justified in particular by the moral grounds of the organization and functioning of the family.

Keywords: social order, family crisis, traditional family, social capillarity, community spirit, conventional lie, social filter.

SOCIAL APPLICATIONS OF ART: ART AS SOCIAL THERAPY

ANCA RALUCA PURCARU

„Petre Andrei" University, Iași, Research Assistant, PhD.
Adress: 13, Grigore Ghica Vodă Street, Iași, Phone number: 0751 076 184, E-mail address: ralu_pur@yahoo.com

Statement of problem: The present study aims at evaluating the applicability of art as social therapy technique. Social therapies support human development in and for community, offer the experience of social integration and minimize the effects of social alienation. In order to accomplish that, social therapy uses collective creativity. Art experience, as described by hermeneutical phenomenology, could be a form of social therapy, for reasons assessed in our paper. The experience of art is understood by hermeneutical phenomenology as living the reality of art as conversation capable of re-signifying the world and our place in it. Art experience is, at the same time, communion with community. We are interested in the manner in which art experience is valuable to social therapy. **Methods:** Our research is based on the phenomenological – hermeneutical descriptive method, critical logical-philosophical analysis, assessment o social theories of the art. **Results:** We found that the experience of art is valuable for social therapies from more than one perspective: art offers the experience of authentic conversation, benefiting all social implications of dialogue, offers the narrative schema through which personal and social identity is formed, offers the experience of belonging to a community. The social positive of art are given with the private art experience, because the social therapeutic effect is inherent to art experience, but these effects grow with involvement degree in the collectivity that determines the artistic process. **Conclusions and recommendations**: We consider that it is necessary to use art in specialized social therapy programs, in order to maximize the therapeutic effects intrinsic to art experience. The play structure of art could lessen its use as a form of social therapy.
Key words: social therapy, art experience, conversation.

ACT IDENTITY, SYNERGETIC IDENTITY

MITRA SAMUIL

Candidate for PhD. in Sociology at Oradea University, project mannager at Children of the Promise Foundation in Oradea, Address: str. Sf.AP. Andrei, nr.46, Bl. P17, ap.13, Oradea, Phone: 0740256785, E-mail: samuilmitra@yahoo.com

Statement of problem: one of the main explanations for the cultural and economic disparity of roma minority in our country is the loss of each generation's elite. Administrative policy is usually stuck in the halfway. Affirmative measures – granting free admission to some rroma

students in High schools and Universities are in fact intensifying the process in which the best of them abandon their original communities. In order to emphasize the role elite plays in community development, my presentation uses the illustration of the act identity which is a cycle of pragmatic and synergetic that can be recognized in any kind of sociation. **Method**: focus group with rroma students from Oradea University, interview with leaders of Gypsy communities in Oradea, Tinca, Alesd and social workers in 3 non-governmental organizations operating in rroma communities as well as readings in social works about Gypsy history and social issues. **Results**: an explanation for the delay of different communities from the perspective of their identity given by their products, a description of social development through the terms of synergetic paradigms, a description of the role played by the elite in the performance of a certain community.

Conclusions: The factors that can distort the natural development in a community are the systematic loss of the elite, geographical fragmentation and ideological control.

 Key words: synergy, thesaurus, elite, quantum culture

GENDER REPRESENTATIONS IN THE ORGANIZATIONAL CULTURE OF A HIGHER-EDUCATION INSTITUTION IN ROMANIA

LAURENȚIU-GABRIEL ȚÎRU
West University of Timișoara, Sociology and Psychology Faculty, Assistant Professor Dr. Adress: Vasile Pârvan Blvd., no. 2-4, 300223, Timișoara, room 318, Phone: 0755062627 E-mail: tarulaurentiu@gmail.com

GABRIEL-MUGUREL DRAGOMIR
'Politehnica' University of Timișoara, Department for Didactic Personnel Training, Lecturer Dr., Adress: P-ța Victoriei, nr. 2, Timișoara, 300006, Phone: 0256/404066, E-mail: mugur_dgm@yahoo.co.uk

Premises: The organizational culture represents the specific methods of "making", valorized to an organizational level. In an operational manner, the organizational culture includes the values promoted inside the organization, the attitude towards work/task, the leader's model and last, but not least, the formal procedures and unwritten standards that guide the organization. Knowledge of the organizational culture is a required tool for the management structures of the organization, for the coordination of specific objectives achievement activities, and for the management of organizational change processes. **Method**: In order to achieve our objective, to determinate the profile of the organizational culture in 'Politehnica' University of Timișoara, we have used a translated version of OCAI-Organizational Culture Assessment Instrument (Cameron, Quinn 2006). The study included 265 teachers of 'Politehnica' University of Timișoara, with a methodological design that included a self-fill-in questionnaire. The questionnaires were returned in sealed envelopes to guarantee the confidentiality of answers. **Results**: The evaluations made by the teachers regarding the clan type of culture had an average of 20.9. For the adhocratic type, the average was 21.3. For the last two types of cultures, the market one and the hierarchical one, the resulted values were approximately equal (28.8 and 28.9). The results show that, in the organizational culture of P.U.T., all the evaluated cultures (with the help of OCAI) can be found, but the market and the hierarchical types have higher

71

average points than the others. In other words, from the teachers' point of view, in P.U.T., it is a priority to focus on practical results, on efficiency (market type) and on a standardized organizational environment that is concerned with observing rules and procedures (hierarchical type of culture). **Conclusions.** On the one hand, the convergence of representations made by male and female teachers regarding the present and real organizational culture of 'Politehnica' University of Timişoara, is worthy of being noted. In addition, there were no notable differences between genders in the evaluation of the 'ideal' organizational culture towards which P.U.T should evolve. On the other hand, both men and women have significantly different representations about the real situation and the situation they would prefer for the future (from an organizational culture point of view). In other words, the whole teaching personnel in P.U.T. declares to be in favor of a change in the organizational culture.
Key-words: organizational culture, OCAI, convergent cultural values, gender representations

RETIREMENT EFFECTS IN THE PERIOD OF TRANSITION FROM ROMANIA

STANCIU MARIANA CARMEN[1]

[1]West University of Timişoara, Faculty of Sociology and Psychology, Department of Social Work, Senior Lecturer, Ph.D, Address: Bd Vasile Pârvan no. 4, 300323, Timişoara, office 605 F, Phone: 0256.592265, E-mail: stanciucarmen@yahoo.com

BOLEA (BUZDUGA) MARIA[2]

[2]West University of Timişoara, Faculty of Sociology and Psychology, Department of Social Work, MA student, Social Work for Elderly Program, Address: Timişoara, street Mureş, no. 119, 300763, County Timiş, Phone: 0732162474, E-mail: buzduga.maria@yahoo.com

Theoretical perspective: As indicated by studies along the time, for most people retirement is experienced as a trauma, stressful life event. At the time retirement, the person emerges into the system all that work, the related social relations, and suddenly lost social status that held for decades. The reality that living in this position is felt most painful. In addition, with the withdrawal of work, economic resources are dwindling. The period of transition of Romania (1990-2007) has been major changes in the legislation of the pension system. The avalanche of changes in the subject population was due to economic instability and insecurity (fear of job loss), doubling the status of retired people in a very short time. According to National Statistics Report, between 1990 and 2002, the number of beneficiaries of public pension system increased from 3.4 million in 1990 to 6.2 million in 2002 when it peaked. Due to economic changes during the transition, and many lost their jobs through insolvent, restructuring or privatization and retirement due to the permissive. Many people have chosen to retire on medical grounds or facilities due to age laws from 40-50 years, many of which are currently receiving a form of social work. **The research methodology**: For this study used qualitative research was using the working instrument semi-structured interview. Research sample was represented by a total of 10 elderly, retired during the transition period, aged between 60 and 76 years. **The study results:** During the transition, the Romanian legislation in force has enabled more people to retire at younger ages than today. The impact of retirement on individuals aged 50-55 years was perceived differently by respondents (closely related to marital status and reason for retirement) for some generated stability and vulnerability to others. Reduced income

due to retirement, has led to changes in the social situation of persons favoring social isolation. **Conclusions:** The effects of massive retirement during the transition period in Romania were predominantly negative in terms of retired persons. To prevent this type of effect is required, generally a period of time that advance preparation, including new goals in life person.
Key words: retirement, transition, elderly, qualitative research.

SOFTWARE ENGINEERING EXTENDING THROUGH IT GOVERNANCE WITHIN AN ORGANIZATION: APPROACH TO ORGANIZATIONAL SOCIOLOGY

VASILUTA-STEFANESCU ADINA
PhD., Faculty of Sociology and Psychology, „West University", Timisoara.
No. 12, Street. Vasile Balmus, Floor 3, Flat. 15, Timisoara – 300835, România
Tel. +40723197516, e-mail: adina.stefanescu@gmail.com

VASILUTA-STEFANESCU MARIUS
PhD., Faculty of Sociology and Psychology, „West University", Timisoara.
No. 12, Street. Vasile Balmus, Floor 3, Flat. 15, Timisoara – 300835, România
Tel. +40723005425, e-mail: mvasiluta@gmail.com

IT governance is part of corporate governance that is the responsibility of the organization's top executive to ensure that organization's information technology supports the goals and objectives of the organization, using variety of structural mechanisms, processes and mechanisms for communication /relationship. All these aspects have been covered so far by software engineering, but more in terms of engineering. It governance comes as an extension of software engineering and improvement of its organizational perspective. Fundamentally, IT Governance is concerned on how IT is delivering value and the management of IT risks, which was driven by strategic alignment between business and IT, resource management and performance management. This study aims to find out what drives, enables and inhibit companies in implementing good IT governance, as well as the effect or influence those three factors have towards IT governance maturity level, and thus to minimize the risks. The general approach of this research used quantitative paradigm, as sociological analysis, although at an early stage also used qualitative approaches. The research found that major IT Governance drivers include external audits, free market competition, corporate governance regulations and core system/enterprise-wide ERP implementations. The IT Governance enabler proven is 'high awareness of risk management amongst staff. Also, the larger the number of the drivers or enablers, the better the IT Governance. Inhibiting factors of IT Governance do not play part in influencing IT Governance maturity level. However in this research, we are unable to prove that IT Governance can lower IT risks, seen from the perspective of organizational sociology.
Key words: IT governance, organizational sociology, software engineering, risk management, organizational maturity.

CENTRAL, NATIONAL, POPULAR: A DISCUSSION UPON THE IMPLICATIONS OF SOCIOLOGICAL RESEARCH WITH REGARD TO PUBLIC MONUMENTS IN BUCHAREST

RALUCA MIHAELA PARASCHIV (IONESCU)
Bucharest National University of Arts, Department of Theory, Research and Education through Visual Arts, Assistant Lecturer PhD. Address: 19 G-ral Budișteanu, DPPD, 3rd floor, 010773Bucharest Phone: 0721250031
E-mail: raluca.m.ionescu@gmail.com

Statement of problem: The mental imagery produced by any city plays a major part in the definition and reflection of its character. The construction of a system of meanings produced by the city is revealed through an investigation of the perceptions of its inhabitants (be they simple citizens or members of the political administration) upon its physical elements. The present paper discusses the results of a study undergone by the Department of Sociology of the National School of Political and Administrative Studies as well as two subsequent analyses. According to these studies, most of the words that form the names of several urban landmarks considered to be the most beautiful or representative for Bucharest are strongly connected to the idea of national unity. Furthermore, studies also note a strong inclination towards messages connected with rural past times. **Methods:** The essay is based upon reviewing the relevant literature as well as upon direct research of the monuments in question **Results:** The current paper extends the results of the aforementioned research to the field of interest of public monuments, considered as representative for the way in which the trends discussed in the referenced studies are put into effect. Thus, the essay discusses relevant examples of monuments belonging to the communist period that now live a second life as the inspiration for contemporary artistic projects as well as public monuments erected in Bucharest after 1989. With regard to monuments built during the period of national communism, the paper observes the mythification of aspects concerning national unity and historic continuity and also the changes in the way these statuary groups are perceived by artists and theorists once the political context that generated their mythological aura is gone. **Conclusions:** In reference to the monuments initiated by the political authorities in Bucharest after 1989, the research undertaken points to the preservation of the nationalist approach, a trait that has been mentioned in regard to communist monuments in the previous paragraphs, as well as the flooding of the public space with *safe* monuments that have nothing to say to the public.
Key words: Monument, Public Art, Sociological Research, Interdisciplinary.

LOCAL IDENTITY, REGIONAL IDENTITY, SOCILA COHESION: RECENT EVOLUTIONS AND ROLE IN LOCAL DEVELOPMENT. CASE STUDY –TIMIȘOARA MUNICIPE (BANAT, ROMANIA)

CĂTĂLINA ANCUȚA,
CLAUDIA MUȚULESCU
Universitatea de Vest din Timişoara, Departamentul de Geografie
Lector dr./ Preparator drd.
Adresa: Blvd. V. Pârvan nr. 4, 300223 Timişoara, cabinet 125, Telefon: 0256592225
E-mail: ancuta.catalina@cbg.uvt.ro / claudia.mutulescu@cbg.uvt.ro

Premises of the research: Local development represents the process of increasing the performance of a territorial system at micro-scale level. Identity aspects are a part of the over-structure of the territorial system and have been lately reconsidered from the perspective of development. They have thus been recognized as important premises in the process of transforming inhabitants from *spectators* into *actors* of development. Identity aspects are consequently considered responsible for the success of the participative development process by means of the solidarity of the inhabitants with the development strategies. The era of globalization, of high mobility, of deterritorialization emphasizes a quandary of the identity complex. Local and regional identities - strictly bounded spatially – are replaced by multiple identities. In this context, the authorities have to define strategies of reterritorialization, of enhancing the feeling of belonging and of rebuilding of a local identity grounded in the present place of living in order to secure social cohesion, as a premise for the success of development strategies.
Method: The case study focuses on Timişoara municipality, which has a characteristic of endo-dynamic pole (destination for interregional fluxes) since the second half of the 20th century; the starting point is an analysis of the traditional local and regional identity of the population of the city; 50 inhabitants of Timişoara were questioned about their local and regional identity which they assume and on the impact of the mechanisms by which local authorities try at the moment to redefine local identity. Results: the great majority of the respondents has been for two generations citizens of Timişoara and identify with most of the symbols of the city, those who are the first generation in Timişoara have strong feelings of belonging to the regions of their origin and they recognize and consolidate these feelings through various methods; the attempts of the authorities to affirm/build a local identity are regarded skeptically. **Conclusions**: the questionnaires considering topophilia (the feeling of belonging to a certain territory) and local and regional identities of the inhabitants represent for the authorities a useful tool for the consolidation of the social cohesion of the population.
Key words: social identity, regional identity, social cohesion, local development.

ASPECTE ALE DEPOPULARII URBANE ÎN ROMÂNIA. CÂTEVA CONSIDERAŢII DESPRE DEPOPULAREA URBANĂ ÎN ORAŞELE DIN PARTEA DE VEST A ROMÂNIEI

LUCHEŞ DANIEL
Universitatea de Vest din Timişoara, Facultatea de Sociuologie şi Psihologie , Lector univ. dr., Timisoara, Arh. Victor Vlad, 11, C, 8, +40744276055, dluches@gmail.com

După 1990 schimbările politice şi economice au generat o serie de consecinţe sociale şi demografice regăsite pe întreg teritoriul Europei de Est şi în special în România. În acest context, populaţia oraşelor din partea de Vest a României a înregistrat o reconfigurare majoră, generată în ponderi diferite de migraţia populaţiei, schimbările demografice propriu-zise (spor migratoriu negativ, scăderea ratei de natalitate etc.) şi nu în ultimul rând de transformările activităţilor economice existente. Descreşterea populaţiei din această partea României a fost aproape constantă în perioada anilor 1990 – 2010, datele statistice evidenţiind faptul că unele oraşe şi-au diminuat considerabil volumul de populaţie în aceste ultime 2 decade. Metoda

75

utilizată: au fost analizate serii de timp ale datelor demografice oferite de Institutul National de Statistică și au fost realizate o serie de interviuri cu persoane de decizie din orașele investigate. Această lucrare urmărește să identifice motivele și premisele depopulării urbane. Acest articol se bazează pe rezultatele parțiale ale proiectului FP7 nr. 225193 *ShrinkSmart – The Governance of the Shrinkage into the European Context* finațat de CE. Universitatea de Vest din Timișoara este membră în consorțiul acestui proiect (http://www.shrinksmart.ufz.de/).

3. PSYCHOLOGY

CAN WE MEASURE LOW IQ

SIMON WHITAKER

Room HW/G16, School of Human and Health Science, University of Huddersfield, Queensgate, UK, HD1 3DH, s.whitaker@hud.ac.uk

The Issue. It is usually considered that the error in measuring IQ at all levels of ability is about five points either side of the obtained score. However, this only takes into account the internal consistency of the test when used with clients with average levels of intellectual ability; it does not take into account other sources of error and was not derived using people with low IQs. The aim of this series of studies was to assess the actual confidence interval at the low IQ level (IQ<80) when all sources of error are taken into account. he following studies were completed to investigate this: A meta analysis of the stability of low IQ, an analysis of the floor effect in the commonly used IQ tests: Intelligence Scale for Children – third and fourth editions (WISC-III and IV) and Wechsler Adult Intelligence Scale - third edition (WAIS-III), a comparison between the WISC-IV and WAIS-III on 16-year-olds in special education and an analysis of the rate at which IQ tests become less accurate as they go out of date (the Flynn effect). The mean stability of low IQ was found to be .82 which equates to a 95% confidence interval of 12.5 points either side of the obtained score. A large floor effect was found in the WISC-III and WISC-IV. The WISC-IV was found to systematically score 12 IQ points lower than the WAIS-III. In addition, the rate at which tests became less accurate was found to vary with the intellectual ability of those being assessed, making it difficult to correct for this and adding to the overall error in the test. When these errors are combined and an additional chance error due to lack of internal consistency is added, it was calculated that the true 95% confidence interval for the WISC-IV extends 25 points above the measured IQ and 17 points below, and for the WAIS-III it extends 18 points above the measured IQ and 29 points below.It is argued that as this level of accuracy is considerably less than had previously been considered a diagnosis of intellectual disability should not be based on IQ assessments.
Key words: low IQ, WISC-IV, WAIS-III

PERSONALITY AND MOTIVATION TO USE SOCIAL NETWORKING WEBSITES

IRINA MACSINGA

West University of Timisoara, Faculty of Sociology and Psychology, Department of Psychology Associate Professor PhD. Adress: Blvd. Vasile Pârvan nr. 4, 300223 Timişoara, Telefon: 0724181333, E-mail: irimacsi@yahoo.com

OANA GIUMANCA

West University of Timisoara, PMOT Master, Psychology, Master student, Adress: Dumitru Kiriac nr. 7, 300487Timişoara, Telefon: 0726728651, E-mail:oanagiumanca@gmail.com

Topic: If, upon its beginning, the internet had just few users, today it's an integral part of human life and its absence is almost inconceivable. The virtual media created a particular population where individuals with similar interests communicate their ideas and share their experiences. Special attention is granted to the so-called social networking websites, such as Facebook. These have become extremely popular, especially among high school and college students. **Aim**: This study examines the relationships between personality traits, self-disclosure and the motivation of using Facebook. Another objective was to identify gender differences with regards to the motivation of using Facebook. **Methods**: The International Personality Items Pool (Goldberg, 1992), the Revised Self-Disclosure Scale (Wheeless & Grotz, 1978), and the Questionnaire of Motivation for Friend Networking Sites Usage (Bonds-Raacke & Raacke, 2010) were administered to 102 randomly recruited Facebook owners (50% F, mean age 26.06 years). **Results:** The results indicate that honesty of self-disclosure is positively correlated with the dimension of connection (finding a significant other and feeling connected in general); agreeableness is positively correlated with the dimension of friendship (keeping in touch with old and new friends); emotional stability is positively correlated with the depth of self-disclosure in the virtual environment. Women use Facebook on the friendship dimension to a significantly greater extent than men do. **Implications:** One of the implications of the current study findings is that personality has an important role in explaining the motivation of using Facebook.
Key words: personality, self-disclosure, motivation, Facebook

ESSE IN ANIMA: C.G. JUNG'S PHENOMENOLOGICAL ONTOLOGY

NOVAC IULIU MIHAI

Nicolae Titulescu University, Bucharest, University Assistant, PhD,
Address: Intrarea Vagonetului Str., No.2, Bl.101, Entrance B, App.62, Sector 6, Bucharest,
Phone: 0722234247,
E-mail: novmih@yahoo.co.uk

Issue context: Though the relationships between the two schools of thought have initially lingered somewhere between reciprocal ignoring and a more or less outspoken hostility, during the last three decades an increase in the degree of reciprocal interest has been noticed: some of

the analytical psychologists[1] became aware of the potential relevance of the phenomenological method, with respect not only to theoretical issues but to therapeutic ones as well, part of the phenomenological community grew more receptive to the possibilities that this new and peculiar field of study, namely the unconscious, entailed for the application and use of the phenomenological method. Of course, the setting of the unconscious as field of study for the phenomenology, had already been heralded by names such as Ricoeur, Binswanger, Boss and so on, but this had taken place under the auspices of Freud's psychoanalysis, while the Jungian approach, though seemingly closer in spirit to phenomenology, was initially ignored. **Method:** It is said that, if you will, as any form theoretical or clinical psychology is, in Jung's words, a form of *subjective confession*, it appears that it comes more naturally to phenomenology to attune its *sense of hearing* to this confession, while abiding by its *epistemological gentleness principle* (*Seinlassen*), rather than to that of psychoanalysis. **Results:** By all means, a certain degree of invasiveness is here also required, but it will be possible for it to be kept at a much lower level and, the more important, it will take place while following, as Husserl would put it, the *guiding purpose-idea* of analytical psychology in its capacity as noematic phenomenon. **Conclusion:** This marked the beginnings of an ample project for the cleansing of Jung's analytical psychology from its subjacent positivist assumptions and for the clearing up and elaboration of its fallowing substantial phenomenological layer. This project seeks to be a contribution in this regard, mainly brought from the standpoint of Heideggerian phenomenology as set in *Being and Time*. **Keywords**: phenomenon, Psyche, analytical psychology, phenomenology

PHYSICAL, PSYCHOLOGICAL ABUSE AND POSITIVE DISCIPLINE METHODS USED BY PARENTS IN ROMANIA

AGNES DAVID-KACSO

Babes-Bolyai University (BBU), researcher, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, kacso_agnes@yahoo.com

IMOLA ANTAL

BBU, lecturer, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, imolaan@yahoo.com

MARIA ROTH

BBU, professor, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0745653305, roth.mari@ymail.com

CORINA VOICU

BBU, researcher, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, corinaiuliav@gmail.com

Parental practices are influenced by the gender factor, the gender roles including the norms related to the appropriate parental behaviours. By parenting, gender roles determine the

---

[1] Brooke, Romanyshyn, Hillman, Welman

behaviour of fathers and of mothers, and influence the aims and expectations of children of different genders.This study is based on the findings in Romania of the international research *"Epidemiological study on child abuse and neglect in the Balkans"*, co-financed by the 7th Framework Programme for Research and Technological Development of the European Commission. The analysis takes into account the gender perspective, examining the prevalence of abusive parental behaviour and the positive discipline methods used by mothers and fathers in their interactions with children. Data resulted from 3672 questionnaires completed by Romanian parents with children aged between 10-16 years. The analysis follows the parental behaviour of mothers and fathers toward children of three age groups (10-12 years, 13-14 years and 15-16 years). The prevalence of psychological abuse used by mothers decreases as the age of children increases, from 65.3% in the case of children aged 10-12 years, to 62.4% for children aged 13-14 years, and 58.5% for adolescents aged 15-16 years. The use of psychological abuse by fathers shows the same tendency. The prevalence of physical abuse used by mothers, decreases from 53.8% in the case of children aged 10-12 years to 37.3% for adolescents aged 15-16 years. The prevalence of physically abusive behaviours used by fathers is the highest for the age group of 13-14 years. The prevalence of positive discipline methods is higher in the case of mothers than for fathers for every age group, and positive discipline methods are used by mothers most often in the age group of 15-16 years. Fathers use positive discipline methods most seldom with children aged 13-14 years. Both the abusive behaviours and the use of positive discipline methods are more frequent in the case of mothers, meaning that in Romanian families mainly the mothers are in charge for the correction of children's behaviours. The results demonstrate the need for programs to improve the parenting skills in order to reduce the psychological and physical violence used to discipline children. ***Keywords: psychological abuse, physical abuse, positive discipline, gender, parental practices***

GLOBAL FUNCTIONING AND QUALITY OF LIFE IN BIPOLAR AFFECTIVE DISORDER AND RECURRENT DEPRESSIVE DISORDER

ROMOŞAN RADU-ŞTEFAN,
ROMOŞAN FELICIA
BREDICEAN CRISTINA
"Victor Babeş" University of Medicine and Pharmacy Timişoara, Prep. Univ / Conf. Univ. / Asist. Univ. Adress: 2 Eftimie Murgu Sq., 300041, Timişoara, Phone: 0724981888, E-mail: romosan.radu@gmail.com

Premises: Global funtioning (social, familial and professional functioning) and quality of life are negatively influenced in various degrees in both bipolar and recurrent depressive disorder, both in the acute episode and during remission. **Objectives:** To compare the degree of negative influence of the two nosological entities on global functioning and quality of life of patients during remission. **Material and methods:** 65 outpatients diagnosed with recurrent depressive disorder, 51 outpatients diagnosed with bipolar affective disorder, according to ICD-10 diagnostic criteria and 58 healthy subjects were selected for this study. The assessment of the subjects took place during remission, between june 2009 and december 2011. As work-instruments we used the GAF Scale for assessing global functioning, the QLS-100 Scale for assessing quality of life and the HAM-D Scale (Hamilton Depression Rating Scale) and YMRS

Scale (Young Mania Rating Scale) to confirm remission. **Results:** The bipolar group showed lower degrees of global functioning and quality of life than the recurrent depressive group. Both affective disorder groups showed significantly lower degrees of global functioning and quality of life compared to the healthy control group. **Conclusions:** Bipolar affective disorder and recurrent depressive disorder have a significant negative impact on global functioning and quality of life even during remission. Bipolar patients may have a lower degree of global functioning and quality of life than recurrent depressive patients. To improve global functioning and quality of life, patients need social and familial support. **Key-words:** quality of life, global functioning, bipolar affective disorder, recurrent depressive disorder.

EMOTIONAL REGULATION. EXPANSION OF THE CONCEPT AND ITS EXPLANATORY MODELS

MARIA NICOLETA TURLIUC

Faculty of Psychology and Education Sciences, „Alexandru Ioan Cuza" University, Professor, PhD., Address: Str. Arcu, Nr. 85, Bl. CL 13, Ap. 27, Iaşi – 700135, Romania, Phone: +40723072870, E-mail: turliuc@uaic.ro

LILIANA BUJOR

Faculty of Psychology and Education Sciences, „Alexandru Ioan Cuza" University Psychologist, Doctoral student, Address: Str. G. Enescu, Nr. 25, Bl. T43, Ap. 35, Suceava- 720232, Romania, Phone: +40751 950316, E-mail: bujorl@usv.ro

Emotional regulation (ER) is a concept that has triggered, in the last five years, a great interest in the research space, with direct and immediate implications on industry publications. In the introduction of *Handbook of emotion regulation* (Gross, J. J. , 2007), these statements are supported by numerical data. If until the 90s, only a few articles (10) contained in their phrases the phrase "emotion regulation", between 2001-2005 the concept is nominated in 2785 of articles (cf. PsycLIT). This explosion of approaches of emotion from the procesual perspective has involved multiple subdomains of psychology: neurophychology, cognitive psychology, developmental, social, clinical, psychology of personality. In this paper, we will mainly approach the subdomain of developmental, social, and clinical psychology to understand the ER concept in three stages: past (*how are the mechanisms ER acquired?*), present (*which are the ER forms activated in daily life?*), and future (*which are the ER implications in intrinsic and extrinsic context?*). The framework for analysis will be structured according to three theoretical paradigms, corresponding to the three stages of analysis: (1) the parental style of emotion socialization, (2) models of emotional regulation and (3) social-cognitive consequences. The parental style of emotions socialization will be approached from the Malatesa - Magai model perspective (1991) according to which there are five strategies (two positive and three negative) which, as a general rule, parents activate in the moment of the interaction with the emotions of their own children: support (+), distraction (+), amplification (-), neglect (-), punishment (-). Most of the research from the emotional regulation field directly connects the parental style of response to the child's emotions to the difficulties of internalisation and externalisation recorded during childhood, teenage years and also during maturity. In this paper, we will interpose (with explanatory intention) between parental style of

emotion socialization and its consequences, the pattern of emotional regulation explained from the perspective of two models we are going to present integrated: *the process model of emotions* (Gross, 2001) and *the cognitive model of emotional control* (Ochsner & Gross, 2005). Emotional regulation finds its understanding and meaning in the context of personal functioning (emotional, cognitive) and social. We will focus on three effects of ER: expected results (optimism), attitudes that accompany personal experiences (functional attitudes) and beliefs (implicit theories about the person's ability to modify their status). Inappropriate emotional responses are involved in many forms of psychopathology (Campbell-Sills & Barlow; Mullin & Hinshaw, apud Gross, 2007), social difficulties (Wranik, President, & Salovey, apud Gross, 2007), and even physical and physiological problems (Sapolsky, apud Gross, 2007).

Key concepts: Emotional regulation, parental style, social functioning.

SOMETHING IS ROTTEN WITH *HOMO SAPIENS*!
A PSYCHOSOCIAL ANALYSIS OF THE POSTMODERN OCCIDENTAL HUMAN BEING

ELISABETA ZELINKA

West University of Timişoara, Romania, Faculty of Sociology and Psychology
Department of Social Work, Position: assistant lecturer
Postal address: no.3 Dumitru Juganaru Str., ap.7, 300765, Timişoara, Romania
Phone number: 0040-720-595-767, Email address: elisabeta_zelinka@yahoo.com

Statement of problem: Alienation, depression, aggressiveness – these are just *some* of the paramount and most topical issues of the contemporary, Occidental *homo sapiens*. Drowning in his multiple identity crises (connected to his own Self, God, family, sex, gender, religion(s), occult belief systems, social (sub)culture), the postmodern Westerner has become a void '*homo consumericus sans alma'*. Agonizing in his spiritual hollowness, he has become a faithful patient of expensive therapists, battling his 21st century diseases: his dehumanizing rat race for material goods, social status and prestige, his (self)-isolation and consequently, the implosion of all his social nuclei: family, friendship / social networks and the institution of marriage. The epicentral goal of the present article is to present a detailed radiography of the dehumanizing reasons and processes, due to which the Occidental individual has become such a narcissistic, xenophobic, self-destructive being, in his search for new pseudo-gods. Why did he decree God's death, yet he immediately invented new pseudo-idols? What are his innermost frustrations and needs at the dawn of the 21st century, when he proves incapable of producing positive, warm emotions - what Konrad Lorenz coins as "the emotional thermic death"? Why this acute feeling of shame and self-blaming - 'the Dorian Gray Effect'? **Research methods**: I shall apply the analytical, critical research method in investigating the Westerner's psychosocial profile, as well as the analytical comparison of Occidental versus Oriental lifestyles, philosophies and *Weltanschauung*s, in order to arrive at my **result**: incompatibility and divergence in the two existential hemispheres, much to the damage of the Occidental humanoid. **Conclusions**: Almost the entire epicentral Occidental set of beliefs not only influences, but directly encourages the postmodern human being's emotional instability, his

neuroses and psychoses. Living in his consumerist, materialist, warped-up society, where transcendental values have almost completely melted away, it is only natural that the present dehumanized android has grown addicted to anti-depresives and to sleeping pills. For example, he has no time for his soul's hygiene, that is no time for his own Self. As a conclusion, the contemporary high technological explosion, commenced by the Industrial Revolution, has only aided the process of erosion of the Occidental individual's soul / Self. **Keywords**: frustrations, hollowness, emotional instability, cultural invasion, emotional addiction.

DEVELOPMENT AND VALIDATION OF THE ORTHODOX FAMILY RELIGIOSITY SCALE

PETRUȚA-PARASCHIVA RUSU
Faculty of Psychology and Educational Sciences, „Al. I. Cuza" University, Iași, Romania, Phd. Student, Toma Cozma Street no 3, Iași, 700554, Romania, Telefon:0745366015
E-mail: petrutarusu@gmail.com

Background: Religiosity is a dimension increasingly studied in the couple and family psychology. Previous studies in Western contexts demonstrated that family religiosity influences marital quality, marital stability and well-being of partners. For the accurate measurement of family religiosity in Orthodox-Religion is necessary to evaluate specific aspects of religious faith and religious behavior in the family (fasting, confession, communion). The purpose of this study was to develop and to validate a questionnaire for family religiosity evaluation in Romanian-Orthodox religion: the Orthodox Family Religiosity Scale (OFRS). **Method**: We examined the factorial structure and the construct validity of the OFRS using data from three samples, 690 married people in total. The questionnaire assesses two dimensions: family religious faith (sharing the same religioius beliefs by spouses, consider that God had an important role in the evolution of the marriage, having religious discussion in the family, folow religious teaching in the family) and family religious behavior (sharing religious behaviors by spouses, taking part in religious service together, fasting togheter, offer religious education to children). We used exploratory factor anaysis using data from a sample of 140 people and a sample of 120 people and also we used confirmatory factor analysis using data from a sample of 430 people. **Results:** The results of the exploratory factor analysis indicated that a two-factor solution is appropriate. Confirmatory factor analysis of the OFRS was supportive of the initial factor structure and indicated that the model with two correlated dimensions (family religious faith and family religious behavior) is preferable to a model with one factor and to a model with two uncorellated dimensions. The questionnaire demonstrated good construct validity, correlating with other religious measures, and a good reliability. **Conclusions:** The results suggest that the OFRS may facilitate the psychological study of religiosity on Orthodox samples, being useful both to researchers and to practitioners interested in the assessment of religiosity and in the integration of religious dimensions in the process of counselling.
Key-words: Orthodox Family Religiosity Scale (OFRS), family religious behaviour, family religious faith

EMOTIONAL REGULATION. EXPANSION OF THE CONCEPT AND ITS EXPLANATORY MODELS

MARIA NICOLETA TURLIUC

Faculty of Psychology and Education Sciences, „Alexandru Ioan Cuza" University, Professor, PhD., Address: Str. Arcu, Nr. 85, Bl. CL 13, Ap. 27, Iaşi – 700135, Romania, Phone: +40723072870, E-mail: turliuc@uaic.ro

LILIANA BUJOR

Faculty of Psychology and Education Sciences, „Alexandru Ioan Cuza" University, Psychologist, Doctoral student, Address: Str. G. Enescu, Nr. 25, Bl. T43, Ap. 35, Suceava- 720232, Romania, Phone: +40751 950316 E-mail: bujorl@usv.ro

Emotional regulation (ER) is a concept that has triggered, in the last five years, a great interest in the research space, with direct and immediate implications on industry publications. In the introduction of *Handbook of emotion regulation* (Gross, J. J. , 2007), these statements are supported by numerical data. If until the 90s, only a few articles (10) contained in their phrases the phrase "emotion regulation", between 2001-2005 the concept is nominated in 2785 of articles (cf. PsycLIT). This explosion of approaches of emotion from the procesual perspective has involved multiple subdomains of psychology: neurophychology, cognitive psychology, developmental, social, clinical, psychology of personality. In this paper, we will mainly approach the subdomain of developmental, social, and clinical psychology to understand the ER concept in three stages: past (*how are the mechanisms ER acquired?*), present (*which are the ER forms activated in daily life?*), and future (*which are the ER implications in intrinsic and extrinsic context?*). The framework for analysis will be structured according to three theoretical paradigms, corresponding to the three stages of analysis: (1) the parental style of emotion socialization, (2) models of emotional regulation and (3) social-cognitive consequences. The parental style of emotions socialization will be approached from the Malatesa - Magai model perspective (1991) according to which there are five strategies (two positive and three negative) which, as a general rule, parents activate in the moment of the interaction with the emotions of their own children: support (+), distraction (+), amplification (-), neglect (-), punishment (-). Most of the research from the emotional regulation field directly connects the parental style of response to the child's emotions to the difficulties of internalisation and externalisation recorded during childhood, teenage years and also during maturity. In this paper, we will interpose (with explanatory intention) between parental style of emotion socialization and its consequences, the pattern of emotional regulation explained from the perspective of two models we are going to present integrated: *the process model of emotions* (Gross, 2001) and *the cognitive model of emotional control* (Ochsner & Gross, 2005). Emotional regulation finds its understanding and meaning in the context of personal functioning (emotional, cognitive) and social. We will focus on three effects of ER: expected results (optimism), attitudes that accompany personal experiences (functional attitudes) and beliefs (implicit theories about the person's ability to modify their status). Inappropriate emotional responses are involved in many forms of psychopathology (Campbell-Sills & Barlow; Mullin & Hinshaw, apud Gross, 2007), social difficulties (Wranik, President, & Salovey, apud Gross, 2007), and even physical and physiological problems (Sapolsky, apud Gross, 2007).

Key concepts: Emotional regulation, parental style, social functioning.

THE EFFECT OF HYPNOSIS ON THE FLEXIBILITY OF THE ASSOCIATIVE RECOGNITION MEMORY

VIOLETA ENEA,
ION DAFINOIU

"Alexandru Ioan Cuza" University of Iaşi, Faculty of Psychology and Education Sciences
Toma Cozma Street no 3, 700554, Iaşi
PhD Researcher, phone: 0731376314, e-mail: violeta.enea@uaic.ro
Professor PhD, phone: 0723695916, e-mail: dafinoiu@uaic.ro

Objectives: The hypermnesic effect of hypnosis has been demonstrated in various contexts, not as an effect of hypnosis *per se*, but rather as a result of hypnotic suggestion. In this study, different hypnotic suggestions were used within two types of trance, alert and traditional. It was assumed that the type of hypnosis applied (alert or traditional) would influence the flexibility of the associative recognition memory in high hypnotizable participants. It was necessary to differentiate between intact and rearranged pairs in the yes-no recognition task (task Y / N) and the recognition of the XY pairs. **Methods:** The participants were divided into high hypnotizable and low hypnotizable groups, according to the results obtained in the Harvard Group Scale of Hypnotic Susceptibility, Form A (HGSHS: A; Shor and Orne, 1962) and Stanford Hypnotic Susceptibility Scale, Form C (SHSS: C; Weitzenhoffer and Hilgard, 1962). **Results:** It was found that concentration and performance suggestions impacted the high hypnotizable subjects in alert trance, with response latency decreasing, but to the detriment of response accuracy to associative recognition memory assessment tasks. **Discussion:** As Milton Erickson (1984) argues, instant inductions may lead to compliance, which may influence a faster response in alert hypnosis. The results are discussed pertaining to the differences between high and low hypnotizable participants analyzed using Orne's "real-simulator" paradigm.

Key-words: hypnosis, associative recognition memory, hypnotisability

IMPORTANŢA FAMILIEI ÎN ADERENŢA TERAPEUTICĂ LA PACIENTUL PSIHOTIC

LIANA DEHELEAN
Conferenţiar Universitar, Departamentul Neuroştiinţe, Disciplina Psihiatrie, Universitatea de Medicină şi Farmacie „Victor Babeş" Timişoara

ION PAPAVĂ
Asistent Universitar, Departamentul Neuroştiinţe, Disciplina Psihiatrie, Universitatea de Medicină şi Farmacie „Victor Babeş" Timişoara

DIANA SFĂT
Medic Rezident Psihiatrie, Clinica de Psihiatrie, Timisoara, Romania

DANIELA ELENA ŞTEFAN
Bld. Take Ionescu, nr.11-13, Timişoara, România, Telefon: 0723626328
E-mail: lianadeh@upcmail.ro

Introducere: Familia joacă un rol important în procesul terapeutic al pacientului psihotic influenţând aderenţa terapeutică a acestuia şi prin aceasta, prognosticul şi evoluţia afecţiunii psihice. Printre consecinţele neaderenţei terapeutice se numără rata crescută de recăderi ce necesită internare, accentuarea deficitelor cognitive, precum şi dificultăţile de integrare socio-profesională. Obiectiv: scopul acestei lucrări a fost de a evalua rolul familiei pacienţilor în obţinerea aderenţei terapeutice a pacientului psihotic. **Material şi metodă:** În cadrul studiului s-a format un lot de 30 de subiecţi încadraţi conform criteriilor ICD 10 WHO în următoarele categorii diagnostice: schizofrenie, tulburare schizo-afectivă, tulburare afectivă bipolară, tulburări psihotice acute şi tranzitorii. Aceşti pacienţi au avut prima internare în Clinica de Psihiatrie Timişoara, în perioada 2006-2009. Tuturor pacienţilor şi familiilor acestora li s-a făcut psihoeducaţie pe perioada internărilor şi dispensarizării acestora. În cadrul acestui lot autorii studiului au clasificat familiile pacienţilor în funcţie de atitudinea acestora faţă de boală şi medic, în familii implicate (angajate) în procesul terapeutic şi familii dezinteresate (dezangajate). Pe parcursul evoluţiei s-au făcut bilanţuri la 1 lună şi 6 luni, precum şi la 1 an şi 2 ani, urmărindu-se următorii parametrii: numărul de recăderi şi internări, perioada de dispensarizare ambulatorie şi motivele întreruperii medicaţiei, respectiv perioada întreruperii tratamentului. Aceste aspecte au fost corelate cu tipul de familie a pacientului. **Rezultate:** în cazul familiilor dezangajate, pacienţii cu psihoză au prezentat o aderenţă terapeutică mai scăzută şi o evoluţie calitativă mai proastă comparativ cu subiecţii cu familii implicate. **Concluzii:** Menţinerea unui contact constant cu pacienţii psihotici pe tot parcursul evoluţiei bolii îmbunătăţeşte aderenţa terapeutică şi reprezintă o premisă pozitivă în ceea ce priveşte prevenţia recăderilor şi evoluţia mai bună a bolii, însă acest lucru necesită suportul important al familiei.
Cuvinte cheie: schizofrenie, tulburare bipolară, familie, aderenţă terapeutică.

THE NORMALITY OF NONVERBAL BEHAVIOR FROM THE PERSPECTIVE OF INFORMATIONAL LEVELS OF PSYCHIC

VIRGIL ENĂTESCU
West Medica Clinic Satu Mare, Psychiatric Ambulatory, Member of Romanian Academy of Medical Science, Senior psychiatrist, Address: Careiului street no. 3, 440157 Satu Mare, Phone: 0722539877, E-mail: virgilenatescu@yahoo.com

VIRGIL-RADU ENĂTESCU
University of Medicine and Pharmacy Timişoara – Department of Neuroscience – Psychiatry, Assistant Professor, Senior psychiatrist, Address: Iancu Văcărescu street no.21, 300182 Timişoara, Phone: 0723374896, E-mail: renatescu@yahoo.com

Statement of problem: Objective reality can be approached from three incidences: substance, energy and information. Psychic modeling was done by us, since 1975, based on its

informational complexity, initial model being subsequently developed over the time. Nonverbal behavior was defined following the variations of physical parameters that define nonverbal communication. **Methods:** Nonverbal behavior parameters were automatic analyzed with a computerized system conceived by author. Regarding gait parameters it was analyzed the pressure distribution of steps made on a rigid platform connected to computer. Gesture was analyzed depending on spatial distribution of hands, determining theirs contour and spatial orientation. The voice is analyzed as a physical spectrum, including its pauses per unit of time. Writing can be analyzed through its variations of pressure and direction, and drawing can be studied based on its logical structure by pursuing of its current point. All these parameters can provide a huge volume of data that can be subsequently processed by computer. For more than a decade, our research team had analyzed nonverbal behavior of both psychiatric disordered and normal subjects. **Results:** Psychic states and communicant behavior representation can be defined through an N-dimensional space. The results show that normality is a freedom of behavior, limited only by cultural norms. Instead, psychopathological states consist of poorer and more rigid behaviors. Regardless of cultural affiliation, psychopathology is easier to be recognized, however with some differences. Normality is more complex and more difficult to be defined. **Conclusions:** Unlike animals, in human beings, apart from some temperamental features, all behaviors must to be learned. In the first years of life, the humanization process is depending on language bath, along with mother and affiliated microgroup behaviors, too. We consider that humans are born without instincts, in the true sense of definition, but with the reflex behaviors. Hence, nonverbal communication reflects a freedom of variation that is particular for normality state of some microgroup culture. **Key words:** normality, nonverbal behavior, model of psychic

VULNERABILITY AND PSYCHOPATHOLOGY – FROM THE PERSPECTIVE OF PSYCHOSOCIAL INFLUENCES

IENCIU MONICA

ASSOCIATE PROFESSOR, PHD, M.D., University of Medicine and Pharmacology „Victor Babes", Timisoara, Neurosciences department – Psychiatric discipline, Adress: Str. Văcărescu Iancu, Nr. 21, 300182, Timisoara, Romania, Telephone: +40721804861; E-mail: ienciu.monica@yahoo.com

GIURGI-ONCU CATALINA

PhD Student, M.D., University of Medicine and Pharmacology „Victor Babes", Timisoara , Adress: Str. Văcărescu Iancu, Nr. 21, 300182, Timisoara, Romania, Telephone: +40722129835; E-mail: catalinagiurgi@yahoo.com

Problem statement: The notion of vulnerability, as an etiological interpretive model of psychopathological disorder, has its origins in the integrative bio-psycho-social systemic concept. Medicine, without concern of medical speciality, regards the state of disease as a consequence of the interactions between: predisposition, background and recent harmful factors. We distinguish two types of vulnerabilities: the fundamental which is gradually congregated in (and prior) the biographical history of the person and the incidental corelated to a specific and temporal moment in life. The vulnerability has a nonlinear multifactorial

determinism and is characterized through a dynamic diachronic process. **Purpose:** This paper focuses on psychosocial influences as factors generating psychopathological vulnerability in relation to issues such as: social network, social support, stress coping skills, family influences and educational style, needs-fulfillments balance, life cycles, life events, life changes, social demands. Beside vulnerability-disease relation, the vulnerability-creativity relation also must be brought up in discussion. Mankind's cultural history is full of such examples. However, we must not forget that in everyone's inside there is still an unread, undeciphered, path and crisis moments (which cannot be avoided) must generate new, benefic, perspectives of life. **Conclusion:** The concept of vulnerability is essential for the etiological, psychopathological and therapeutical process in multidisciplinary medical, psychological and social approach of human beings.
Key words: vulnerability, nonlinear multifactorial determinism, multidisciplinary approach.

ACUTE AND TRANSIENT PSYCHOTIC DISORDER: SOCIAL FUNCTIONING AFTER FIVE YEARS OF EVOLUTION

BREDICEAN CRISTINA, PAPAVĂ ION, ROMOŞAN RADU CRISTANOVICI MĂDĂLINA
"Victor Babeş" University of Medicine and Pharmacy Timişoara Department of Neurosciences – Discipline of Psychiatry, Assistant Professor, Address: 21 Iancu Văcărescu Street, 300182, Timişoara, Phone: 0040722424301
E-mail: cristinabredicean@yahoo.com

Problem statement: During the last period, social functioning represents one of the important aspects through which we can assess the evolution of a first psychotic episode. In current psychiatry, acute and transient psychotic disorder is a controversial pathology that regards aspects of the clinical evolution as well as of the further social functioning. Clinical research state that after the remission of an acute and transient psychotic episode, subjects should return at the same level of social functioning as before the psychotic episode. **Purpose:** to assess social functioning after five years of evolution of the subjects who were diagnosed with an episode of acute psychosis at onset. **Method:** We assessed a sample of subjects (n=26) that were admitted for the first time in the Psychiatric Clinic of Timisoara during 2006 – 2007 and that were diagnosed with an acute psychotic episode (F23 according to ICD 10). Following parameters were analyzed: socio-demographic features (gender, age of onset, educational level, family and professional status), clinical features (BPRS Scale) and social functioning (GAF Scale). This was a prospective study. Parameters have been analyzed at onset and also after one, three and five years of evolution. **Results:** Social functioning was significantly reduced during the evolution and the most affected was the professional role. We also found that social functioning was influenced by the subsequent clinical evolution and the number of episodes was correlated with a decrease of functioning. **Conclusions:** The results suggest that after five years of evolution, after a first acute psychotic episode there is still a drop in social functioning.
Key words: social functioning, acute psychosis, longitudinal evolution

LIFE AFTER FIRST EPISODE PSYCHOSIS

STOICA ILEANA-PEPITA

Centrul de Sanatate Mintala 1 Timisoara, Medic primar psihiatru, Doctor in Medicina, Sef sectie, Adresa:Timisoara, Str. Ghe. Lazar nr. 36, sc. C , ap. 2, Tel. 0752297243, pepita17stoica@yahoo.com

COCIAN DANIELA

Centrul de Sanatate Mintala 1 Timisoara, Psiholog clinician principal, psihoterapeut
Adresa: Timisoara, str. Lisabona nr. 7/4, sc D, Tel . 0729103248
daniela.cocian@gmail.com

SFĂT DIANA CĂTĂLINA

Clinica de Psihiatrie "Eduard Pamfil" Timişoara, Medic rezident psihiatru
Adresa: Timişoara, str. Lisabona nr. 7/4, sc D, Tel. 0743454940, dianac.sfat@gmail.com

Introduction : Studies have generated a wide range of recovery rate for patients with first episode psychosis, with the variations in findings reflecting both the quality of the research and the selection of patient population . The (r)evolution of pharmaceutical options changed the attitudes of mental health professionals: recovery became the main objective of therapeutic strategies. Contrary to initial expectations , some medications revels a negative impact on social functioning of patients with first episode psychosis. Therefore, psychosocial interventions could enhance the chances of better outcome for patients with first episode psychosis. **Objectives:** Investigating the efficiency of rehabilitation programs after at least two years of evolution from the onset of first episode psychosis. To analize the responding duration of mental health servicies to complex needs of first episode patients. **Method:** Mental Health Centre started in 2008 The initiative of Intensive Care for First Episode Patients " **I CARE** ". 43 subjects with a diagnosis of schizophrenia and schizoaffective disorder were assessed before and after completing the program in the interval of 2008-2011. **Results:** Patients who completed the rehabilitation program show a significant improvement in social functioning Rehospitalisation rate and number of days of hospitalization are higher in patients receiving standard care for those who have completed the rehabilitation program. Self-reported quality of life of those who benefited from the rehabilitation program is superior to those who received standard care. Moreover, benefits on quality of life is maintained at 1 year after program completion. **Conclusions:** Psychosocial interventions associated with drug therapy in patients with schizophrenia and related psychoses can benefit in a variety of domains of quality of life. Rehabilitation interventions are services still difficult to access and the reasons are largely related to healthcare system and the policy of mental health services. **Recomandations:** Guidelines of rehabilitation programs for first episode patients are mandatory. Evaluation programs concerning special aspects of quality of life should be included. **Keywords**: first episode psychosis, rehabilitation program.

PSYCHOSOCIAL CHARACTERISTICS IN DEPRESSIVE PATIENTS WITH CHRONIC MEDICAL COMORBIDITY

VIRGIL-RADU ENĂTESCU

University of Medicine and Pharmacy Timişoara – Department of Neuroscience – Psychiatry, Assistant Professor, Senior psychiatrist, Address: Iancu Văcărescu street no.21, 300182 Timişoara, Phone: 0723374896, E-mail: renatescu@yahoo.com

ILEANA ENĂTESCU

University of Medicine and Pharmacy Timişoara – Discipline of Neonatology, Assistant Professor, Neonatologist, Adress: Victor Babes, no.12, Timis, 300226 Timişoara, Phone: 0723844591, E-mail: lena_urda@yahoo.com

Statement of problem: Unipolar depression represents the most prevalent psychiatric condition existing in general population, which in 2020 will be the second leading cause of disability among all chronic diseases, psychiatric and medical considered together, with devastating socioeconomic impact for national health resources. Multidisciplinary and complex researches showed that there is a significant comorbidity between unipolar depression and some of chronic medical diseases with increasing of the global burden of depression. We aimed to study the extent to which psychosocial factors may contribute to the emergence of medical comorbidity in patients with unipolar depression. **Methods:** Two types of studies were done, first was longitudinal retrospective research on medical data of 248 subjects with unipolar depression admitted in Timişoara Psychiatric Clinic, during 2001 – 2005 and, second, consisted in a cross-sectional study on 45 unipolar depressive outpatients selected from retrospective sample, which took place during 2005 – 2007. In cross-sectional research the personality of subjects was assessed both dimensional and categorical, together with coping styles. **Results:** Retrospective research has revealed that the emergence of chronic medical comorbidity in unipolar depressives was correlated with lower levels of education and, naturally, with older age in studied subjects. Cross-sectional research has evidenced that the presence of chronic medical comorbidity in unipolar depressives has associated significant increased scores in Karolinska subscales of personality referring to aggressiveness – irritability (p = 0.03). From categorical perspective, the high levels of general medical comorbidity were correlated with schizoid and borderline traits of personality. Regarding coping styles, unipolar depressives who developed cardiovascular comorbidities were more prone to use psychoactive substance as preferred coping styles (p = 0.038) together with lower scores in acceptance (p = 0.034). **Conclusions:** The occurrence of chronic medical comorbidity in unipolar depressives represents a clinical reality with psychological and social factors as being significant contributors. We consider that psychiatrist together with psychologist and social worker must pay more attention on psychological and social factors because, in some extent, these factors could be improved by psychosocial types of interventions.
Key words: depression, medical comorbidity, psychosocial factors.

EVOLUTION OF PATIENTS WITH COLLAGEN DISEASES ASSOCIATED WITH CARDIOVASCULAR DISEASE UNDER THE INFLUENCE OF MENTAL FACTORS

SILVIA SORINA ZUIAC

University "Eftimie Murgu" Resita, Faculty of Theology, Social Sciences and Education, Assist. Univ. PhD, Address: Market Traian Vuia No. 1-4, 320085, Resita, Caras-Severin Phone: 0743992941, Email: zuiac@yahoo.com

The premises of the study: scope of this paper is to investigate systems of risk of cardiovascular events and cardiovascular disease present in the collagen under the influence of psychological factors in the questionnaire ATQ. **Research methods**: evaluation of patients with collagen disease in terms of the clinical, laboratory to determine diagnosis, analysis of clinical manifestations, disease activity and damage index organic, cardiovascular risk factors in patients with collagen disease, study cardiovascular alterations in patients with connective tissue, estimating the risk of cardiovascular events in patients with connective tissue diseases, a questionnaire - automatic thoughts questionnaire (ATQ) to identify the psychological profile of patients with disease collagen and hypertension. The trial is conducted in Resita County Hospital, between 2006-2008 and includes 30 patients with collagen disease mean age 25-50 years were within the diagnostic criteria of collagenosis. Of these 12 cases with rheumatoid arthritis, lupus erythematosus 8 cases, 5 cases sclerodermitis, dermatomizitis 2 cases, 1 case ankylosing spondylitis, arthritis nodosa 2 cases, they are subject ATQ questionnaire. **Results**: reducing patient anxiety and decrease in blood pressure after psychotherapeutic interventions. **Conclusions**: The study group noted that most patients with collagen disease and cardiovascular who have clinical and laboratory tests is estimated to be risk factors for patients studied, and the psychological interventions can identify the patient's psychological profile neurotic.**Keywords:** cardiovascular disease, collagen disease, clinical manifestations, mental illness.

THE INTEGRATION OF CHILDREN AND ADOLESCENTS IN FAMILY COUNSELLING

ALEXANDRU NEAGOE, PhD

Associate professor in the Social Work Department and vice-dean of the Faculty of Sociology and Psychology, the West University of Timişoara, Address: Str. B-dul V. Parvan 4, 300223 Timisoara, România, Telephone: +40-722605511, E-mail: alexandru.neagoe@socio.uvt.ro

The present article starts by indicating and explaining one of the factors which often tends to impend negatively on the process of family counselling –„adultcentrism", i.e. the tendency of viewing reality exclusively or predominantly from an adult perspective, even when that reality has to do also with children. Consequently, the goal of the present article is that of analysing to what extent and under what conditions children or adolescents may be integrated in the process of family counselling. Thus, the first main section of the article reviews and evaluates some of the main points of view regarding participants in the act of family counselling, with special focus on the case of children and adolescents. Finally, the most important part of the article consists of the exploration and formulation of several principles and techniques for the active

involvement of children and adolescents in the process of family counselling. A concluding section brings together the key findings of the article, showing that, despite different view concerning the techniques or the ideal timing for the involvement of children in family counselling, their active participation is not only acceptable but also extremely beneficial in view of a truly systemic intervention.

Keywords: adultcentrism, family counselling, children, adolescents.

USING ILLICIT DRUGS AND SUICIDAL MANIFESTATION IN YOUTH: A CROSS SECTIONAL STUDY

AURORA CARMEN BARBAT

West University of Timisoara, Faculty for Sociology and Psychology, Social Welfare Department, Senior lecturer doctor, Adress: Blvd. V. Parvan, nr.4, 300223, Timisoara, Romania, room 605F, Tel.: 0723-528807, E-mail:carmen.barbat@gmail.com

Problem statement: More and more recent studies suggest that a large proportion of our young population experiments feelings of loneliness. Both depression youth substance use remain important social and health issues (WHO). In the same time family and schools are recognized as important sites in implementing policies against drug use and abuse. The **aim of this study** was to examine high school students's depression behavior (suicidal behavior) related with the use of illicit substances and other risk behaviors. **Method:** *The study included 2908 high school students* within Timis County (Romania), from *grades 9 to 12, participants in the survey in early 2005. They answered a 126-item questionnaire (*CORT 2004 Inventory) *covering risk behaviors for health such as: relation with family members and peers, nutrition habits, substance use,* aggressiveness*, depression, sexual life etc.* The design of CORT Inventory was based on following Romanian and international studies: The American study *Monitoring the Future,* the European study *ESPAD (The European School Survey project on Alcohol and other Drugs),* the American study *YRBSS (Youth Risk Behaviour Surveillance System),* the Timis County *CAST* study *(Use of Alcohol, Stupefiants and Tobacco).* **Results:** From those 137 marijuana users, 45 high school students (32.8%) delared they have had suicidal ideas during the previous 12 months, togehter with 392 non consumers (14.3%). The analysis shows that the most dangerous drug in predicting suicidal behavior in the investigated sample was heroin, followed by LSD and cocaine. **Conclusions:** Even the results do not provide some information on a causal relationships, they focused once more the atention of the link between young age, drug use/abuse and depression such as suicidal manifestations. Interpreting our results, we indicate a possible psychosomatic deterioration in suicidal high-school students. In order to range the most dangerous risk predictive behavior for suicidal attempts in youth, our data need to be corroborated with researches regarding measurements of IQ, EQ, locus of control, self-esteem, personality features, family and social support, and peer pressure.

Key words: adolescence, illicit drugs, depression, suicidal behaviors, Romania.

THE ORAL HABITS AND PSYCHOLOGICAL FACTORS INTER-RELATION – A PARALLEL STUDY BETWEEN PSYCHOLOGY AND ORTHODONTICS

MĂLINA POPA

University of Medicine and Pharmacy "V. Babeş" Timişoara, Faculty of Dental Medicine, Department of Pedodontics-Orthodontics , Assistant Lecturer, MD, Phd , Adress: Timişoara 300041, 9, Revoluției Blvd., Phone number: 0722406390, E-mail: mali.popa@yahoo.com

IRINA MANCSINGA

West University of Timişoara, Faculty of Sociology and Psychology, Department of Psychology, Associate Professor, Phd, Adress: Timişoara 300223, 4, Vasile Pârvan Phone number: 0724181333, E-mail: irimacsi@yahoo.com

The problem's premises: The child's psychology is a theoretical and applicative field of the psychological sciences, with an opening towards the educational sciences. It studies the psychological implications of events that are a part of the educational relations that accompany the child's evolution. The bad habit of thumb-sucking represents a common repetitive habit, having an adaptive role to the new born and during small childhood. When there are secondary effects, they persist in time and it is not clear if different behavioural therapies for un-conditioning of the bad habit of thumb - sucking produce different levels of behavioural modifications that are not targeted. More and more, lately, the behavioural studies have shown the need to reconsider the social validity of the therapeutically effects.
Matherial and method: I conducted two applicative interdisciplinary studies (psychological-orthodontic), having as point of reference, among the oral habit, the sucking oral habit. The aim of the first study is the evaluation of a certain type of anxiety, respectively social anxiety, and its correlations with sucking oral behavior using standardized rating scales of manifest anxiety in children of school age. In the second applicative study I used a technique adopted from the disability development psychology named functional analysis or the functional evaluation technique of the behaviors, thus, looking for identification and evaluation of the factors and conditions which support the thumb-sucking behavior. **Results:** The results of this study revealed insignificant differences between the two groups of children (clinical and control group). The over-average intensity of the children response from the first group to the scale assessing social anxiety, suggests a certain vulnerability that can find expression in defensive, withdrawal and non-exposed behavior. Hence, I noticed the diminish tendency of the children to seek or to activate target behavior if they are in an interpersonal relationship than if they are alone. The sucking oral behavior can be controlled by multiple variables that can act differently from one person to another; therefore to treat each child differently seems to be the key to success. **Conclusions:** Through my research approach I followed the impact of some psychological aspects on the formation and maintenance of unhealthy, automatic and oral behaviors. The results of my own applicative research through which I look for the particular psychological aspects, such as familial factors, influence the maintenance of the oral habits in children; represent valuable information for pediatricians, specialists in orthodontics, psychologists and parents.
Key-words: sucking oral behavior, oral habits, psychology, anxiety, orthodontics.

THE ROLE OF DEFENCE MECHANISMS AND COPING IN DEPRESSION DISORDERS

CRAŞOVAN DĂNUŢ IOAN

Mihai Eminescu University of Timisoara, Department of Psychology, Ph.D. in Psychology, Assistant Professor, 19, Revoluţiei 1989 Blvd., 300223 Timişoara, România, Telefon: 0724728051, E-mail: psihologie.dc@gmail.com, dan_crasovan@yahoo.com

The premises of the problem: *The study's goal: (1) the identification and the role of specific psychological defence and coping mechanisms in depression disorders; (2) the introduction in the Roumanian scientific circuit of two analisis intstruments of psychological defence (DSQ 60 and COPE) minding the rules of transaltion, adaptation and validation of ITC, the two instruments being each applied on representative groups of over 1000 subjects*. **The method:** The total number of participants of the two categories is 873, a clinical group (depression, N=103) and general population group (non-clinical, N=770). The participants of the two groups filled in a demografical questionnaire, the DSQ 60 questionnaire, the COPE questionnaire, Beck questionnaire, Zung Scale and disfunctional atitudes Scale – A form. **The Results**. With the help of this study there have been identified the defence and coping mechanisms in depression disorders. As a conclusion, for depression disordes only the psychological defence mechanisms used by DSQ 60 are specific. The majority of these psychological defence mechanisms identified as specific in depression disorders have a low level of adaptation, except for the rationalization, and all the five coping mechanisms identfied by COPE are characterized by a low level of adaptability. **Conclusions**. Based on the results of this study we can prescribe recommendations reffering to the importance and the necessity of the analysis technique of psychological defence in depression disorders. Furthermore, through this study there has been identified the defensive profile, meaning the psychological defence and coping mechanisms of the non-clinical population, taking into consideration the volume of the non-clinic group used, N=770. The identification of the psychological defence mechanisms, of coping mechanisms and the relation between these two types of adaptation mechanisms of the humain subject has the value of diagnosis, prediction and also in planning and success of the therapeutical strategies (psycho-therapeutical intervention or chemical treatment) both in depression disordes and for the general public, the maturity of the defence being an effective indicator for the level of one's mental health and also mentaining a better social functionality with lower costs for medical assistance. The disemination of the obtained results for both the clinical group and the non-clinical group alongside the validation on the Romania's population of the DSQ 60 and COPE instruments will contribute to the fundamentation of the analysis technique of psychological defence for both clinical and non-clinical population.
Key words: depression disorder, DSQ 60, COPE.

THE INFLUENCE OF STEREOTYPES. THE ROLE OF PASSING ORDER AND BRAND ON SPEED ESTIMATION OF VEHICLES

ISTVÁN KÓSA

Associate Professor, Faculty of Technical and Social Sciences, Sapientia – Hungarian University of Transylvania, Miercuea-Ciuc, Piața Libertății nr.1, office 105, Miercurea-Ciuc – 530104, Romania, /Tel. +40725543855, e-mail: kosaistvan@sapientia.siculorum.ro

CSILLA-DALMA ZSIGMOND

Assistant Professor, Faculty of Technical and Social Sciences, Sapientia – Hungarian University of Transylvania, Miercuea-Ciuc, Piața Libertății nr.1, office 105, Miercurea-Ciuc – 530104, Romania, /Tel. +40742403104, e-mail: cszsigmond@sapientia.siculorum.ro

Abstract: Although the impact of brand on speed perception could have important implications in witness psychology, a few research – Davies & Patel, Davies, as well as Kósa et. al. (2011, 2012[2]) – has been conducted on the theme. Davies and Patel[3] (2005) demonstrated that stereotypes associated with particular types of car influenced judgements of culpability in a road accident report. Later Davis (2009)[4] conducted three experiments on speed estimation. The first two concluded that no effect of stereotyping could be detected in those participants' speed perception who estimated speed immediately after film watching. The third experiment showed stereotyping when estimations were done a day after film observation: the speed of BMW was significantly higher estimated than that of the VW Polo. Our research based on these findings is aimed to find out whether the passing order of the vehicles as well as brand sensitivity influence speed estimation. A cheap Daewoo Matiz and an expensive Volkswagen Polo – of similar shape and size and identical colour – had been filmed from a car stopped at an intersection outside locality. The experiment took place in the hall of the Driving Licence Departament, Covasna County. All stepping in persons were asked to participate then (*N*=81) were randomly assigned to one of the two experimental groups to watch one of the shorts. Two groups were presented a Matiz passing by the camera followed by the VW Polo, to the other two the cars were presented passing in reverse order. After film observation subjects filled in a questionnaire referring to perceived speed and the brand of the cars. Respondents from two groups were called up next day and asked to estimate the speed of the vehicles. Data were mostly analyzed with split-plot ANOVA. A significant interaction could be detected between passing order and brand factors, stereotyping in speed estimation arise instantly after watching the short.

Key words: estimating speed, influence of passing order on speed estimation, influence of brand on speed estimation, experiment.

---

[2] Conference presentations at conferences of Romanian Sociological Society (2011: http://corpuri.files. Wordpress .com /2011/05/fsas-ssr_ program_27-28-mai-2011.pdf, 2012:
http://dl.dropbox.com/u/12401603/ConfRSS2012/RSSConf2012%20-%20Book%20of%20Abstracts.pdf)
[3] Davies, G. M. & Patel, D. (2005). The influence of car and driver stereotypes on attributions of vehicle speed, position on the road and culpability in a road accident scenario. Legal and Criminological Psychology, 10, 45-62.
[4] Davies, G. M. (2009) Estimating the speed of vehicles: The influence of stereotypes. *Psychology, Crime and Law* 15, 293-312

THE PSYCHOLOGICAL WELLBEING AND PROFESSIONS. WOMEN AT WORK

ANA MUNTEAN

Professor in Developmental Psychology, West University in Timisoara, Department of Social Work, B-dul. Vasile Parvan, nr.4, Timisoara, cod 300223, Tel : +40/256/592957, E-mail : anamuntean@socio.uvt.ro

ROXANA UNGUREANU

Researcher, Research Center for Child - Parent Interaction (CICOP), West University in Timisoara, B-dul. Vasile Parvan, nr.4, Timisoara, cod 300223, Tel : +40/256/592957, E-mail : roxanaungureanu17@yahoo.com

Context and questions: The psychological wellbeing of women has bio-psycho-socio-cultural bias. The psychological well-being is a condition for woman's efficiency within her professional life as well as for her private life, in her capacity as a mother and wife. Can we find significant correlations between the psychological wellbeing of women and their work places? What else can influence the psychological well-being of women? And if so, what we can learn from that? Context of the research: the research is done in Romania within a current project aimed to promote the women's status. Romania is still highly patriarchal country with lot of values and stereotypes in the man's favor. **Methodology:** data collection used 5 assertions selected from Oxford Happiness Questionnaire (OHQ). 161 women, agged between 30-45, representing five different professions and educational level and living in three different Regions of the country, in urban and rural areas, having different number of children and different incomes, answered the questionnaire. The respondents select among three different negative degree and other three positive degrees, build-up as a Likert scale the type of agreement to the assertion that they consider to fit the best with them self.
The conclusions emphasize the importance of education and socio-economic status for the psychological wellbeing of Romanian women.
Key words: women, profession, psychological wellbeing, family, cultural context

4. EDUCATION SCIENCES

A REVIEW OF THE LITERATURE ON PEDAGOGICAL APPROACHES TO NATIVE AMERICAN/AMERICAN INDIAN LITERATURES: TOWARD AN INDIGENOUS ANALYTICAL FRAMEWORK

KELLY SASSI

North Dakota State University, United States, Researcher PhD., Address: Dept. 2320 P.O. Box 6050, Fargo, North Dakota 58108-6050, USA, Phone: 701-231-7156, E-mail: kelly.sassi@ndsu.edu

Statement of problem: Despite widespread knowledge of the achievement gap between Native American/American Indian students and majority White students in the United States, the gap

persists (Center for Education Policy, 2012). One of the strategies for increasing the success of Native students is to include elements of their culture in the curriculum, such as oral narratives, stories, and literary works, according to proponents of culturally relevant pedagogy (Banks, 2006; Nieto, 2002). However, the majority White teaching force may lack the training needed to successfully teach these texts. This comprehensive review of literature seeks to bridge the "understanding gap" that non-Native teachers and students experience when reading indigenous texts. **Methods:** The analytical frame used for this review draws from Native scholars who have advocated the centrality of Native people in any research on Native topics (Swisher, 1996; Swisher & Tippeconnic, 1999). **Results:** There is much less scholarly work on the pedagogy of teaching Native American/American Indian literatures than on the literature itself. Further complications included how to categorize pedagogical recommendations that appear in less scholarly publications and how to interpret pedagogy that employs a whitestream worldview (Grande, 2004). **Conclusions:** The pedagogical framework derived from this literature review seeks to promote greater understanding of effective Native pedagogy, insight into the particular challenges of teaching Native texts, and a re-visioning of what the project of culturally relevant pedagogy entails. Furthermore, this work adds to developing theories of culturally relevant research—which includes holding high standards, valuing language, valuing community, enacting an ethic of caring, and fostering social critique.

Key words: culturally relevant pedagogy, indigenous studies, Native American literature, American Indian literature, culturally relevant research.

LEADERSHIP STYLES OF THE HIGH SCHOOL STUDENTS

HASAN ARSLAN

Çanakkale Onsekiz Mart University, School of Education, Head of Educational Administration and Supervision, PhD., Phone: 090 5058264239, E-mail: arslan.phd@gmail.com

Statement of problem: Even if there are many researches related to leadership studies, little research has been done about te student leadership. The society needs leaders in order to provide well-managing organizations. From this point of view, the schools should develop the leadersip skills of their students to meet this societal need. **Methods:** This research describes the leadership behaviors of high school students who are studying from 9th grade through 11th . The leadership behavior decsription questionnaire were appliyed to the selected high school students who have leadership skills. The sample included 88 females and 70 males. Bolman and Deal's leadership questionnaire (1991) was used as a scale in order to describe leadership styles of high school students. The leadership styles of higher school students were researched. Additionally, the effect of grade level and gender on leadership styles has been researched. The scale includes four leadership styles: structural leadership, human resources leadership, symbolic leadership and politic leaership. The data was analyzed by mean, t-test, correlation, manova ve two way anova tests. **Results:**The leadership skills of high school students have been descided. The effects of independent variables have been researched on the leadership skills of high school students. Some significance differences have been found between leadership skills and grade levels and, gender differences. **Conclusions:** The style of structural ledership has the highest score on the high school students. It seems that as the class

level increases, the mean score of leadership styles are decreasing in high school students because they are studying to take the university entrance examination.
Keywords: Leadership, Student Leadership, Leader Student, Leadership Education

INCORPORATION, AUTHORIZATION AND ENCOURAGEMENT OF THE EMPLOYEES IN ORDER TO IMPROVE THE QUALITY OF THE EDUCATIONAL PROCESS

VESNA PRODANOVSKA

Faculty of Philology Stip, Goce Delcev University, Stip, teaching assistant MA, Address: Krste Misirkov" b.b. P.O. Box 201, Stip, 2000, Macedonia, Phone:+38976462 909, E-mail: vesna.prodanovska@ugd.edu.mk

ELIZABETA MITREVA

Faculty of Tourism and Business Logistics, Goce Delcev University, Shtip,assist. professor PhD, Address: Krste Misirkov" b.b. P.O. Box 201, Stip, 2000, Macedonia, Phone:+38975281 690, E-mail: elizabeta.mitreva@ugd.edu.mk

Statement of problem: From the middle of the XX century, new achievements in the realm of the management, as well as new modern sciences marked as *in vogue* references have been applied within the business processes. All these given different directions which aim to improve the business processes in the educational institutions along with the quality of services are certain to result in enormous successes. Among the new achievements and directions of improvement which have appeared as a result of the improving process, a scientific philosophy known as TQM (Total Quality Management) philosophy has emerged.The research has been done in a form of attempt to face the current condition within Macedonian institutions in the domain of designing and implementation an educational subsystem. **Methods:** The data received from the research are processed with adequate mathematical-statistical methods. Pareto analysis was used for frequency as well as for analysis in order to calculate the involvement of certain answers in percentages. **Results:**Although the philosophy of Total Quality Management (TQM) is deeply involved in many institutions and business spheres in Europe and other countries, it is still insufficiently familiar to the institutions functioning within our country, as well as other developing countries. **Conclusions:**This paper suggests a new methodology for building management teams in designing and implementing the TQM system in the Macedonian educational institutions with all the advantages and disadvantages as well as its application in the practice.What is actually needed to create the top management in the Macedonian educational institutions is establishing management teams in order to embrace the changes that are about to **entwine** the flow of market operations in which quality education is a major prerequisite of winning clients and all interested parties. The rules of teamwork concerning the respect of a person, character, experience and knowledge will lead to a relaxed atmosphere, constructive conflict, creative tension and enthusiasm. This will provide a new access to a quality primary education and will also become embedded in each segment of the operation within the institutions, thus becoming able to introduce many new approaches that have not been reached so far.
Keywords: educational institutions, methodology, selection of teams, quality, TQM strategy.

MINDFUL SCRIPTING: THREE PRACTICES TOWARD AN EMBODIED PHILOSOPHY FOR TRANSFORMATIVE LEARNING

ELIZABETH ANNE ERICHSEN

North Dakota State University, School of Education, Ph.D. Assistant Professor, Address: 1340 Administration Ave., Dept. 2625, Box 6050, Fargo, ND, USA , Phone: +1 701-231-5778 , E-mail: Elizabeth.Erichsen@ndsu.edu

Statement of problem: Transformative learning (TL) is generally understood as a reflective learning process that leads to changes in our personal perspectives that transform our lives and how we see and understand ourselves, our context and the world around us. If we conceptualize TL as an ongoing process of identity development and role negotiation, and think of it as the re-scripting of socially and culturally defined relationships and behaviors, then we can begin conceptualizing TL in a variety of new ways. As many adults reside at the crossroads of multiple social roles, and find themselves navigating conflicting societal expectations and competing social scripts, it becomes necessary to engage in learning practices that empower throughout the substructing of personal identities and facilitate a lasting transformation. **Purpose:** In this paper, three strategies for mindful discernment will be presented as practical techniques for cultivating learning for change, identity integration, and transformative praxis. The aim here is to reveal each of these practices as mechanisms that both facilitate a deeper understanding of self and others, as well as provide very tangible means for putting mindful transformation philosophy into action. **Theoretical Framework:** Mindful scripting will be presented as the imbrication of three personal learning practices that may facilitate a process of mindful transformation as an embodied philosophy: 1) mindfulness as a way of being in the world (ontology); 2) compassionate communication as a means of communicating in relationship with self and with others as an expression of personal values (axiology); and 3) the practice of cognitive narrative as a collective way of knowing and negotiating personal agency between social roles and contexts: knowing in relationship (epistemology). **Conclusions:** First, we must acknowledge that learning for transformation has to be grounded in awareness. We must awaken to ourselves, to those with whom we interact, and the social architecture within which we co-exist. Second, we need to move toward taking responseABILITY in our everyday languaging, and learn how our use of language either empowers or disempowers, both ourselves and those around us. In changing our habits of language, we ineludibly change our interactions with one another. And finally, when we realize that we are co-storying and re-scripting our collective experiences and identities together, and again, take responseABILITY for that storying and social scripting, we move toward an embodied philosophy of mindful transformation. We can build our awareness and learning in relationship through these basic practices.
Key words: Transformative learning, identity development, mindfulness, adult education

ARGUMENTATION AND LITERATURE – A TEACHING EXPERIENCE

OANA-ROXANA IVAN

University of the West Timişoara, Faculty of Letters, History and Theology, PhD Student, Adress: Gheorghe Doja Street, no.33, Lugoj, code: 305500, Telephone: 0722957240
e-mail: oana_roxxy@yahoo.com

Statement of the problem: The problematization of argumentation is not just extremely complex but also very actual. In the context of contemporary life, when the information-communication paradigm is apparently predominant, the analysis of the resources, the power and the limits of argumentative acts, is claimed to be a real field of research by more or less scientific areas of study. Building a correct argumentative discourse requires knowing the rules underlying the preparation of an argumentation and having the ability to joggle with these skills. The aim of the present paper is to make a connection between argumentation and the teaching experience, since the argumentative discourse plays an important role in teaching pre-university students. **Method:** There have been observed 3 determinant moments in the argumentative skills' crafting of a pupil who studies Romanian language and literature in the pre-university teaching system. The pupils have performed using an argumentative text in the 7th grade, a case study in the 11th and 12th grades, and an argumentative essay as part of the written subject in Baccalaureate. **Results:** The attention given to the connection between argumentation and the teaching experience has proven to be worthy of analysis, providing interesting results as expected. The pupils proved to be extremely receptive to the use of argumentative techniques as a working method in class. Thus, their argumentative skills are being developed and they are given the opportunity to acquire an intellectual work- style they could use later on in new and varied contexts. **Conclusion:** Classes could be much more interesting if there were not that "run" through the subject and if there would be more time allotted to argumentation. Argumentation should become an essential skill and it must be worked on in order to be able to bring forth the right arguments in a discussion with the other person. Living in a society under the imperative of human rights, makes me conclude that our right of free speech implies our duty to know the argumentative techniques, so that we can sustain our points of view correctly.
Key words: argumentative techniques, pupil, teaching experience.

COMPARATIVE ANALYSIS OF TRAINING NEEDS OF UNDERGRADUATE STUDENTS

MONICA TURTUREAN

"Ştefan cel Mare" University of Suceava, teaching assistant PhD, Aleea Jupiter, Nr. 14 C, Sc. A, Ap. 44, Etaj 6, Suceava; 0745 360548, monicapsiholog@yahoo.com,

CIPRIAN TURTUREAN

"Alexandru Ioan Cuza" University of Iaşi, associate professor PhD, Aleea Jupiter, Nr. 14 C, Sc. A, Ap. 44, Etaj 6, Suceava; 0752 197401, ciupan@yahoo.com,

The purpose of the study is to identify the training needs of undergraduate students and ways in which higher education aims can be achieved. The study is based on data obtained from the application of a sample survey which studies the opinion of undergraduate students regarding the quality of education process. The sample survey was applied to a non-probabilistic sample. The undergraduate students were randomly selected from two universities: "Alexandru Ioan Cuza" University of Iasi and "Stefan cel Mare" University of Suceava. The investigative technique used was the auto-questionnaire survey administered in group. The sample size was 446 students (257 undergraduate students from „Alexandru Ioan Cuza" University of Iasi and 189 from „Stefan cel Mare" University of Suceava. Each undergraduate student completed simultaneously two non-standardized questionnaires. The results of the study were very interesting and unexpected and we will show some of them below: there is a student dissatisfaction regarding the way in which the higher education level is done, which involves: conditions (material and not only) provided by universities (13.2%), lack of interest from undergraduate students and teachers too, poor practice, tense relations teacher-undergraduates student (12.4%), a moral profile of teacher less appropriate to its mission, courses contain too old information or inconsistent with market demands, etc. A very interesting aspect in is that undergraduate students do not have very different opinions, although they are part of different universities with different profiles, which means that it is a state of dissatisfaction overall, although in different situations, undergraduate students expressed their satisfaction regarding some teaching activities, related to how they are evaluated, etc. As a conclusion, it is useful to know that this study may be a part of a more complex research conducted at national level. Thus, significant differences were recorded can be a basis for future studies, surveys, in which can be proposed various hypotheses that could explain there results.

Keywords: training needs, demotivation, performance, teacher-undergraduate student relationship

FINANCING AND QUALITY OF ROMANIAN PUBLIC SUPERIOR EDUCATIONAL SYSTEM IN EHEACONDITIONS

DORIN COSMA
Professor, PhD., FEAA, West University of Timisoara, Romania
e-mail:dorin@cosma.ro; tel:+407223448039

SUZANA SCHNEIDER
PhD Student, FEAA, West University of Timisoara, Romania
e-mail:schneidereemilia@yahoo.com; tel:+40740151648

Romanian Universities, in their quality of components of Higher Education System in European Area (EHEA), cannot observe superior educational system as a singular, but in an European frame. Europe needs efficient, which involves authonomy and also public financing proper to their performances, also transparency and democracy in taking decisions, in order for that institutions to get stronger. Meanwhile, in order to increase a student's preparation, it is necessary to monitor the number of graduators employed durind the first year since graduation, according to their

specialization, and universities financing according to that employee's number in the total amount of graduators.

THE WOMEN MANAGER PERCEPTION ABOUT THE SKILLS REQUIRED FOR ACHIEVING THE PROFESSIONAL SUCCESS

IELICS BRIGITTA
West University Of Timişoara, Faculty Of Sociology And Psichology
Associate Professor Ielics Brigitta, Str. Snagov, Nr. 25, Timişoara, Jud. Timiş, 0733.643.469, Bielics@Gmail.Com

CORICI MIRONICĂ
Phd, Str.Ludwig Von Ybl, Nr. 26, Timişoara, Jud. Timiş, 0755.329.955, Mironax@Gmail.Com

RUNCAN PATRICIA-LUCIANA
Assistant Runcan Patricia - Luciana, Phd, Begoniei, Nr. 3, Giroc - Timişoara, Jud. Timiş, 0731.356.779, Patyruncan@Yahoo.Com

Statement of problem: Increasing in the number of women occupying positions of leadership represents one of the main development objectives established at a national and international level. In this context, our research aims to reduce the gender imbalance in the job market in Romania, at a managerial level, in business and social policies. We intend to identify the key skills of a successful businesswoman and build a profile in order to ensure a transfer of competencies to potential managers in the public and private sector. In order to reach our goal, our research sought to identify a number of 1500 women managers at national level by employing quota sampling. **Methods:** The research methods used were both quantitative and qualitative, namely the interview, and the instrument applied to the 1500 subjects, was the guide of the semi-structured interview, focusing on how women managers perceive professional success, the reasons behind choosing a professional career and the circumstances that helped build it, the difficulties that women managers face and the solutions employed to deal with them. It's highlighted the strengths and weaknesses of a woman manager as compared to a male manager and the perception about the importance of abilities that a woman needs to possess in order to be successful and the extent to which these abilities are manifest in the managerial activities of the 1500 woman managers representing the object of our research. **Results:** Since we were interested in putting together a profile of the successful women managers in Romania, we investigated the perception women managers had with regards to the paramount abilities a woman manger needs to have in order to be successful. In a decreasing order, the first ten were:

1. the ability to organize and coordinate (51.7%)
2. making decisions and solving problems (42.7%)
3. efficient communication (33.1%)
4. a general vision of where the business is headed (31.1%)
5. time management (24.5%)

6. diplomacy (20.6%)
7. capitalizing on available resources (19.8%)
8. resource management (19.5%)
9. delegating tasks and authority to other employees (19.1%)
10. negotiation skills (15.7%)

Conclusions: We are also able to outline the profile of the woman manager. She is between 30 and 59 years old, she has postgraduate studies and she is also the possessor of the following key abilities: the ability to organize and coordinate, efficient communication, time management, diplomacy and good resource management, negociating skills, responsability, respect, perseverance, loyalty, self-confidence, optimism and tenacity.

Key words: manager woman, skills, professional.

IS THERE A DYNAMICS OF ACADEMIC LEARNING?

DANIELA ROMAN

University of Oradea, Faculty of Social-Humanistic Sciences, Department of Psychology, Ph.D, Lecturer, Address: Universităţii street, no. 1, 410087, Oradea, office X013, Phone number: 0726723413, E-mail: daniela13_roman@yahoo.com

LIOARA COTURBAŞ

University of Oradea, Faculty of Social-Humanistic Sciences, Department of Sociology, Social Work and Philosophy, Ph.D, Lecturer, Address: Universităţii street, no. 1, 410087, Oradea, office X013, Phone number: 0722419032, E-mail: lioarac@yahoo.com

Premises of the problem: The reconstruction of the new field of university education, the transition from an education of listening to an active-participative one valuing the paradigm of competence, has as starting point the reconsideration of academic learning and its relation with the teaching approach. Different studies (Vermunt si Verloop, 1999, Vermetten, Lodewijks şi Vermunt, 1999, Vermunt şi Vermetten, 2004, Entwistle, 2000, Lindblom-Ylänne et all., 2006) point out the conceptual relations established by research between the concepts of teaching and the levels of understanding, meaning that different ways of teaching and assessment along with other aspects of the teaching-learning environment have an impact on the quality and effectiveness of students' learning. In this paper, we analyzed - based on a transversally designed study - the dynamics of students' learning strategies according to two university courses, studied by the students of the Psychology study program. As a consequence, the formulated hypothesis postulates *the existence of significant differences in the degree in which learning strategies are used depending on the concerned discipline.* The design of the research is of intra-group one-factorial type. The learning strategies used in this study are operationalised by means of the scores obtained at the scales and subscales of the *Inventory of Learning Styles* aiming specific courses (*Inventory of Learning Styles, Vermunt,* 1996, 1998). At the quasi-experiment, 206 students aged between 19 and 38 years participated, who completed the instrument in conditions of informed consent. At the same time, the professors who teach the two subjects completed the instrument on how they approached the discipline (*Approaches to Teaching Inventory – ATI,* Trigwell şi Prosser, 2004). Thus, the relation between the learning approach and the teaching approach has become noticeable.   The

obtained results confirm the hypothesis that there is some variability in the use of strategies, especially of *critical thinking* and of *external regulation strategies*, but also a high stability in the use of learning strategies in the two university courses. As suggested by the results of other studies in the reference literature, there seems to be a **specific component of context and an individual one** in the use of learning strategies, fact that draws attention on the necessity of reconsidering the teaching style.

Keywords**: dynamics of academic learning, learning strategies, teaching approach.**

THE EFFECTS OF EMOTIONAL NEGLECT ON CHILDREN'S DEVELOPMENT

IOANA MARIA ROSETTI

Center for Social Inclusion Hunedoara, Social worker., Address: str. G. Enescu, bl. 4, ap. 30, 330045, Hunedoara, Telephone number: 0731364180, E-mail: rosetti.ioana@gmail.com

The premises of the problem: I am a social assistant and have had this job for 12 years. I activate in fieldwork and have met over 1500 different cases throughout the years. Every case is unique and needs a special kind of intervention, but when it comes to the cases of children who need the intervention of the specialised protection services, most of the time, we are dealing with emotional neglect and with its destructive effects. There are 4.443.162 children living in Romania and according to the statistics available on the website of the Ministry of Labour, Family and Social Protection, at the end of 2011 there were 65.702 children in the special protection system, the beneficiaries of children-parent separation prevention services being as many as 43.114. In the specialised literature (K. Killen, 1998), emotional neglect is defined as "parents' inability to positively, emotionally engage in the process of bringing up their children". Physical and emotional development is seriously affected and has long-term effects in the case of neglected children. **Method**: for this project, I decided to use casework as a research method of the long-term effects child neglect has on children. The question from which I've begun this research is: Why do 20 different cases of emotionally neglected children end up in situations where the intervention of the child protection service is imperative? **Results**: after analysing those 20 caseworks, it resulted that the acquired information has a strong connection with the hypothesis. The child needed daily specialized treatment, given the fact that he had been emotionally neglected. Even though the children's parents were also invited to participate in the intervention process, we noticed the fact that they were not able to engage positively with the professional staff. **Conclusions**: the social assistance services should be mainly developed into activities of prevention, and only afterwards into activities of actual intervention. For this reason, we highly recommend activities such as 'school for parents' in all institutions which run and develop activities for children and their families.

Key words: emotional neglect, fieldwork, prevention.

DIFERENTIATED SCHOOLS AND SCHOOL COLLECTIVITIES. AN EXPLORATIVE ANALYSIS ON THE LEVEL OF EDUCATIONAL UNITS FROM ORADEA

SORANA SĂVEANU

University of Oradea – Research Center on Social Transformations, Scientific researcher, University no. 1 – Oradea, Romania, Phone: 0259-408439, soranasav@gmail.com

Current approach.   From the perspective of the mechanisms and processes for accessing socio-professional statuses, education plays a decisive role. Not only educational attainment, but also the length and quality of the school trajectories are reflected in the way in which subsequent social trajectories of individuals will follow. Going through school routes is shaped by the students' academic achievements, thus justifying the importance granted to studies that focus on identifying the factors that determine school performance. The paper fits among the approaches that suggest the investigation of mechanisms by which students record academic success from the perspective of equal opportunities encountered on school routes. The study represents an explorative analysis within a broader research regarding student access to higher secondary education levels and the criteria underlying for the selection for different school trajectories and choosing certain schools. **Methodology.**   Research is headed toward students from urban high schools, enrolled in academic or professional oriented curriculum. The paper uses data collected in wave 2 from the inquiry conducted in the project "*Teenagers – future citizens: longitudinal study of social exclusion process of school adolescents*", CNCSIS grant ran between 2006 and 2008. The sample is representative for classes X-XII. **Results.**   Data suggests the persistence of social reproduction at the educational system, by the way in which the students collectivities are created at the level of educational units. The factors characteristic to the family of origin environment are those that explain the clustering of students in schools and the academic achievement is differentiated by the type of schools. **Conclusions**. Explorative analysis indicates that the education system is responsible for maintaining social inequalities. Results signal the need for reassessment of educational strategies and policies aimed for promoting equal educational opportunities.
Key words: educational achievement, school transition, social inequality, social reproduction

A HISTORICAL-ANTHROPOLOGICAL PERSPECTIVE ON ANCIENT EDUCATION

MARIANA BALACI, ATALIA ONIŢIU

West University of Timişoara, Faculty of Sociology and Psychology, Sociology Department, V. Parvan Blvd., Nr. 2-4, Cab. 333, Timişoara, 300223, Tel. 0256/592233, 0740582138
Email: marianacringus@yahoo.com; ataliastefanescu@yahoo.com)

Preamble. The '60-'70 years of the last century meant the emergence in archaeological theory of a new trend, known as the "new archeology", which started from the principle that "we must be more scientific and more anthropological". This trend led to other disciplines, such as archaeological anthropology, offering new perspectives to understand lifestyle and behavior. In Roman antiquity, as today, the institutionalized education played a fundamental role, certified by the many discoveries of artifacts (writing instruments, wax tablets, bricks with writing

exercises), and the interpretation of epigraphic and literary sources or figurative representations on stone monuments. **Methods**. Our approach aims to combine harmoniously the specific research methodology of Roman archeology and archaeological anthropology with the ethno-archeological speech, resulting an interdisciplinary investigation whose purpose is to provide a more accurate and complete knowledge on how education was conducted in antiquity, the details of education (what, how, with what they learnt). **Conclusions**. In the context of an educational system extremely dynamic and changing we appreciate as appropriate the insight into the experience of past human communities that can offer some solutions, if not for the current educational reform, at least for a deeper knowledge of its origins.
Keywords: education, archeology, writing, monument, interpretation.

FORMATIVE ASSESSMENT – IMPLICIT AND EXPLICIT PRINCIPLES UNDERLYING EDUCATIONAL POLICY AND PRACTICE IN THE ROMANIAN EDUCATIONAL SYSTEM

AMALIA DIACONU

University "Alexandru Ioan Cuza" Iasi, Romania, Faculty of Psychology and Educational Sciences, PhD, Bacau, 6/A/11 Fagaras Street, postal code 600332, Tel: 0769-630.271, e-mail: amaliavic@yahoo.com

Abstract: Innovation of school evaluation practice in the Romanian educational system using the potential of formative assessment calls, e qually, wide educational policy approaches, and approaches to ensure a specific methodological support to teachers. We believe that today there is a gap between the need to modernize the educational practices of school performance assessment from the prospective of new paradigms, theories and political statements in the field, on the one hand, and specific support given to teachers regarding to the access to methodologies, tools, best practices in implementing formative assessment in the classroom, on the other. The article proposes a listing of the implicit and explicit principles that regulate the current educational evaluative policy and practice in the Romanian education system, based on the belief that the paradigm shift in learning and assessment approach requires, in addition to regulatory mechanisms and legislative prescriptive, providing a concrete support for the dissemination of the theoretical perspective of the new theories, and also models for the implementation in the current evaluative practice, among the new paradigm of community practitioners. The article also proposes a theoretical approach on the formative assessment starting with the explanatory background offered by modernism's and postmodernism's paradigms and respectively, cognitivism and constructivism theories. **Conclusions**: Formative assessment has become an approach that imposes itself in the Romanian educational reform, the present moment being marked by the need to achieve congruence an continuity between the declarative level, that of support of change through educational policies undertaken and the practical level, that of application of these changes by using an adequate handling of actors involved in the educational assessment
Keywords: formative assessment, assessment for learning, education policy, evaluation reform.

ERASMUS STUDENT EXPERIENCE AT ALEXANDRU IOAN CUZA UNIVERSITY OF IASI

ALINA CIOBANU

Alexandru Ioan Cuza University of Iasi, Faculty of Psychology and Education Sciences, PhD canditate

E-mail: ac.alinaciobanu@gmail.com

During the past two decades, there was a huge increase in the mobility of European students. This was mainly due to the Erasmus (European Region Action Scheme for the Mobility of University Students) initiative, established in 1987 by the European Union to encourage and support the exchange of students between higher education institutions. As more and more students use the Erasmus program in order to broaden their educational, cultural and professional development: their needs are surfacing (Papatsiba,2005; Taillefer, 2005). Along with other higher education institutions in Romania, Alexandru Ioan Cuza University of Iasi (UAIC) joined the Socrates-Erasmus program 15 years ago. During this period more than 2000 students went to study abroad with an Erasmus scholarship and a more small number, but growing (over 350), of international students have chosen UAIC as an Erasmus destination (www.uaic.com) . This study focuses on the Incoming Erasmus students experience at UAIC. Beginning with the academic year 2010/2011, each student was asked to complete a questionnaire to express their opinion on their experience during this period of mobility at UAIC. The study involved 54 students, 36 females and 18 males enrolled in undergraduate studies (44) and Masters (10). The results show that students have a general positive opinion about their experience at UAIC, over 95% of them recommending the university as an Erasmus destination. According to the Erasmus students, mobility at UAIC can be improved if: Romanian language courses are organized every semester, there are more courses in English, or mobility between courses becomes more flexible.

Key words: Erasmus mobility, student experience, higher education

EDUCATION, QUALITY AND ACCOUNTABILITY THE UNIVERSITY OF BUCHAREST AND THE LABOUR MARKET

CLAUDIA MARIA UDRESCU

University of Bucharest, Faculty of Political Science, Lecturer, PhD, Address: Sfântul Ştefan street 24, cod 023997, Bucharest 2, Mobile: 0724 24 84 54, E-mail: claudia.udrescu@fspub.unibuc.ro

Issue: Traditionally, the mission of the universities focuses on teaching, research and social dialogue. Nowadays, the challenges the universities face are related to the production and dissemination of knowledge and the transmission of competences and abilities for the alumni, so that they can have an easier access to the (European) labor market. These challenges are doubled with the heritage of a very centralized higher education system, a routine on the way of the university development. My paper aims to analyze the relationship between the labor market and the university during the post communist period. The study case is choose is the University of Bucharest (UB), one of the traditional universities in Romania. **Method:** content

analysis of the strategies and operational programs of the University of Bucharest, and of the documents related to the quality assurance. **Results:** The relationship between the University of Bucharest and the labor market is build in three distinct periods, with specific characteristics and measures. The issues related to the labor market became a priority after 2007, the moment of the access to the European Union., even if since 1990 there are some actions regarding the employability. **Conclusions:** The University of Bucharest developed its specific policy regarding the employability of its students, in a bottom-up approach. This study could continue in a comparative perspective with a university from another former communist country and it is also interesting to investigate the role of the alumni in the policy formulation. **Keywords:** employability, accountability, labor market, social dialogue, partnership

THE ROLE OF THE MODERN METHODS ON EVALUATION THE PERFORMANCE OF PUPILS IN SECONDARY EDUCATION

OTILIA SANDA BERSAN

Faculty of Sociology and Psychology, Department of Sciences of Education, West University of Timisoara, Romania, Assistant Professor PhD., B-dul. V. Parvan, nr. 4, Timisoara, room 249, Phone +4 0744 176201, contact: otilia.bersan@yahoo.com

Our research analyzes the teachers' opinions and beliefs regarding the necessity, the usefulness and the impact of alternative evaluation methods on the scholastic performance of pupils in secondary education. Many teachers use alternative methods of educational evaluation, which they believe to be useful, and helping the pupils feel that they are appreciated and valued. Alternative methods of educational evaluation have a higher degree of efficacy because they allow pupils' results to be gauged and assessed with greater accuracy and objectivity, and at the same time they give pupils a higher degree of psychological comfort. More so than traditional evaluation methods, alternative methods gauge and assess pupils' originality and creativity better, they stimulate pupils' intellectual potential, their active involvement in the process of learning, they stir pupils' interest and curiosity , favouring a heuristic type learning.
Key words: evaluation, performance, methods.

THE TIME BUDGET OF THE STUDENTS FROM ROMANIA. CASE STUDY - THE UNIVERSITY OF PETROSANI

FULGER IOAN VALENTIN

Universitatea din Petroşani, Facultatea de Ştiinţe, Lector univ.dr, Adresa: Str. Universitatii nr. 20, 332006, Petroşani, Telefon: 0766214656, E-mail: vifulger@yahoo.com

 The structuring of the time budget, the organizing of the activities that are incumbent upon the   students can influence the   academic performance measured/quantified   by   the participation in seminars, courses and laboratories with noticeable effect on the overall average years of study. This study is the result of a field research ,in this investigation we used the indirect method, based on questionnaire. The primary objective of the study was to determine the effectiveness with which the students have spent their time at their disposal, evluating themselves from this point of view. We made comparisons between self –evaluation and the

averages of the years of study , analysing in the same time the data that we obtained by reference to some European and national indicators. To have relevance in terms of research, we conducted a series of intra-and inter-category correlations in terms of several variables: sex, age, year of study, way of living, time spent on travel from home to university. The idea on which the research is based is that the students' academic performance is conditioned by the factor "time" or, more specifically, how it is organized. We wanted to draw attention to the importance of advising the students to manage their time, this counseling is placed at the same level with the educational counseling. The study, although it is on a small scale is relevant for the students from the University of Petrosani, the sociology specialization. **Key words:** time budget, organization, efficiency, university performance.

FORM OR REFORM? THE TEACHERS' ATTITUDES ABOUT THE CHANGING ROLES OF UNIVERSITIES

MIHAI PREDESCU
West University of Timisoara, Facultuy of Sociology and Psychology, Education Sciences Department, Lecturer PhD. Adress: V. Parvan 4,Timisoara, office 249, Phone: +40741144241, E-mail: mfpredescu@gmail.com

IOANA DARJAN
West University of Timisoara, Facultuy of Sociology and Psychology, Education Sciences Department, Lecturer PhD., Adress: V. Parvan 4,Timisoara, office 249, Phone: +40740005159
E-mail: ioanadarjan@gmail.com

Premises: The European perspective on education stresses that we have to become a knowledge-based society. From this approach, education and especially the universities should assume a major role in creating knowledge. Romanian new Education Law is based on these premises and states that those universities that are producing research are more valuable and will receive more money for development. The Ministry of Education and Research developed specific procedures in order to assess and classify Romanian universities. These instruments, along with specific criteria for professional advancement converge on a new model of university teacher which focuses primarily on research rather than teaching and training. Our paper aims to inquire if the view of the educational policy document is in line with university teachers' attitudes. Based on the assumption that the difference between a formal approach and a real reform is the adherence of subjects to it, we try to determine if university teachers are willing to adopt the new professional model and fulfill the new roles. **Sample and methods:** Our sample consists in university teachers from West University of Timisoara. Although we are aware that institutional culture is a major bias in our research, the new regulation adopted by WUT offers a common ground for all the subjects. We have conducted a focus group with three groups (assistants, lecturers and senior lecturers and professors). Based on the conclusions, we made a questionnaire that has two parts. First part assesses the proportion of research and teaching activities in teachers' schedules and the specific ways to assess teaching and research performances. In the second part, we are investigating teachers' attitudes toward the new model

of research teacher. **Results and conclusion:** Preliminary data supports the idea that teaching is underestimated and demoted as a valuable activity for university teachers, while research is overestimated in assessing a teacher's performance. Although there is a strong rhetoric about excellence in training and student-based approaches in teaching, there are no instruments to assess teaching performance. On the other hand, there is also a strong rhetoric about the value of research and means to assess it, but we lack resources and time to do it.
Keywords: research and teaching, proffesional roles, theachers' attitudes

YOUTH IN TRANSITION: THE ADOLESCENTS OPINION ON THE STATUS OF ADULTS

SERGIU-LUCIAN RAIU

Babeș-Bolyai University Faculty of Sociology and Social Work, graduate student, Adress: Blvd. 21 Decembrie 1989 No. 136, Cluj-Napoca, Romania, 400604 , Phone: 0726240125, E-mail: raiusergiu@gmail.com

MARIA ROTH

Babeș-Bolyai University Faculty of Sociology and Social Work (UBB), profesor, Adress: Blvd. 21 Decembrie 1989, No.136, Cluj-Napoca, Romania, 400604, Phone: 0745653305, E-mail: roth.mari@ymail.com

Problem premises: In the transition from adolescence to adulthood we are witnessing significant changes in biological, psychological and social development. This period requires the fulfillment of some social and psychological criteria, for example: access to further education, finding a workplace, own housing and living in a partnership. These criteria are difficult to attain in the actual social-economic period, and youngsters obtain their autonomy and independence later during the life-course. Although there is a large body of sociologic literature on these issues, in Romania there are only few studies dealing with this developmental period. The present paper shows the results of a pilot study aimed to understand the criteria which are used by high-school students aged 18-19 to define adulthood, and to identify the attitudes of youngsters towards becoming adults. **Method:** A questionnaire with six open-ended questions was applied to a sample of 80 students, in their last grade, from two high-schools. **Results:** Several respondents used the conventional criteria to characterize adulthood, such as biological age over 18 years, independence, responsibility, wise thinking and decision making capacity. Others depend on the reflection of maturity in their parents, who are expected to treat their youngsters as adults in discussions about family-life, or their own future, or on proving their ability to handle the entrusted situations. Some see maturity like a freedom they will enjoy, or a period which requires them to become more responsible. On the contrary, others see adulthood as an unwanted mean, with regrets for the lost freedom, or for the characteristics of the lost childhood, or show their fear that they will encounter difficulties and will have to face high expectations. **Conclusions:** We found a great diversity of identifications in student responses, many of them showing that they are distancing themselves from adulthood. Taking into consideration that the age of respondents is 18-19 years, our results acknowledge the conclusions of the researcher Arnett, who found evidence that adolescence is followed by a specific transitioning period to adulthood.

Keywords: adolescence, transition, the criteria for adulthood, maturity.

USING REFLECTIVE SEMINAR AS A LERNING METHOD

MONA VINTILĂ

West University of Timişoara,, Professor, Ph.D, V. Parvan Street, no. 4, 300223 Timisoara, Tel. 0722684236, E-mail: mona.vintila@socio.uvt.ro

The present study reflects the results for the Romanian partner on the work package concerning reflective session in the frame of the European project, Comenius Multilateral Project, Lifelong Learning Programme. This part of the project analysis the opportunity of using reflective seminars to improve the knowledge on a certain topic. In our case we used the reflective sessions in the seminars with students staring from some key words. The starting point should be that the participants are not well informed about the discussed subject. Through this approach we wanted to observe the complexity of the investigated subject as well as the differences in opinion that may occur in these situations. The topic chosen for the reflective session was the life quality of toddlers, this being a common task for all partners from each country. In the Romanian situation we worked with a group of 25 students from the master in Clinical psychology and psychological counseling. During the session the students' statements and their reflective competencies were observed. Video recordings of the session as well as written minutes were made to be analyzed after the meeting. The session lasted for 3 hours exactly as prescribed in the task; it included several sequences both with work in small groups of 4-5 students and with the entire group of 25. The starting point was the position the students had about the concept and along the session we continued towards practical aspects. The facilitator, in our case the teacher introduced at some point new angles and points of view on the topic from a theoretical background. The conclusion was that our participants were very open minded towards this sort of approach to a subject, but what they need is a theoretical input from the facilitator, else they feel that they are just sharing information without improving their actual knowledge.
Key words: reflective seminar, life quality, toddler, learning method.

THE EFFECTS OF SCHOOL SUCCESS ON ADULTHOOD PROJECTS OF YOUNGSTERS BY THE END OF SCHOOL-LIFE.

MARIA ROTH

Babes-Bolyai University (BBU), professor, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0745653305, roth.mari@ymail.com

PAUL TEODOR HARAGUS

BBU, lecturer, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, tpharagus@yahoo.com

ANNA VINCZE

BBU, researcher, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, ariel5918@yahoo.com

AGNES KACSO-DAVID

BBU, researcher, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, kacso_agnes@yahoo.com

CSABA DEGI

BBU, lecturer, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, csabadegi@yahoo.com

CORINA VOICU

BBU, researcher, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, corinaiuliav@gmail.com

IOVU MIHAI

BBU, researcher, post-doc, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, iovu_mbogdan@yahoo.com

CRISTINA FALUDI

BBU, assistant, St. 21 Decembrie 1989, n.136, Cluj-Napoca, Romania, 400604, 0264424674, cristina.faludi@yahoo.com

The study of adolescence as a preparation for adulthood has been a constant focus of social sciences. As recommended by an interactional-ecological life-span perspective, we shall explore how constellations of social and individual factors contribute to a successful transition from adolescence to young adulthood.

In their recent monitoring report, UNESCO (2010) and UNICEF (2011) point out to adolescents as an age group worldwide at risk of reaching the edge of school-life with insufficient skills to realize their potential. Education being the primary activity of adolescence, school-success at the end of high-school can shape the access to self fulfillment projects: further education and/or employment. The uncertainties in Romanian society and the economical depression affect adolescents' perceptions on their chances and increase the pressures on them to meet the highest levels of school requirements. The objective of this study is to look at relationships of school success, school involvement, trouble avoidance and their effects of transitioning projects of youngsters in the last grade of high-school. We surveyed 650 adolescents with the SSP (Bowen's and Richman's School Success Profile, http://www.schoolsuccessonline.com/about-us/, adapted from the original US version for Romania by our team during a previous project, www.successcolar.ro). We completed the research with several other scales, but for the present study we shall analyze school success dimensions in relation with future orientation projects and a set of negative feelings about the future. We demonstrate that a good school adaptation based on a successful combination of social, contextual, and individual factors can contribute to a more optimistic, daring and self-confident image of the transition stage from adolescence to young adulthood, more focused on higher education projects. Planning for future research, we intend to look further at both individual and social-demographic factors that influence successful adaptation in the transition to adulthood, in order to better understand how these categories shape individual life-transition projects.

Key-words: adolescence, school-success, transition to adulthood, future orientation

THE COMPUTER: FRIEND OR FOE IN ENGLISH LANGUAGE TEACHING

DOREL-AUREL MUREŞAN

University of the West, Letters, History and Theology Faculty, Phd student, Address: 25 Libertăţii Street, Bl. L17, Floor 1, Ap.6, 455200, Jibou, Sălaj, Phone: 0748161475, E-mail: muresanaurel@yahoo.com

The premises of the problem: English language teaching has radically changed over the last years. The use of audio-visual methods and the use of the computer are among these changes. This paper analyzes the problem of using the computer in English language teaching, with its advantages and disadvantages. **Method:** The positive and negative aspects of using the computer were analyzed and some English language teachers from different parts of the country, having different ages and teaching in different social environments were interviewed. **Results:** It was observed that there are both positive and negative aspects in using the computer in the English lesson. The answers of the interviewed teachers were different and unexpected. **Conclusions:** The computer can be a real help in teaching English, but it was, it is and it remains an object and a teaching aid which can not replace a teacher and whose abusive use can have unwanted effects.
Key-words: English language teaching, audio-visual methods, the computer.

DYNAMIC OF CURRICULUM DESIGN OPTIONS. CASE STUDY – PRIMARY SCHOOL IN CARAŞ-SEVERIN DISTRICT.

MARIAN D. ILIE
Ph.D. Lecturer, West University of Timişoara, Teacher Training Department
Address: blvd. Vasile Pârvan no. 4, cod 300223 Timişoara, office 041
Phone: 0745394101, E-mail: apollo121805@yahoo.it

MARIUS LUPŞA MATICHESCU
Asist. univ. dr., West University of Timişoara, Faculty of Sociology and Psychology
Address: blvd. Vasile Pârvan no. 4, cod 300223, Timişoara
Phone: 0722192118, E-mail: marius.matichescu@gmail.com

ALEXANDRA PETCU
Romanian National Authority for Scientific Research, Address: str. Mendeleev, no. 21-25, cod 010362, Sector 1, Bucureşti, Phone: 0722635558, E-mail: petcualexandra@yahoo.com

GHEORGHE MANDA
Prof., Caraş-Severin County School Inspectorate, Address: Str. Ateneului no. 1, cod 320112, Reşiţa,
Phone: 0722861646, E-mail: manda_gheorghe@yahoo.com

ADRIAN MARCU
Lecturer, University of Medicine and Pharmacy "Victor Babeş" Timişoara, Address: P-ta Eftimie Murgu no. 2, 300041, Timişoara, Phone: 0722192118, E-mail: adi_umft@yahoo.com

Premises problem: After December 1989, the Romanian educational areal has suffered several reforms (1994, 1997, 2005 and 2011) during which the word *curriculum* had always had a central role. The first educational reforms (1994, 1997) created the premises and framework for dynamic curriculum designs meant to adjust the teaching/educational approach to the particularities of the educational groups of each teacher. Thus, for the first time we see mentioned concepts as: curricular framework of reference for compulsory education, curricular area, time slot, expended core curriculum, electives, topic curriculum, etc. Unfortunately, starting from a total misunderstanding or partial comprehension of the curricular theory and the word curriculum, these concepts came to be interpreted and later implemented in a wrong way. For example, electives were used to save teaching positions instead of answering to the real demands and needs of pupils. In this sense, the present study aims at identifying the present day dynamic of curriculum design options. **Method:** This study's methodology used a mix of two research methods: document analysis and questionnaire-based survey. The document analysis envisioned the examination of the following documents: the framework plan for primary education, the curriculum of the core curriculum subjects, the list of electives approved by the county school inspectorate and the programs of the electives. The questionnaire-based survey was conducted on a random sample of 550 teachers from Caraș-Severin district. Through the applied questionnaire we sought to identify teachers' curricular choices regarding the use of that time left to the school by the framework plan. **Results:** The investigation has identified a major trend toward the implementation of elective subjects. Deepening and / or extending the thematic of the core curriculum subjects using their own time slots are just additional options. In terms of thematic, electives cover a wide range of subjects often having a cross-curricular nature. Moreover, there is a major trend of lending electives curricula among teachers, curriculum development itself being a much rarer practice. **Conclusions:** The study shows that proper development of curricular design for electives is a very rare practice among teachers. Our assumption is that such behavior occurs due to the lack of specialised training in curriculum design. In this context, teachers' participation at skills-training on curriculum design could be a solution

Key-words: curriculum design, primary education, curriculum of school decision.

TRUANCY, A STRINGENT PROBLEM IN EDUCATION

Elena Liliana Danciu

West University of Timisoara, Faculty of Sociology and Psychology, Department of Educational Sciences, Assoc. Prof. PhD., Address: 4 Bd Vasile Parvan, Timisoara, room 249, Phone: +40-256-592249, E-mail: liliana.danciu@gmail.com

Contemporary life has increasingly complicated social life, but it has also generated some mutations at family level, mutations that have reshaped family economic problems (the professional overburdening of parents, working abroad), as well as the level of interaction between parents and children (low social and emotional support, the redistribution of roles, less time spend with the family). Then, it should not come as a surprise that children's emotional problems are becoming more and more complicated and profound, aggravated by peer pressure, scholastic overburdening, the temptation to do drugs, the lack of attractive educational

activities. The daily routine turns into permanent stress factors that whittle away the desire of the learners, diminishing their interest for school life, their self-confidence and make them vulnerable when they come up against difficulties. Pulling back from school life, truancy becomes a solution that does more harm than good to the learners. The phenomenon's ubiquity has generated the push to diagnose it and to find some viable solution on an educational, as well as on a social work level. The research involved specialists in education (56), psychologists, social workers, parents, school managers, representatives of several institutions with impact on social life, from various geographical regions (6) who have implemented an investigation strategy and a specific methodology for diminishing the phenomenon on a social level and improving the truants' maladapted behaviours, while at the same time trying to think of new solutions for monitoring the pupil daily over two years. The method of implementing the research, the applied methodology, the positive results obtained, which have led to the obvious decrease in the number of absences and the increase in the pupils' performance, the unavoidable problems that came up and the solutions used, the limits of the intervention, the collaborative strategy among all the participants in the research, the decision to push on with the improvement strategy and to attract other participants, especially legislative ones, all of the above represent the subject of this paper.

Key words: truancy, communication conflict management, adapted social work, negative/positive emotionality, resolvent strategy.

SCHOLARLY DIGITAL CURATION IN 140 CHARACTERS: TOWARDS A PRELIMINARY DIAGNOSIS OF USING MICROBLOGGING AS A SOCIAL TECHNOLOGY OF / FOR KNOWLEDGE CONSTRUCTION IN HIGHER EDUCATION

GABRIELA GROSSECK

Associate Professor, PhD., Faculty of Sociology and Psychology, West University of Timişoara.
4 Bd. Vasile Pârvan, room 029, 300223 Timişoara, România
Tel. +40-256-592266, e-mail: ggrosseck@socio.uvt.ro

CARMEN HOLOTESCU

Lecturer / Researcher, Faculty of Computer Sciences, Politehnica University, Timişoara.
2 Bd. Vasile Pârvan, room 501, 300223 Timişoara, România
Tel. + 40-256-466128, e-mail: cami@upt.cs.ro

MAR CAMACHO

Lecturer / Researcher PhD, Universitat Rovira i Virgili Tarragona, Department of Pedagogy, School of Education, Spain.
Ctra. De Valls s/n 43007 Tarragona, Spain
Tel. +34 97755 8093, e-mail: mar.camacho@urv.cat

This paper explores ways of integrating in university environment/academic life of two of the most popular/trendy applications / concepts of the moment: microblogging and digital curation. More specifically the authors investigated the way *digital curation* of both didactic and research activities associate with social networking facilities of microblogging technology on

the following topics: content and resources as course materials, teaching methods used, students' learning and study strategies, evaluation and assessment of experiences gained during courses, teaching-learning curation skills, building curriculum, PLE/N building and communities for learning/practice support.

The aim / objectives of this paper is based on a literature review about digital curation and microblogging in academia and on studying teachers / students / practitioners accounts on three microblogging platforms of the moment: Twitter, Edmodo and Cirip, in order to synthesize, analyze and extract relevant and pertinent information for this study in terms of definitions, uses, advantages, limits / pitfalls, further recommendations.

Key words: microblogging, digital curation, scholarly, academia, higher education

INITIAL TEACHER TRAINING FROM THE PERSPECTIVE OF A GENUINE APPROACH TO CULTURAL DIVERSITY IN EDUCATION

NADIA LAURA SERDENCIUC

Suceava *Stefan cel Mare* University, Teacher Training Department, Assistant lecturer phd.,
Address: University street, no. 13, 720229, Suceava, Romania, Tel: 0743171748
E-mail: nadianutu@yahoo.com

The premises of the study problem: The challenges, launched by the presence of cultural diversity in education, require a redimensioning of the relationship between theory and educational practices, in a view of the cultural diversity sustaining, with the positive connotations regarding the personal and social development. Therefore is a necessity to train future teachers in the perspective of an increased intercultural sensitivity, for developing an instructional design based on the cultural potential management, as a starting point for building learning experiences. The literature argues that there is a relationship between the cultural diversity management and the awareness of the attitude towards cultural diversity. An individual's learning experiences influence the way in which he appreciates and accepts cultural diversity. Based on the idea of the psychopedagogical initial training influences on the future teacher perceptions regarding the educational landmarks configuration space, we were interested in determining the influences of an intercultural training program on the subjects reaction toward cultural diversity. **Research method**: A group of 50 subjects – students enrolled in psychopedagogical training program (initial teacher training) at Teachers Training Department of Suceava *Stefan cel Mare* University, responded to the Questionnaire regarding the Reaction Toward the Cultural Diversity. We used an experimental between subjects design, with repeated measurements at the beginning and at the end of an intercultural training program. **Findings:** The results of the statistical processing show that there are significant changes in the subjects reaction toward cultural diversity determined by the intercultural training program. The research results indicate a more favorable reaction toward cultural diversity at the end of the training program. **Conclusions:** The research findings sustain the importance of the teacher training in the perspective of an increased cultural receptivity and its integration in the set of teaching skills, for an efficient management of cultural diversity in education.

Keywords: reaction toward cultural diversity, initial teacher training, cultural diversity management in education

INTELLIGENCE STUDIES CURRICULUM WITHIN THE ROMANIAN CIVIL HIGHER EDUCATION: CONTEXT, DESIGN, CHALLENGES AND PROSPECTS

CLAUDIA CRISTESCU

West University of Timisoara, Department of Political Science, Teaching assistant , Adress: Blvd. V. Parvan 4 Timisoara 300223, Room 148, Phone: 0735 22 10 81, E-mail: claudia.cristescu@polsci.uvt.ro

This article *s*ummarizes the main findings of a doctoral research carried out in order to investigate the "Knowledge Partnerships" between the Intelligence Community and the Academia, by arguing (1) the benefits of the *academic outreach of the intelligence analysis*; (2) the necessity for the *institutionalisation of the intelligence curriculum* within the Romanian civil universities towards the valorisation of intelligence agencies as a defining component of the democratic state construction.

The problem of the research: to identify the theoretical, methodological and applicative fundamentals of the intelligence education. **The purpose of the research:** to conceptualize & draft the intelligence curriculum to be implemented in the Romanian civil universities (the prototype of the „Intelligence and security studies" masters program: description of the qualification).

Assumptions:
- the increasing role of Intelligence in managing the new security environment & the influence of Intelligence on the establishment of domestic political agenda
- education is a national security issue: education as a national competitiveness factor ("government effectiveness") *vs.* lack of the intelligence education as a vulnerability to the national security

Working hypothesis: the predilection of newspaper articles, cinematic productions and belletristic materials as main information sources about the *intelligence* activity, doubled by the absence of an academic background in this field at the level of civil universities, perpetuates: (a) a distorted perception of the public opinion with respect to intelligence agencies, (b) a defective intelligence culture, as well as (c) a limited institutional trust which can affect the performance of intelligence structures in a negative manner, capable of generating a potential national security vulnerability factor.

Using a **mixed methodological research design** and the *triangulation* technique, the following have been successively assessed:
- Perceptions and attitudes of the university students regarding the role and the activity of the national security structures in Romania
- Opinions and perceptions of the Timişoara journalists regarding the participation of the mass-media to the exercising of democratic control on the intelligence services
- Intelligence studies within the Romanian civil higher education. Qualitative study regarding the university specialists and experts
- The degree of the academic institutionalisation of the intelligence matter by analyzing the frequency of the graduation theses and master's theses pertaining to the hereby topic;

- Current reading trends concerning the specific users of local public and university libraries by analyzing the documents circulation and the lending transactions of the documents with thematic content relating to *espionage, secret services, national security, terrorism* (Circulation studies)
- The benefits of imposing the intelligence studies in the Romanian academic environment and the implications regarding the exclusion of the intelligence curriculum from the educational program of local universities (SWOT type analysis)

The conclusions of the applied sociological research contributed to the orientation of the curricular design approach of the intelligence studies at the Romanian civil university level.

Keywords**:** *Intelligence Studies Program, security studies, curriculum design & development, circulation studies, academic outreach of intelligence, knowledge organizations*

TRAINING AND DEVELOPMENT OF TEACHERS' PROFESSIONAL COMPETENCE

LAVINIA MARIA NITULESCU

"Eftimie Murgu" University of Resita, Faculty of Theology, Social and Educational Sciences, Lecturer PhD., Address: P-ţa Traian Vuia, nr.1-4, C32, Reşiţa, Caraş-Severin, Telefon: 0745992847, E-mail: l.nitulescu@uem.ro

Premises: An essential condition for a valuable and efficient education is the existence of well trained teachers. The achievement and the development of the teachers' professional competence represent the basic requirement of the teachers' initial and permanent training. **The purpose** of this article is to improve the training of the future teachers. **The methods:** By the purpose point of view, it was chosen the dynamics of a development experiment, by using situational learning, problem – solving and experiential learning. **The results** demonstrate the changes implied by the use of these methods in the didactic activity for the teachers' training. There are underlined the cognitive progresses and the practical-applied achievements. **The conclusions** refer to the proposal of some interesting and exciting problems, with real significance and relevancy; the analyze and the solving of real or hypothetic problem situations of the school's life.

Key words: teachers' training, situational learning, experiential learning.

ERASMUS MOBILITY THROUGH ROMANIAN STUDENTS' EYES

FLORIN D. SALAJAN

North Dakota State University, School of Education, Assistant Professor, Address: 1301 12th Avenue North, FLC 210A, Fargo ND, USA, Phone: 1-701-231-5674, E-mail: florin.salajan@ndsu.edu

SORINA CHIPER

Alexandru Ioan Cuza University, Lecturer, Address: 22 Carol I Avenue, Iasi 700505, Romania, Phone: 0746.437.938, E-mail: sorina.chiper@feaa.uaic.ro

Statement of problem: Student mobility has long been a subject of attention in education research literature, particularly in the framework of internationalization of higher education. In Europe, student mobility has also been circumscribed to the parallel, emerging regional trend of "Europeanization," which bears some conceptual similarities with its broader terminological relative, in that they both involve cross-border exchanges of students. Independent studies on Romanian students participating in the ERASMUS Programme are difficult to find in the published English literature to date, although a few particular studies do specifically address the extent of Romanian students' presence in the ERASMUS mobilities. These studies, however, represent secondary research relying on statistical data provided primarily by OECD and Eurostat. In contrast, the present study draws on primary data collected from a sample of Romanian students who have participated in European mobility schemes, particularly through ERASMUS, to report on student mobility experiences. In light of the rather limited availability of Romanian student narratives regarding their participation in the ERASMUS Programme, this article constitutes an analytical and dialogical space meant to voice Romanian students' mobility experiences through their opinions and perspectives. **Methods:** The data used in this article is part of a larger research study dealing with the Europeanization of Romanian higher education. A total of 522 responses were received from students at 37 higher education institutions in Romania. **Results:** Student respondents indicated that their academic experiences in other EU member states represent an investment in their professional and social development, which may assist them in improving the overall conditions of the Romanian economy and society. Students also indicated that the knowledge they acquired in their studies at other European universities would serve them in the programs of studies at their home institutions in Romania. **Conclusions:** Despite these positive experiences, students remain an untapped reservoir of knowledge. The government largely ignores their potential contribution, which results in their feeling of alienation and a longing to leave the country again, this time for longer periods of time or even permanently, in search of better professional opportunities elsewhere in the EU where their expertise is appreciated.
Key words: Romanian students, ERASMUS, academic mobility, higher education, European Union.

A DIDACTICAL PERSPECTIVE ON THE STEREOTYPES OF GENDER FROM THE ROMANIAN EDUCATIONAL SYSTEM

NARCISA MARIA NADOLU
West University of Timisoara, The Department for the Teaching Training (D.P.P.D), Lecturer, Ph.D. fellow, Phone: 0722571327, E-mail:narcisaile@yahoo.com

Premises: Even based on the naturally criteria (generated by the physical aspect), the social differentiation of the two sexes (male and female) is still representing an inciting subject for the research into the field. And this especially by the effects and significant associated into the plan of social dynamics. The category social gender has on the base intrinsic aspects for the human being: the non-contestable biological differences between man and women. During the time, these differences were connected with psychological and sociological attributes and thus they have become social constructs more or less connected with the reality. Here can be integrated the stereotypes and prejudices of gender. These represent elements of social dynamics with

118

significant impact on the personal and professional development. This research follows to identify the main contents of the stereotypes of gender and the forms of specific discrimination from the Romanian educational system. **Methods:** The sample was formed by 216 subjects, *teachers from high school* from the Timiş County that were involved into the training program. From the investigated subjects 16,7% were male and 82,4% female, with the age between 30-59 years. The investigation of the subjects was made with a 9 items questionnaire with 5 closed questions and 4 open questions. **Results:** the attribution of the intelligence for the male by a double number of respondents can reflect the presence of the traditional stereotypes concerning the gender to the investigated teachers. More than that, the mark for the stereotype approach of the children into the school is sustained by the follow affirmations: the girls look to be more serious concerning the learning, comparative with boys. The girls have a better capacity of communication, there are more sensible, disciplined and more tolerant. **Conclusions:** This research confirms partially the gender stereotypes from the literature. The results of the study offer also new interpretation, such: the girls were appreciated to be more competitive, more creative, and more critics than their colleagues.

Key words: gender, stereotypes and prejudices of gender, high-school teaching.

QUALITY OF PRE-SERVICE TEACHER TRAINING: A COMPARATIVE ANALISYS OF THE OPINIONS OF PROVIDERS AND BENEFICIARIES

GABRIELA DOMILESCU

West University of Timişoara, Teacher Training Department, Ph.D., Asistent lecturer, Adress: no. 28, Martir Dan Carpin Street, , bl. 107, ap. 17, 300289 Timişoara, Mobile: 0740052765, E-mail: gabi_codorean@yahoo.com

Pre-requisites. Quality of teacher education and especially quality of pre-service teacher training are much discussed and controversial issues, frequently approached in the current debates from our country. The purpose of the present paper is to outline a profile of quality of pre-service teacher training, taking into account the quality standards in the field and the opinions of the providers and beneficiaries of pre-service teacher education: students (Level I and Level II), directors of Teacher Training Departments (TTDs), university teachers from the TTDs and secondary and high school teachers. **Method:** The research methods that we used were: the socio-pedagogical survey based on questionnaire, applied on a sample of 593 people (students and teachers) and semi-structured interviews conducted with 10 directors of TTDs from Romania. The results are part of an extensive research (The Bologna implications on pre-service teacher training and the activity of Teacher Training Departments) that aimed to study the general implications of the Bologna Process on initial teacher education and to advance proposals for improving the quality of services provided by TTDs. In the present paper, we will focus only on the aspects referring to the quality of pre-service teacher training and we will realize a comparative analysis of the opinions of the participants in this training process. **Findings and conclusions:** Although, apparently, the concept of quality of pre-service teacher training has different meanings for the five categories of respondents, a detailed analysis of the results shows that the meanings of quality of pre-service teacher training are semblable.

Key words: pre-service teacher training, quality of training, student's motivation.

RELEVANT ASPECTS IN THE SOCIAL REPRESENTATION OF INTELLIGENCE

MAGDALENA PETRESCU

West University of Timişoara, Teacher Training Department, Ph.D., Lecturer, no. 4, Vasile Pârvan, Street, Timisoara, Mobile: 0724391229, E-mail: imagda2002@yahoo.com

Pre-requisites. Professionally and personally, intelligence, in all its forms, is widely regarded as an asset in optimal problem solving faced by individuals. Both specialists and non-experts believe that intelligent people have a remarkable capacity of solving new problems, acquiring knowledge and information, easily communicating with others, and an open attitude towards new. **Method:** The present paper presents the results of a research conducted in the West University of Timisoara, which involved both teachers and students and used qualitative verbal methods and techniques, such as intensive interviews. **Findings and conclusions:** The interview guide that we have used revealed relevant aspects of the social representation of intelligence and other important aspects (flexibility, positive and open attitudes, assertiveness, empathy) arising from its impact on individuals. Both teachers and students think that being smart is a very important attribute-value. According to our findings, it is considered that people with high values of academic intelligence and/or emotional intelligence are more likely to succeed in their profession and life. Generally, teachers and students put in good use their intelligence through various activities that develop their creative spirit and the curiosity for information. They also value educational activities based on empathic behavior leading to continuous development and increased diversity in expression.
Key words: academic intelligence, emotional intelligence, pro-social attitudes, empathy.

RATIONALITY OF PERCEIVED ACADEMIC CONTROL. A COMPARISON BETWEEN HIGH-SCHOOL AND COLLEGIATE STUDENTS

IONUT-DORIN STANCIU

Babeş-Bolyai University of Cluj-Napoca, Faculty of Psychology and Educational Sciences PhD Candidate, Address: 7-9 Sindicatelor Street, Post Code 400029, Cluj-Napoca, Telephone: 0751086089, E-mail: ionut.stanciu@ubbcluj.ro

MUSATA BOCOS

Theoretical background: the biprocesual theory of control differentiates between the person's beliefs regarding his or her ability to objectively change the external circumstance, using primary control mechanisms, and the ability to change one own's internal processes and states, via secondary control mechanisms. In addition to the two main control processes, *the reported congruence ability* measures the person's ability to voluntary commute between the two forms of control as needed. However, people do not merely perform cognitive analyses of the internal or external reality, but they are also evaluators of these realities. The evaluating aspect of the person's system of beliefs is best encompassed in Albert Ellis' Rational Emotive Behavior Theory. Irrationality can have a negative bias on the cognitive system, with undesirable consequences for the psychological and emotional wellbeing, as well as for the efficient social and professional functioning. **Method:** A transversal, one-shot, correlational study, comprised

two sample of high-school and collegiate students, each containing over 100 persons. Self-reported data was gathered in relation with primary and secondary control, the reported congruence ability and four dimensions of irrationality. Although an immediate reasoning may construe that irrationality is negatively correlated with the measures of academic control, the formulation of the perceived academic control cognition in terms of absolutistic thinking invites to prudence and a rigorous analysis. **Results:** Significant positive correlation was recorded between all measures of perceived academic control and all dimensions of irrationality, except for one. These results may appear as consequences of the specific formulation of perceive academic control related expressions. **Conclusions:** For the pedagogical practice, the rational-emotive education programmes and the attributional retraining programmes can benefit from clarifying the common mechanisms and interrelations between the academic control and the rationality of the beliefs system. Epistemologically, both the grounding theories of perceived academic control and rational-emotive education can explore the directions of influence and the pervasivity of irrationality in perceiving and expressing academic control.

Keywords: perceived primary and secondary academic control, reported congruence ability, irrationality, high-school and collegiate students.

FACILITATION IN THE EDUCATIONAL PROCESS - PERSPECTIVES AND APPROACHES AT THE UNIVERSITY LEVEL

ȚÎRU CARMEN MARIA
West University of Timișoara, Teacher Training Department, Assistant Professor PhD.,
Address: B-dul Vasile Pârvan nr.4, room 143, Phone: 0745317593, E-mail:
tiru.carmen@yahoo.com

Statement of problem: Facilitation in education leads to a redefinition of the learning process, the most important responsibility for achieving the objectives belonging to the learner, with the close support of the teacher. The specific responsibilities of each actor involved in the educational process are clearly defined and assumed and have, as a goal, the optimization of the learning process. So the teacher will be a facilitator for the learning process, more than a professor and a professional of the formative process. He must master the art of facilitation, the formative process of the student, by choosing and manifesting the most appropriate assumed role (educator, coach, guide etc.) and also the most appropriate facilitative modality, related to the educational context in which students are involved and their individuality, as well. Although at international level the issue of facilitation in education was often studied in books and articles. In Romania there are only a few initiatives which have as goal the study of the facilitative approach of the educational process. Starting with the theoretical approaches in this field, this article aims to identify the main guidelines regarding the facilitative approaches in the educational process at university level. **Methods:** Identifying the main action courses of the teaching processes at university level, the realised survey offering an objective image of how teachers give support in facilitating students' learning. In this respect, 125 students at the West University of Timisoara were surveyed, analysing the teaching process of 160 teachers (minimum 10 teachers analysed by each student), for the academic year 2011-2012, semester II, trough a 15 items, on a scale from 1 (at all) to 5 (always) questionnaire. **Results:** The responses of the students denote that, overall their teachers have some inclination towards the facilitative

approach of the educational process. However, not all facilitation aspects are sufficiently approached in the educational practice, considering the importance of the valorisation at a high level of the learners' potential. **Conclusions:** The results of the research**,** although realised on a small sample, can be a starting point for the optimization of the educational process offering, at university level, good practice guidelines and action directions for other researches in this field.
Key words: facilitation in education, facilitative teaching, university level.

CONTEXTUAL AND INDIVIDUAL MODERATORS IN THE SELF-REGULATION OF LEARNING. THE AGE AND LEARNING CONTEXT

IONUT-DORIN STANCIU
Babeş-Bolyai University of Cluj-Napoca, Faculty of Psychology and Educational Sciences, PhD Candidate, Address: 7-9 Sindicatelor Street, Post Code 400029, Cluj-Napoca, Telephone: 0751086089, E-mail: ionut.stanciu@ubbcluj.ro

MUSATA BOCOS
DANIEL COSMIN ANDRONACHE

Theoretical background: the importance of self-regulation of learning stems both from its central role in the learning process, in general, as well as from a didactic perspective, introduced by the paradigmatic shift brought about by the *learner-centered learning*, which transfers the emphasis of learning from the teacher to the learner. The variability of self-regulation of learning may be due to contextual, objective, factors, as well as to personal, subjective, causes. Teenager students which frequent Daycare Centers often report very low learning performances as compared with those peers which do not require such assistance. It is thus presumable that the individual modality of self-regulation of learning is, at least partly, responsible for their academic performances. **Method:** Two samples, each comprised of over 100 participant students, were asked for self-reported measures of self-regulation of learning, in a one-time, investigational correlational study. The demographic data allowed for a discriminative analysis regarding the level and the type of preferred self-regulated strategies. **Results:** Under the reserve of the final analysis results, the results show that both age and familial environment constitute significant statistical moderators of the self-regulation of learning. **Conclusion:** the personalized intervention programmes and the psychological and educational counseling can benefit from accounting for the intergroupal observed differences in the self-regulation of learning.
Keywords: self-regulation of learning strategies, challenging environments, learning context.

NEW THEORETICAL APPROACHES REGARDING MOTIVATION AND THEIR APPLICATION IN EDUCATION

ION DUMITRU
Faculty of Sociology and Psychology, Department of Sciences of Education, Professor, West University of Timisoara, Romania, B-dul. V. Pârvan, nr. 4, Timişoara, cab. 231, Tel. +4 0723 350 814, contact: ionald@yahoo.com

The concept of motivation is the object of wide attention in the theoretical and research literature as one of the most important theoretical factors involved in the understanding of human behavior. Despite more than 100 years of research, there is still no agreement on its definition. The study of motivation it's about two questions:

a) Where does motivation come from;
b) What is the mechanism linking motivation with operative behavior?

This paper therefore provides a critical discussion of current academic trends and approaches regarding motivation and their application in education.

Key words: motivation, emotion, self-determination, wellbeing.

DISCIPLINE IN EARLY CHILDHOOD AND VALUATION OF THE MINUSCULAR

STAN LILIANA

Al. I. Cuza University of Iaşi, Faculty of Psychology and Educational Sciences, PhD. Prof. , Address: Str. Toma Cozma nr. 3, 700554, Iaşi, jud. Iaşi, România, Phone: 0740011882, E-mail: lstan@psih.uaic.ro

Statement of problem: Educational interventions on the child in his early life are usually guided towards a series of finalities: to socialize, to become autonomous, to get educated, to get disciplined, etc. Getting educators (mainly parents, but teaching staff as well) more or less aware of the finalities, within different time contexts, they receive changeable values which either give them special qualities and priority of duties, or make their regular nature of "ordinary" work. This study deals with discipline in child's early life, since discipline is considered to be the effect of the accomplishment of one of the imperative and recurrent finality of early childhood, that is being disciplined. **Methods:** Discipline is to be considered according to the following points of view: relationship between being disciplined and discipline, specific content of the discipline and of the discipline in early childhood, minuscular – context, value, instrument of being disciplined. **Results:** Considered mainly a problem of school groups and an effect of classroom management, the discipline of small aged children (pre-scholars and elementary school pupils) has a content derived from the child's relationship with the multitude of day-to-day aspects of his life; the details, the small common aspects of existence of the child and the adults, the minuscular – such aspects structure the disciplined behavior and favors its occurrence. The results of an updated analysis of the discipline and disciplining of small aged children will provide an adequate content for the training activities for teachers and parents' counseling. **Conclusions:** The discipline of small aged children should be analyzed as a recurrent finality of the education of small aged children, and the act of disciplining as a means of valuing the minuscular.

Key words: educational finalities, being disciplined, discipline, minuscular, early childhood.

FROM QUALITY ASSURANCE TO QUALITY CULTURE IN HIGHER EDUCATION INSTITUTIONS - CASE STUDY: WEST UNIVERSITY OF TIMIȘOARA

MIHAI VILCEA

West University of Timişoara, Faculty of Sociology and Psychology, student:, Process and System Management in Educational Organisations Masters Programme, Bv. Vasile Pârvan, nr.4, 300233, Timişoara, Phone: 0040763661036, e-mail: mihai.vilcea@gmail.com

Statement of problem: Quality Assurance in Higher Education Institutions is a wide subject and, during the last decade, it has been given great attention. Since the implementation of the Bologna Process (1999), quality assurance has been one of the main concerns in higher education. Quality Culture is a term still difficult to define. Searching throughout literature, we discover that a unanimously accepted notion of this term has not yet been given. The approaches can start from TQM systems (Total Quality Management), which would mean a superficial explanation, basically a transcription of what is used in commercial companies, used in a higher education institution, an approach that could very well be erroneous. The encountered problem often refers to the quantification methods of the level of quality culture in a university. This paper aims to make a synthesis of what quality culture is in higher education institutions and, at the same time, to identify the elements that could lead to the establishment of such cultures in universities. **Method**: a case study made at the The West University of Timișoara will be used, searching for the already existing elements that could lead to the establishment of quality culture and identifying measures that could accelerate this process. **Results:** We developed an action plan that can be implemented at the West University of Timişoara, plan aimed to create a quality culture within this educational institution. **Conclusions:** Creating a quality culture in a higher education institution is a long term process and is mandatory to have a fully commitment from all the academic community.
Key words: quality assurance, quality culture, higher education institution.

THE INFLUENCE OF PARENTS` SOCIOECONOMIC STATUS ON THE EDUCATIONAL ASPIRATIONS OF MIDDLE SCHOOL STUDENTS

AVRIGEANU MARIA CRISTINA

University of Oradea , School of Social and Human Sciences, PhD., Address: Str. George Enescu, Nr. 7, 417495, loc. Sânmartin, jud. Bihor, 0728245228, E-mail: crystyna_avrygeanu@yahoo.com

Statement of problem: Numerous studies support the fact that educational aspirations are strong predictors of educational achievement. Given the link between the two, is important to understand the impact of several characteristics on aspirations. The status achievement model argues that socioeconomic status has a major impact on aspirations and social achievement. Through features such as work and the educational level of parents, young people are influenced towards the formation of certain aspirations. In addition, parents influence the aspirations through modeling behavior and providing resources to their children. This study aims to investigate the relationship between the educational capital and occupational status of parents and the educational aspirations of students, having as theoretical hypothesis the fact that

the socioeconomic status of parents determines the educational aspirations of students. **Methods:** A representative sample consisting of 4452 eighth grade students from Bihor County completed an educational orientation questionnaire. In this questionnaire were investigated, among others, the educational aspirations of students, the educational capital of parents and their employment status. **Results:** The findings support the fact that increased parental educational capital causes an increased level of educational aspirations and increased occupational status causes increased levels of educational aspirations. **Conclusions:** The study's hypothesis that the socioeconomic status of parents, operationalized here as the educational capital and occupational status, determines the educational aspirations of students was confirmed. These results are congruent with the literature and supports further steps towards investigating all the factors involved in the development of aspirations.
Key words: educational aspirations, socioeconomic status, students, parents.

PROFESSIONAL DEBUT IN TEACHING CAREER-CHALLENGES, DIFFICULTIES AND OPPORTUNITIES

MARIANA CRASOVAN

West University of Timisoara, Science of Education Departament, Renasterii street, no 27, ap 5, Timisoara, Lecturer phd, 0724215314, mali.crasovan@gmail.com

The debut in any profession is a difficult period of transition, with a different structure and integration strategies more or less complex. As every new stage in a person life, this one is one full of challenges, stress, but full of emotions. Professional debut in teaching career is a stage which underlines a change from to know about teaching to know how to teach, through daily interactions with concrete students from certain classroom. Our study tries to reveal the characteristics of this period of transition and the main difficulties that new teachers faced when they start their career. We argue the necessity of an induction mentoring programme. We tried to investigate some aspects related to identifying the learning needs of new teachers and possible resources that they can use. The questionnaire was completed by 142 teachers from Timis, Arad, Caras-Severin and Mehedinti who have been working for 3 years. The debut in teaching profession, especially first teaching year is critically in passing from student life to teacher's life and the intensity of this experience is reflected by the research results. The respondents' feed-back can be considered a starting point in order to put into practice some professional and personal development strategies. Through mentoring programmes for induction, new teachers have the opportunities to be involved in courses, seminars, meetings organised by the school, facilitating in this way the integration of new teachers and offering the mentors the possibility to continuous development, eliminating in this way the dangerous routine.
Key words: professional debut, induction, mentoring.

ABOUT SOCIAL DISTANCE PERCIEVED BY HIGH SCHOOL STUDENTS

ANDREA SOLYOM

Sapientia – Hungarian University of Transylvania, Social Sciences Department, lecturer, Address: Piața Libertății nr.1, 530104 Miercurea-Ciuc, office 105, Romania, Mobile phone: +40740484892, E-mail: solyomandrea@sapientia.siculorum.ro, andreasolyom@yahoo.com,

Justification: In September 2010 a survey was conducted in Odorhei among XI-XIIth grade high school students. The main topics of the research were concerned with value preferences, future plans and religiosity. According to the mentioned research results social distances as perceived by high school students from Odorhei seem to be relatively large. Starting from these experiences, the author was interested in comparing results with other high school students' similar attitudes from the region. In March 2012 a survey was conducted in Sfintu Gheorghe among IX-XIIth grade high school students. The main topics of the research were concerned with environmental awareness, value preferences, future plans and perception of social distance. **Method:** A survey has been conducted among all students from a Transylvanian high school, with 374 cases. The sample contains 374 cases. **Results:** Girls are more tolerant than boys. Students from philology accept the most representatives of other groups, while students from informatics reject the most them (majority of philology classes are girls and minority of informatics classes). High performing students perceive a closer social distance than those with lower performance. Those who prefer values like acceptance of others, religiosity, morality, culture, art behave themselves in a more tolerant way than their colleagues. Students who prefer mainly material values perceive a bigger social distance. Consumption of certain sources of information favours a selective perception. **Conclusions:** Several socio-demographical factors, value orientations and communication models explain partially the way youth relate to other groups. Ritual density, more or less closed surroundings of youth could also have a word to ay on tolerant versus intolerant attitudes.
Keywords: social distance, value orientations, ritual density.

A TEACHER TRAINING TEAM AND THE KEY TO SUCCESSFUL TRAINING SESSIONS

DR. MIHAELA TILINCĂ
Independent expert, research and development: adult education and applied linguistics, Adress: Str. G. Cosbuc nr 5, sc. A, ap. 4 300048 Timisoara , Tel. +40722165188, e-mail: mihaela.tilinca@gmail.com

VALENTINA MUREȘAN
Phd. Student, Faculty of Letters, West University of Timişoara, Adress: V. Parvan, no.4, Timişoara, Romania, Tel. +40722652066, e-mail: muresanvalentina@gmail.com

In teacher training in Romania „team work" and „peer learning" are often brought up, but there still is a gap between theory and practice. This paper focuses on the analysis of the interaction between members of a team of teacher trainers as they plan a training session together in order to reveal how knowledge and relationships are shaped and reshaped and how new knowledge is constructed. We reveal some insights of the process of planning a teacher training session by

analysing how the team of trainers works together, how the team roles and relationships between team members develop and are „re-written”, how new knowledge is constructed trough dialogue among the trainers, what the „verbal” interactions reveal about the team at a linguistic level. **Research method**: In the context of social practices the present paper reveals the findings of a small scale qualitative research focused on written e-mail conversation among four trainers preparing a teacher training session within a project funded from the European Social Fund. In analysing the data we have used several lenses: the gounded theory of Glaser and Strauss as well as CDA (Critical Discourse Analysis) and ethnographical content analysis. **Results/Findings**: This paper presents the positioning of the four team members within the process of learning and re-learning at the level of planning training as well as at the level of learning in training. **Conclusions:** We argue that the analysis of the dialogue within the team of trainers is not just a method to crosscheck the strategies of team work in practice, but it is a productive tool for reflective learning and for creating new knowledge and can serve as reference for improving team work strategies.
Key words: teacher training, team work, group dynamincs, discourse analysis, making new knowledge

METACOGNITION AND LEARNING OF VISUALLY IMPAIRED CHILDREN

CLAUDIA BORCA

West University of Timisoara, Faculty of Sociology and Psychology, Department of Science Education, Address: Blvd Vasile Parvan, No.4, Timisoara, Timis, office 249, Phone: 0752118820, Email: claudiaborca@gmail.com

The premise of the study: Metacognition affects cognitive development and potential for adaptation and change in person, in relation to his own experience of learning. **Method**: This study aims at questioning of 60 teachers from Romania, working with students with low vision (amblyopia and blindness) on the metacognitive skills training features of this group of subjects. The study reveals the difficulties of forming an "intellectual autonomy", which allow students a independence in cognitive processing of information. Students' ability to reuse in different contexts knowledge / strategies resolution is determined by a stage of learning, from which they learn the proper ways to handle information efficiently using semantic networks (declarative and procedural knowledge). This is an issue that ensures the success of teaching and teachers should insist on training students teaching capacity to learn and think independently, by the development of cognitive processes in a mediated learning. Is a process of conceptualization, which involves transforming knowledge gained in specific procedures: mental schemas, cognitive maps, semantic networks. In **conclusion**, the success of the academic tasks in visual impairment conditions assumed diagnosis and prediction. Will be **recommended** a connection between impairment functions the mental act and implementation phases of specific metacognitive strategies, who allows defining specific factors, affecting the successful resolution of task, suggesting types of strategies to correct they.
 Keywords: *visual impairment, metacognition, metacognitive control, metacognitive skills, metacognitive strategies*.

SHOULD TEACHERS AND STUDENTS BE FRIENDS ON FACEBOOK? A CASE STUDY OF SOCIAL SCIENCES FACEBOOK TEACHERS AND STUDENTS FROM WEST UNIVERSITY FROM TIMISOARA

LAURA MALITA

West University from Timisoara, Romania, Faculty of Political Sciences, Philosophy and Communicational Sciences, Department of Philosophy and Communicational Sciences, Senior Lecturer Ph.D., Address: 300223, Timis, Timisoara, Romania, 4, V. Pârvan, room. 029, Phone: 0256592266, Email: lmalita@gmail.com

Statement of problem: With more than 850 million registered users on the social network Facebook, it is normal both teachers and students to be present on this trendy social media platform. Moreover, according with the specific statistics, both the percent of students and teachers which have an online presence on Facebook is increasing. But it is also normal for them to be in a specific online social relationship called "friends" on Facebook? Reviewing the specific national but mainly the international literature, it is underlined there is a grey zone regarding the possible answers and their related comments. As positions in both sides have strong arguments, the debate is still ongoing, sometimes depending on the countries or on how the legally aspects are stipulated. How this situation is reflected on social sciences teachers and students from the West University from Timisoara is the matter of this paper. **Methods**: In order to see how this relationship is reflected on teachers and students from the above mentioned university (only from Faculty of Sociology and Psychology and from Faculty of Political Sciences, Philosophy and Communicational Sciences) we will use observation as methods of research. **Results:** With only few exceptions, most of our colleagues which have a Facebook account have online "friends" relationship with their students or former students, among other type of contacts, like "real friends", colleagues or other persons who they met sometime. **Conclusions**: As from the face to face discussions with few of the teachers from the above mentioned faculties they didn't know or didn't care too much till now about the possible consequences of having online friendship relationship with their students, we will pay therefore attention on what are the wrong consequences on being online friends with (former) students and related to them, if becoming unfriend is the most suitable solution in the nowadays technological society.
Keywords: Facebook, academic teachers, students, "online friends".

FUNCTIONAL RECOVERY PARTICULARITIES FOR CHILDREN WITH SPASTICAL PARAPARESIS

VASILE MARCU

Professor, PhD science 1981,, University of Oradea", Oradea., Str. Alexandru Vlahuţă nr. 61/A, cod 410086, Oradea, România, Tel.+40722384835, e-mail: vasile@marcunet.com

DANA NECULA

National Rehabilitation Center for Children, „Dr. N.Robănescu", Physical Therapist , PhD Student, U.N.E.F.S, Bucureşti, Adresa: Str. Alunişului nr. 4 sector 4, Bucureşti, România, Telefon: +40723630502,e-mail: inecula2003@yahoo.com

GEORGIANA TUDORAN

Physical Therapist National Rehabilitation Center for Children, ,,Dr. N.Robănescu", Bucureşti, România, Str.Mărăşeşti nr. 11, Chiajna, Ilfov, România, Tel. +40724955619, e-mail: georgi_tudoran@yahoo.com

Abstract: Spastical paraparesis has as basis cerebral palsy, which means a chronical posture and movement disorder caused by wounds of the nervous central system.This engenders a group of neurological non-progressive disorders , influenced by the growing and development process, characterized by an unadequate control of motility and posture due to some wounds produced during the prenatal, perinatal or during birth period. *Objectives:* The present work proposes the study of the ways which prevent the unwished secondary effects of a walking, incorectly learned, such as, in spastical paraparesis, due to the spasticity of the low limbs, the child presents the following sympthoms:curved hips (which determines their characteristic shearing) may present either an exagerate extension , or a characteristic genu flexum , the adduction and internal rotation of hips will successively determine an external rotation of shanks.The equin leg may also be joined by other deviations too. **Aim of the work:**The aim of the work is to present the stages of spastical paraparesis recovery, by the correct allignement of pelvis and obtaining a normal tonus of its muscles, as well as of the lower limbs , so that the pattern of neuro-motor development should be learned correctly. **Materials and methods:** It was analysed a a number of 180 children, with the diagnosis of paraparesis, with ages comprised between 1 year old and 18 years old. The analysis achieved within the present work concerning the importance of pelvis correct allignement and the acqirement of a normal tonus of the low limbs and pelvis muscles allows the issue of some final conclusions,which may be synthetised, such as :– effective decontracturation of spastical muscles which should allow the hipotonic involved muscles in effecting the anatomical movements;–the intermediary stages effecting , standing on the knees and in the knight position , respecting the presented principles which lead to the correct allignement of the pelvis and of the lower limbs; - ortostatism acquiring and education or reeducation of walking , respecting the same allignement principles , thus, avoiding an uncorrect walking **Results:**A good learning of walking and his corection in a 75% procent of 180 children.The importance of correct learning from orthopedic to bipedic**. Conclusions:**- Every child has a moment when his little brain realise that it is ready to move on into the next stage of developing normally from the psichomotric point of view. Till that moment the kineto, the mother and all the team have to prepare him correctly.
Key words: Spastical paraparesis, physical therapist, personal autonomy.

CLASSROOM ENVIRONMENT, ATTRIBUTIONAL STYLE AND SCIENCE ACHIEVEMENT IN EARLY ADOLESCENCE

GHERASIM RUXANDRA-LOREDANA,

Faculty of Psychology and Educational Sciences, Alexandru Ioan Cuza University of Iasi, PhD Lecturer, Str. T. Cozma, No.3, Iasi, 700554, +40/232/201293, gloreda@uaic.ro

BUTNARU SIMONA

Faculty of Psychology and Educational Sciences, Alexandru Ioan Cuza University of Iasi, Associated Professor, Str. T. Cozma, No.3, Iasi, 700554, +40/232/201299, +40/745/265570, scraciun@uaic.ro

The present study investigated the relationships between the classroom environment, attributional style and sciences achievement. The aim of this study was to explore the direct effects of classroom environment and attributional style on early adolescents' achievement in science, and also, the moderation effect of classroom environment in the relationship between attributional style and achievement. Seventh-grade students (N=260; 111 boys and 149 girls) from three urban secondary schools filled in attributional style and classroom environment (teacher and peers support) scales at the beginning of the first semester. Sciences performance was measured as an average grade at the end of the second semester. The results indicated that teacher support and negative attributional style were significant predictors of achievement in sciences. The effect of negative attributional style on achievement in science was moderated by students' perception of peers support. Students with low negative attributional style had the tendency to obtain better grades regardless the level of peers support. Students with high negative attributional style obtained lower grades than the previous ones, and their achievement depended on the level of peers support. These results have educational implications. Thus, school counseling should focus on retraining the attributional style of students towards more external, instable and specific attributions for negative events which is conducive to higher achievement. Moreover, the retraining should consider classroom environment factors.
Keywords: classroom environment, teacher support, peers support, attributional style, science achievement.

EDUCATION AND MEDIA CULTURE

SILVIA LUCICA

Universiatea de Vest din Timișoara, Departamentul pentru Pregatirea Personalului Didactic, Adresa: Bd. V. Pârvan nr. 4 300223 birou 143, telefon 0730004722, Email: silvia_l_uvt@yahoo.com

In the past few decades, society has been invaded by a number of screens that captivate through the power of images and through the easy access to information and communication. But the new technologies do not represent only simple instruments or ways of access towards traditional culture as was thought initially. The structuring of contents, the specific way of transmitting as well as the activated processes during reception determine the configuration of a distinct type of culture that has an evolution and effects hard to estimate – the media culture. Formation of the new generation should be reconsidered throughout the constant and permanent contact to the global screen that influence the structuring of the knowledge processes as well as the moral-political profile of the future citizen. Therefore, the preparation of the future teachers should contain not only abilities to use these instruments, but also a global understanding of the phenomenon from psychological, sociological and philosophical point of view.
Key words: media culture, hipertechnological communication, negative effects, global screen.

5. PHYSICAL EDUCATION

LEARNING OF FORWARD HANDSPRING VAULT ON THE BASIS OF BIOMECHANICAL INDICATORS OF SPORTS TECHNIQUE KEY ELEMENTS IN WOMEN'S ARTISTIC GYMNASTICS

POTOP VLADIMIR

Ecological University of Bucharest, Faculty of Physical Education and Sport, Director – Department of Physical Education and Sport. Mail: vladimir_potop@yahoo.com
Phone: 0040721324867

This paper aims at learning and improving the forward handspring vault on the basis of biomechanical indicators of sports technique key elements in women's artistic gymnastics. With this aim in view we considered that by using efficiently the biomechanical study in learning and improving the forward handspring vault in women's artistic gymnastics we can highlight the key elements of sports technique of the analyzed vault and the elaboration of the algorithmic program for learning the vaults phases. This scientific approach has lead to the organization of a case study in School Sports Club no.7 of Bucharest, applied to one female gymnast 11 years old, category Junior III, throughout 3 months (from February 2012 to April 2012), monitoring gymnast's performances during training sessions and competitions. We mention that this vault has been used as requirement for Junior IV, level 1 and 2 and it remains now as a preparatory and warm-up exercise for learning other vaults from different groups. *Method of research.* During our research we used the method of bibliographic study regarding technical preparation, concepts of biomechanics and didactics of learning in artistic gymnastics. In terms of biomechanical study, we used World-in-motion (Physics ToolKit) program of 2D video analysis and the graphical representation – Excel while by the methodology of forward handspring vault learning we elaborated the learning algorithmic program related to the sequence of preparatory exercises meant to provide the motor support, to enhance and improve this one, to deal with the common execution mistakes and with the help. *Results.* The results of the study highlight the main biomechanical indicators of the key elements of forward handspring vault in women's artistic gymnastics. One has also shown the preparatory exercises for each phase of the vault, the execution mistakes and the help granted during vaults. *Conclusions and recommendations.* These methodological issues proved that by using efficiently the biomechanical study of forward handspring vault in women's artistic gymnastics we are able to establish the key elements of sports technique, depending on the group of vaults analyzed. We recommend the use of video equipment throughout the training sessions, if possible even the use of special programs for the analysis of the biomechanical indicators, for mistakes detection and for the improvement of technical execution; the use of the algorithmic learning methodology can serve as a guideline methodology and can contribute to streamline the learning process of gymnastics exercises.
Key words: biomechanics, gymnastics, learning, technique, handspring vaults

THE INFLUENCE ON THE DEVELOPMENT LATERALITY DANCE SPORT JUNIOR I (12-13 YEARS)

MARIA GRIGORE

Ecological University of Bucharest, Faculty of Physical Education and Sport, Lecturer, Ph. D. Student, Address: Bd.Vasile Milea nr.1G, Bucharest, Phone: 0723311882, E-mail: tgrigore13@yahoo.com

Premises problem: dance sport activity is distinguished from other sporting artistic beauty and virtuosity of gesture movements. Laterality pubertal age is already known, the predominance of one of the cerebral hemispheres manifested since the previous stages. The question still is to develop ambidextrous dancers, taking into account that runs the steps and figures to the right and the left, turns are right and left, and the outlet of the partners varies (especially in Latin dances). Motor intelligence develops due to maturation of the nervous system and cognitive improvement. The result also leap of intellect will see in ideomotor's events. Imagination and creativity are dancers but also result in affective pubertal development and exploration of its possibilities of expression body. The research purpose was to establish diversified categories of exercises to positively influence the dancer's psychomotor skills, share best means to establish a capacity building training in preparation lesson structure, identify the structure of I junior athletic training to enable application specific training sequences whose psychomotor effects motric dancer's repertoire to complete and to increase the difficulty and technical accuracy, the artistic value of the implementation of competition and kinesthetic sense. **Organizing and conducting research**:For validating or invalidating the research hypothesis were established two groups of subjects, one experimental and one control, each consisting of one 12 subjects, aged between 12 and 13 years. All subjects are legitimated the sports club "Step in two." The experiment was conducted during the year February 2011 - February 2012. **Results:** The identification of correlations between psychomotor skills to dancers 11 to 12 years indicate development of these skills driving system for experimental group, as a result of the training program specially designed for this purpose. **Conclusions:** The changes that occurred in the Laterality, both dancers experimental group and those of the control group, demonstrating the influence of dance on the development laterality Junior I (12-13 years) and efficiency in the experimental intervention argues for the development of psychomotor skills.
Keywords: side, ambidextrous, intelligent driving, dance training, junior age.

THE STUDY REGARDING THE LEARNING SWIMMING FOUNDAMENTAL TECHNIQUE SKILLS BY THE DOWN SYNDROM SPORTSMEN

VALERIA BALAN

National University of Physical Education and Sport, Lecture, PhD
140 Constantin Noica Street, District 6, Code 060057, Bucharest, Phone: 0720786485, Mail: valiswim@yahoo.com

Introduction: The swimming is a sport discipline enjoyed by disabled and non disabled people. Learning to swim requests the teacher's time and patience and the learner's attention. But, when the learner is a disabled person, learning is much longer and the skills are more difficult

learnt by that person. Genetic abnormality, Down syndrome involves malformations, deformations and mental retardation. The mental retardation is permanent and is stressed in time. Besides a lot of other problems, the person with mental retardation has a very low level of attention which makes learning of swimming more difficult. In this context, we try to show that learning of swimming is possible for Down syndrome person. **Methods**: The experiment realized during the five months; a lesson during a week of 60 minutes. In this study we analyzed the manner in witch three Down syndrome sportsmen learnt the swimming fundamental technique elements. The evaluation of the learnt skills was appreciated with the help of the skills progression items. They were designed by the Special Olympics Quick Start Guide – Aquatics (2004). We adapted and modified them because we tried to better underline the manner in which our sportsmen learnt the swimming fundamental technique elements - stomach floating (prone float), front and back gliding and aquatic breathing. To all these skills, we added others that we appreciated were important during the learning process. The evaluations of our study were performed from four to four weeks. They evaluated all skills with the help of three items: the sportsman did not perform the skill, the sportsman performed the skill rarely and the sportsman performed the skill frequently. **Conclusions**: Through our study, we try to show that the learning of swimming is possible by the Down syndrome person. In connection with her IQ and motric level, there is the possibility that a Down syndrome person to learn to swim more quickly than others. Learning is more difficult, but with the theacher's patience and care, the Down syndrome person can learn to swim. She becomes bored sooner than a non disabled person. In this case, the teacher should be able to make the exercises and attractive.

Key words: swimming, Down syndrom, skills.

STUDY CONCERNING THE APPLICATION OF THE HYDROKINETOTHERAPY PROGRAM IN THE REHABILITATION ACTIVITY FOR POSTURAL DEFORMITIES OF THE SPINE - SCHEUERMANN'S DISEASE

TIBERIU TATARU
GHEORGHE MARINESCU
DANIELA ENE
VALERIA BALAN
National Unversity of Physical Eudcation and Sport, 140 Constantin Noica Street, District 6, Code 060057, Bucharest, Phone: 0720786485, Mail: valiswim@yahoo.com

Introduction: Scheuermann's disease or the juvenile kyphosis represents a primary link in a chain of consequences: structural impairments of the spine during the teenage years determine spondylosis in the adult period and, most likely, senile kyphosis, osteoporosis, vertebral arthrosis, (leastwise) in older individuals. Scheuermann's disease, mostly manifested to teenagers, involves a series of difficulties and troubles which affect the quality of life. **Purpose**: The research purpose is to check the efficiency of employing means specific to physical education in the recovery from Scheuermann's kyphosis, the need for differentiating the recovery exercise programs considering each form of disease, the efficiency resulting from the application of such means. **Hypothesis**: The fact that following the application of means specific to physical education, one may notice significant improvements of the effects

determined by Scheuermann's disease. The creation of programs meant for each form of disease determines the increase of efficiency and significant improvements of the achieved results. **Methods**: The methods applied within the research are: methods for documentation and methods for data collection. We have measured and tested: Cobb index, occiput to wall index, thoracic Schober index, lumbar Schober index, cirtometry index, pain index, Klapp index and Tomayer index. The data processing and data statistical-mathematical interpretation (the arithmetic mean, the standard deviation, the dependent t test, the Anova simple parametric test, Cohen's effect size index, the variation coefficient). **Experiment**: The study included two groups of subjects: a group made up of 56 subjects, affected by Scheuermann's disease, the typical form, who did not benefit from the hydrokinetotherapy; a group of 24 subjects suffering from Scheuermann's disease, the typical form, who benefited from the hydrokinetotherapy. **Conclusions**: Comparing the final testing of the two groups (with or without HKT), one may observe the value superiority of the group submitted to hydro-kinetotherapy, an aspect justified by the water effect on the body, in general, and on the spine, in particular. The evaluation, the data processing and the calculation of statistical-mathematical indicators confirm and support the efficiency of exercise programs proposed by us, though, I admit the opportunity of conceiving different programs for different forms of disease, infirming the statistical hypothesis and confirming the two hypotheses of the research.
Key words: Scheuermann's disease, hydrokinetotherapy, rehabilitation.

MODELLING THE AGRESIVITY OF FUTURE TEACHERS IN PHYSICAL EDUCATION AND SPORT AREA – AS A TASK FOR THE EUCATIONAL PROGRAMS

MONICA STĂNESCU, MIHAELA PĂUNESCU
National University of Physical Education and Sport,
No.Constantin Noica140, sector 6, C.P. 060057, Bucureşti, România, Conferenţiar univ.dr.,
Telefon: 0722916153, E:mail: monica_iulia@yahoo.com, Cercetător ştiinţific gr.III,, Telefon: 0723089460 , E:mail: misu_paunescu@yahoo.com

Premises: The profile of physical education and sport teacher includes professional competences and personal qualities. According to specialty literature, these components assure the success in the teaching career. Training for this profession represents an educational process oriented to the development of psycho-pedagogical and specialty competences of students. In this context, depending on their specialty, the content of study disciplines includes general and specific elements which participate to the specialty level of preparation. On the other side, the students are admitted in the training program without a selection criterion about their personality traits, which development did not represent specific tasks for the education programs. In the same time, the scientific data emphasise that pupils prefer teacher with certain personality traits, which means the students have to participate in a training program able to assure also the self improvement. **Aim of study**: The aim of this study is to identify the level of students' agressivity who want to become teachers, in order to orient the training process also in the direction of their personal development. **Material and method**.To reach this aim we applied the questionnaire Buss-Perry to measure physical agressivity, verbal agressivity, fury and hostility to a number of 60 students from Physical education and sport area. The students

are enrolled in the 2nd year of the Psycho-pedagogical Study Program. **Results**: The results indicate a different level of agressivity depending on students' gender and sports experience, such as: physical aggression 28%, hostility27%, anger 26%, verbal aggression 19%. **Conclusions**: The data will become basis for the development of a curricular content which we hope to have the right effect on students behaviour, those express in a reduced agressivity level. In this context we propose an entire series of social and communication competences to be developed through the study disciplines supposed by a training program for teaching career. **Key words**: agressivity, teaching career, physical education, sport.

SURVEY ON THE CHARACTERISTIC FEATURES OF NONVERBAL COMMUNICATION IN THE VOLLEYBALL PLAY

LILIANA BECEA

The "Polytechnic" University of Bucharest, Associate Professor, PhD., Address: 313, Splaiul Independenței, Department of Physical Education and Sport, 6th District, Post Code 060042, Bucharest, Phone Number: 0745076622, E-mail: liliana.becea@gmail.com

Issue's premise: The nonverbal communication, comprising everything which is different from the meaning of words, represents the main type of communication. Within its framework, communication through touch is the first manner of expression both in the phylogenetic and the ontogenetic development. Through meanings and effects, the haptic communication is one of the most efficient methods of regulation and self-regulation. Very often, in the agonistic-type activities, in a fraction of a second, information of rational or emotional nature must be transmitted. To this end, voluntarily, and very often involuntarily, nonverbal communication is used under its various forms. There is a discrepancy between the usage level and the effects of nonverbal communication in sport and the presence of this subject in the specific scientific research. **The hypotheses of this survey** are: in the agonistic-type activities, the haptic communication is more frequently used, the gender differences have an influence on the haptic communication in general and on the agonistic-type activities in particular, the way of resolving the play phase has an essential role in the nonverbal communication through touch. **The research methods** used were: the documentation method, the observation method, the experimental method, the statistical-mathematical method and the graphical method. 65 sportswomen from seven volleyball teams and 71 sportsmen belonging to eight volleyball teams attended this experiment. Video recordings were made, adding up to a total of 144.11 minutes for feminine volleyball and of 132.07 minutes for masculine volleyball. They were analysed using as a criterion the way of resolving the play phase and, for each of them, the types and the number of touches were recorded**. Findings**: Between the masculine teams and the feminine ones, in the domain of the nonverbal behaviour through touch, after each type of play phase, there is a statistically significant difference in favour of the women teams in all types of body contacts analysed: "In pair", "In group", "In pair and in group". In the case of the touches after lost play actions, there is a significant difference in favour of the women teams in the touches "In pair". **Conclusions:** the agonistic-type bodily activities facilitate indeed the interpersonal nonverbal communication. Women provide more mutual support among themselves than men after "negative" play events. The nonverbal communication through touch

is more frequently used in the case of positive events than of the negative ones, which enables us to state that particularly in volleyball and probably in sport in general, the haptic nonverbal communication is used more for expressing joy and solidarity than for providing support and assistance. **Keywords:** nonverbal communication, haptic communication, volleyball.

MODEL OF ANALYSIS AND OPTIMIZATION OF THE RESULTS OF BASKETBALL TEAM OF BUCHAREST UNIVERSITY

ADRIANA STOICOVICIU

University of Bucharest, Ph.D. Lecturer, Address: Dunei Street No 74 Bucharest, Tel: 0729124250, E-mail: a.stoicoviciu @ yahoo.com

Introduction. Starting from the idea that the competitive factor is the heart that characterizes society and is present in all areas as a factor in social adjustment and developed, organized sports activities in schools and universities aim to develop all sides, attitudes and behaviors that manifest themselves primarily in the mental and socio-professional life of the individual.
Aim. Our paper aims to identify causes that could be the key phrenic factors in achieving superior results and find solutions to improve the results of the basketball team at the University of Bucharest. **Methods**. In order to register potential problems and causes that contribute to achieving team results, the frequency of causes and finding effective solutions to improve the results and development strategies, using effective methods like: SWOT analysis, Fishbone diagram and Pareto analysis. **Results**. Following the analyses that were made, a Pareto diagram was done and we identified each problem and its frequency. The result was a total of 28 causes of which 8 were top of the list, it remains to find solutions to improve the means by which we estimate that they could solve the problems. **Conclusions and recommendations**. For obvious reasons (lack of motivation, the small number of players who have practiced the sport at a performance level, lack of culture for exercise, low participation rate in training, improper selection, improper material basis), a plan for countermeasures was prepared, we have searched for solutions and actions will be implemented as soon as possible. **Keywords:** analysis, performance, development strategy

THE POSITIVE EFFECTS OF DRIVING ACTIVITIES OVER MENTAL FUNCTIONS, CONSCIOUSNES AND SELF-IMAGE DEVELOPMENT

VASILE LIVIU ANDREI

University of Arad "Aurel Vlaicu", Faculty of Physical Education and Sports Professor phD., Address: Bulevardul Revoluţiei, room 77, Arad, Phone: 0722-589441; e-mail: andrei_59@yahoo.com

Statement of problem: Physical education and sports have an essential role in healthy development of the nation in ensuring the development and progression. Physical exercise and driving activities well-planned and carefully organized, causes positive changes in psychological structure of human personality, cognitive and affective processes being also influenced in order to analyze, make decisions and act quickly and effectively in various life situations. **Methods:** Driving activities, by practicing aerobic gymnastics and fitness, develop

self-image, its rigorous structuring through training and team cohesion, value their qualities and actions, assessment and validation of self-esteem, confidence and self-itself. **Results:** By practicing aerobic gymnastics and fitness, body shape redefining, improves muscular power, regaining the harmony of body, while gaining flexibility of performing various kind of movement, by activating visual, auditory, tactile and kinesthetic analyzers. **Conclusions:** In addition to reshaping body appearance, many of these types of exercises want to obtain a psychological tone to support their exercise capacity and maintaining a state of good mentality. **Key words:** mental function, self-imagine, physical work-out, physical and harmony development.

STUDY REGARDING THE ASSESSMENT OF THE CORTICAL TIREDNESS LEVEL THROUGH INTERMITTENT LUMINOUS STIMULATION

PĂUNESCU MIHAELA

National University of Physical Education and Sport, Bucharest, Cercetător ştiinţific gr.III, Adresa: Constantin Noica, no. 140, C.P. 060057, Bucharest, Phon: 0723089460, E-mail: misu_psunescu@yahoo.com

GAGEA GABRIELA

Ecologycal University, Lector univ.dr. Adresse: Bd.Vasile Milea nr.1G, Bucuresti, PhonE: 0720572549, E-mail: gabriela.gagea@yahoo.com

PĂUNESCU CĂTĂLIN

University of Medicine and Pharmacy "Carol Davila", Asistent univ.dr. Adresse: Dionisie Lupu Street no. 37 Bucharest S. 1, 020022 Romania, Phon: 0723089460, e-mail: ccptkd@yahoo.com

PIŢIGOI GABRIEL

University of Medicine and Pharmacy "Carol Davila", Asistent univ.dr., Adresse: Dionisie Lupu Street no. 37 Bucharest S. 1, 020022 Romania, Phon: 0723000050, e-mail: pitigoi.gabriel_ro@yahoo.com

Premises: The tiredness is considered a physiologic phenomenon, perfectly reversible, because once its causes stop, with or without an intervention from outside the organism, its manifestations gradually disappear. **Aim**: In this regard, the aim of the study is the assessment of the cortical tiredness level through intermittent luminous stimulation in minimal effort conditions. **Material and method**. In the present paperwork a device of intermittent luminous stimulation (ILS) was used, a device which was patented by OSIM, is portable and can be connected via USB, with reduced dimensions and with an easy to use software and which presents no noise of ion discharge, noise that is present for the standard EEG models (with flash). It has an agreeable luminous energetic level and automatic results storage. **Results**: The results obtained for the subjects showed an average value of 30,17Hz, with a standard error of 2,8 Hz for the ascendant path; regarding the values obtained for the descendent path, the test showed an average value of 24,7 Hz with a standard error of 1,63Hz. **Conclusions**: The obtained data allowed us to draw the conclusion that the level of cortical tiredness is strongly related to the level of physical tiredness of the subjects. So, there exists a logical and factual

basis to consider that the facile testing of some indicators of cortical tiredness can give relevant information about the general physical tiredness.
Key words: cortical tiredness, physical tiredness, sports training.

PRIORITIES AND PERSPECTIVES OF THE SCIENCE, HUMAN EXCELLENCE, AND UNIVERSITY SPORTS SOCIETY IN SUPPORTING THE SCIENTIFIC RESEARCH

IOAN ION LADOR

„Carol Davila" University of Medicine şi Pharmacy of Bucureşti, Professor PhD., Science, Human Excellence, and University Sports Society, President, Address: 27, B-dul. Tineretului, bl.18, B/59, sector 4, Bucureşti, Telefon: +40744852154, E-mail: ioanlador@yahoo.com

TATIANA DOBRESCU
„Vasile Alecsandri" University of Bacău, Professor PhD., Science, Human Excellence, and University Sports Society, Vice-President, Address: 157, Calea Mărăşeşti, 600115, Bacău, Telefon: +40234517715, E-mail: tatianadobrescu2002@yahoo.com

Premises. The *Science, Human Excellence, and University Sports Society (SHEUSS)* of Romania is an academic Non-Government Organization (created through a Court Order), professional, non-lucrative, autonomous, non-profit, and apolitical, and It was founded on the belief that Romanian society should be based on a more profound knowledge of scientific research, on communication, publishing, and top athletic performance. The Society was created to stimulate the research investigations through its dominant components, focused on science, human excellence, and top athletic performance, through interdisciplinary approaches, from different theoretical and methodological perspectives, pertaining biological, physiological, psychological, pedagogical, anthropological, sociological, linguistic, ethical, ecological, etc. concepts. **Material, method:** In the harmonization of the educational system to EU standards required by national mechanisms have been created which included performance management and reform required a fundamental area of science, physical education and sport. Strengthen the fundamental domain specific system imposed promoting a new national concept of assessment focused on scientific competition. Starting from the specific activity in our field, the research aims to identify some steps to assess the quality of research institutions in the field of teachers. In conducting the research we used a SWOT assessment type. **Specific conclusions** drawn in prior research confirms, that applying the new concept of scientific competition, will allow one ranking and the promotion of values specific to our basic education system. We appreciate that this new concept provides a domain specific educational system, its scientific resources, strengthens and promotes the benefit system and personal interest, institutional and general system in Romania.
Keywords: priorities, perspectives, society, scientific competition.

THE TREADMILL ROLE AND IMPORTANCE TO THE CARDIO-RESPIRATORY ENDURANCE OPTIMIZATION AND THE BODY COMPOSITION MODELING

HORTOPAN CLAUDIU VICTOR
Polytechnic University of Bucharest, Assist. Lecturer PhD Student, Address: 12, Șoseaua Iancului, bl. 115, sc. B, ap. 114, sect. 2, Bucharest, Phone: 0720044867 / E-mail: hortopanc@yahoo.com

TICALĂ LAURENȚIU DANIEL
National University of Physical Education and Sport of Bucharest, Assist. Lecturer PhD Student, Address: 140, Constantin Noica St., bl. A, ap. 216, sect. 6, Bucharest, Phone: 0726684166 / E-mail: ticala_laurentiu@yahoo.com

The approached topic refers to the improvement of both the cardio-respiratory endurance and the body composition modeling in overweight female persons employed as economists, by using the treadmill as a training means. A**im of the paper**: to present some training programs meant to optimize the cardio-respiratory activity and the body composition modeling. **Methods of research**: tests (the Astrand Rhiming value, the James value - formula modified in 2004)**.** The functional systems involved in the aerobic endurance education are the cardiovascular and respiratory systems that, through their capturing and transportation activities provide the oxygen required by the muscles to sustain the efforts lasting more than 6 minutes. **Results**: the aerobic capacity, calculated by means of the Astrand-Rhyming index relying on the relationship between heart rate and VO_{2max}, shows that, in the final testing, there are significant differences between the two groups (control and experimental ones). The obtained results are clearly higher in the experimental group. As for the body composition, calculated by using James' formula, *modified in 2004*, the results obtained by the experimental group are higher by far as compared to the control group. **Conclusions and recommendations**: the treadmill utilization for 30 to 60 minutes, for at least 3 times a week, determines an improvement of the cardio-respiratory endurance indices and the body composition efficient modeling. The treadmill represents an alternative to walking and jogging in the open, when the weather is not favorable or for other reasons.
Key-words: endurance, modeling, body composition .

ASPECTS REGARDING THE ADAPTATION-TYPE BEHAVIOR DEVELOPMENT IN CHILDREN WITH DOWN SYNDROME THROUGH MOTOR STIMULATION

AURA BOTA
CONSTANȚA URZEALĂ

National University of Physical Education and Sport, Professor, Ph.D, Lecturer, Ph.D Addres: 140, Constantin Noica, sect. 6, Bucharest, Phone: 0213164108/235, 234, E-mail: aurabota@ymail.com

Problem's premises: Theoretical and practical experience during last years lead to a diversified programs offer specially conceived for children with special needs, including some

directed to motor development through adapted physical activities. In this respect, Special Olympics promotes a wide variety of educational programs, sport training sessions, functional assessments, medical screenings, awareness and social integration projects. Young Atheletes stands as one of the most cherished SO programs, with great results on the adaptation capacity in Down syndrome. Addressed to preschool kids, this activity aims at learning fundamental motor skills in a playful, attractive and easy-going manner, adapted to their unique developmental patterns. **Method:** The sample included 11 children, aged between 3 and 5, all with Down syndrome, who participated in the Young Athletes program, during three months, starting from March, till May 2011, at UNEFS Bucharest. For our experimental-type study, a Portage evaluation scale was used in order to assess the subjects' progresses in the adptation areas involved. **Results:** Due to motor stimulation patterns, signifficant improvements have been found in some adaptation areas, especially in fundamental motor skills, self-service routines and social insertion behavior. Also, statistical correlations emphasized an important contribution of motor components development upon adaptation capacity related to daily tasks which require children independence or autonomy. **Conclusions.** This study confirms the positive effects of the specially designed Young Athletes program for the motor development area in children with Down syndrome , expressed by changes of attitude and specific behavior, harmonization of conducts, proper reactions and basic actions, a better way of communicating personal needs and emotional states. Active implication of parents and caregivers in organizing and conducting this stimulation program is considered an essential premise and pre-condition to any long term successful activity.
Key-words: Down syndrome, motor stimulation, development, adaptation.

INDIVIDUAL AND COLLECTIVE LEVEL IN BUILDING A TEAM WHITH PHYSICAL EDUCATION MEANS

CRISTIANA POP
Academy of Economic Studies Bucharest, Physical Education and Sports Department , Associate Professor, PhD, Addressa: Romana Squear, no.6, sector 1, Bucharest, Phone:04 0722914087, E-mail crispotir@yahoo.com

Abstract. Challenging present economic crisis have no doubt reinforced the importance of team work in the workplace. The nature offers us wise exemples that a team is more than a sum of individuals: the goose - by flying in a V formation the whole flock adds 71% flying range than if each bird flew alone. In physical education classes a collective sport is an opportunity to develop the student's team work capacity. The team spirit is a form of motivation which is sustaining efforts more intensive and longer than spending energy in personal benefit. Building a team is a process that starts at the individual level, and the first step is accepting the idea that everyone has a different set of values and needs. While individual qualities and skills will be used for team goals, each member will receive from his team honest feedback on which can assess his strengths and weaknesses. Team and its spirit are built on interpersonal relationships and through a communication based on respect and trust among teammates. **Methods.** Beside the pedagogical observation, I had a managerial approach in conducting the PE classes and I use the records to proof the purpose achievement. The experiment I worked out shows that a team sport is an efficient instrument to develop the

student's team work capacity. The attending of experimental group was increased whit 14.3% in average, comparing with a control group which student's performed individual activities. **Results.** The collected data proofs that team work and competition had significantly increased the student's participation and involvement in physical activities. A local competition involved voluntarily 60 peoples and helps the students to develop their leader qualities and it offers them the authority, opportunity and motivation for assertion, initiative and creativity. **Conclusions.** The teacher's attitude and his leading style have an important influence upon developing the young people team work capacity. Working in a team could be considered as an objective in PE classes especially in higher education level. To develop social skills and present knowledge in an active form of learning, especially for a generation which is set on "fast-forward" pattern represents a true cultural achievement.

Key words: teamwork, physical education, competition, motivation.

FORMING THE CREATIVE SKILLS IN THE PHYSICAL EDUCATION AND SPORTS STUDENTS

RAȚĂ GLORIA
Professor doctor, Faculty of Sciences of the Health and Sport Movement, Vasile Alecsandri, University of Bacau, Town Margineni Coton 1, nr. 650, Jud. Bacau, Romania, Code 607315, Tel. 040723281177, gloria_rata50@yahoo.com

RAȚĂ BOGDAN CONSTANTIN
Associate Professor, Ph.d., Faculty of Sciences of the Health and Sport Movement, Vasile Alecsandri, University of Bacau, Street Carpati, nr. 4, Sc, 4th floor, AP. 14, Jud. Bacau, Romania, Code 600084, Tel. 040742154415, rbogy75@hotmail.com

RAȚĂ MARINELA
Lecturer doctor , Faculty of Sport and Movement Sciences, Univ. Health, Vasile Alecsandri, University of Bacau, Street Carpati, nr. 4, Sc, 4th floor, AP. 14, Jud. Bacau, Romania, Code 600084, Tel. 040742251177, marinela_rata@hotmail.com

MAREȘ GABRIEL
Assistant Professor, Faculty of Sciences of the Health and Sport Movement, Vasile Alecsandri, University of Bacau, Street, Milcov 146, Sc, AP. 14, Jud. Bacau, Romania, Code 600143, Tel. 040726399892, gabigmares@yahoo.com

Abstract: This paper presents a study aimed to form the creative communication skills in the Physical Education and Sports students, teaching them different ways of using the didactic methods. We used as research methods: the bibliographical study, the observation, the experiment, the statistical-mathematical method, the graphical representation method. The observations and assessments of the 30 subjects (students) were recorded in the individual assessment chart. We chose as analysis indices the arithmetical mean and the difference between the arithmetical mean in the initial testing and the one from the final testing. The students' results were recorded during two stages, at the beginning and at the end of the research period, emphasizing the ways of using and diversifying the didactic methods.

Transmitting, learning, and assessing the knowledge is a complex process that is accomplished through the combined use of all the teaching methods. The formation of a clear representation is accomplished through the verbal methods (explanation, description, conversation), but the real perception and understanding is completed by a directed observation of a correct and repeated description, and the ability to adapt and create can be educated through problematization. The conclusions show us that the creative and diversified use of didactic methods during the seminar lessons has contributed to forming the ability to transmit the knowledge and has led to a higher involvement of the students in the educational process. The involvement of the students in the teaching process by introducing and using educational strategies centered on the way of using the didactic methods and their diversity, constitutes the central point of this study. The explanation, the description, the observation, the problematization constitute the basic methods used in forming a clear perception, representation of the movement that has to be performed.

Key words: formation, ability, creativity, physical education profession.

OTIMIZING TRAINING JUNIOR GYMNASTS TO DEVELOP THE SUPPORT IN ARTISTIC GYMNASTICS

CORLACI IONUŢ

National University of Physical Education and Sport, Lecturer PhD, Address: Street Cîmpia Libertăţii no. 45, Bl. MC2, Et. 8, Ap. 52, Sector 3 Bucureşti, Telefon: 004 – 0723305038, E-mail: ionut_corlaci@yahoo.com

Artistic gymnastics is discipline who from competition to competition surprises us by the evolving nature of the exercises and especially the emergence of more and more spectacular and difficult elements. We can say that while developing supporting of sciences, artistic gymnastics has improved dramatically execution technique exercises, but also created entirely new and original movements, emotional level thus raising the contests the highest rates. **Hypotheses** Making an optimal correlation between media and technical objectives, changing operating systems, working methods and methodology, adapting them to the particular age and level of training of little gymnasts, we optimize the technical training department of children artistic gymnastics Club School Sports. no.3 "Steaua" in Bucharest. **Purpose of the paper** From this research showed that with optimal correlation between media and technical objectives, changing operating systems, working methods and methodology, has been accelerated learning elements had as objective and optimized technical training department of children's gymnastics artistic Club School Sports.no. 3 "Steaua" in Bucharest. **Research Methods.** study of bibliographic material; observation; method experiment; method of processing and interpretation. **Conclusions** Analyzing the evolution of great gymnasts, who remarked on arena various European championships, world and Olympic, we can say that has created a "model" of high performance gymnast to technical baggage very rich and perfectly finished in terms of execution, along with a nice configuration and well defined, well-balanced nervous system, stands to be a strong guy, capable of heavy and complex efforts to face the rigors of big competitions.

Keywords: optimization, training, men's artistic gymnastics.

THE PERCEPTION OF OVERWEIGHT STUDENTS BY THE CLASSMATES IN PHYSICAL EDUCATION LESSON

SIMONA PETRACOVSCHI

Lecturer, Faculty of Physical Education and Sport, West University, Timisoara, email : ionescusimo@ yahoo.com, tel :0727873533, address : Bl. Vasile Parvan nr.4, Timisoara

SIMONA AMANAR-TABARA

Assistant Lecturer, Faculty of Physical Education and Sport, West University, Timisoara

SORINEL VOICU

Professor, Faculty of Physical Education and Sport, West University, Timisoara

Abstract: Generally judged for their clumsiness, lack of ability or physical performance, most of overweight students prefer to be exempted from physical education lesson. The purpose of this paper is to analyze the difficulties of these students in physical education lessons to join in the collective but also the perception of their fellow students about their participation in class. As research methods we used semi-directive interview applied to a class of 24 students (12 girls and 12 boys) aged of 12-13 years (born 1998 and 1999). After calculating BMI (Body Mass Index) is found that from the group of 24 students, 5 are overweight (3 girls and 2 boys) and a student is obese. Analyzing the interviews, we observe that the different teaching strategies used by physical education teachers are not always adapted to the process of integration of students overweight in the class which can lead to stigmatization.
Keywords: physical education, overweight, teaching strategies, perception, stigmatization.

PRACTITIONERS OF ENDURANCE SPORTS PROFILE IN ROMANIA

SIMONA PETRACOVSCHI

Lecturer, Faculty of Physical Education and Sport, West University, Timisoara, email : ionescusimo@ yahoo.com, tel :0727873533, address : Bl. Vasile Parvan nr.4, Timisoara

Abstract: In post-communist Romania new practices emerge and are developed in sport by the socio-economic and political circumstances. If is observed weak influence on population and practice of physical activities due to the level of government social policy and ministry implication on the realities and needs of the population, but new forms of the sport born, or reborn or are transformed in the current context. This is the case of outdoor sports which allow using the nature as a framework for endurance sports more than classical mountain hiding or expeditions. Came out from urban areas or from restricted stadium, the individual seeks new ways to test their limits in full communion with nature. **The purpose** of this paper is to determine characteristics of endurance sports practitioner in Romania and establish the most popular endurance sports for Romanians. **Methods**: We used the questionnaire method applied to a number of 152 athletes. The questionnaire contains a total of 32 items and was applied in the "Hercules" Mountain Marathon and Half-Marathon held in Herculane (Caras-Severin County) on 21 May 2011. Of the respondents, 80.21% are male and 19.79% females. **Results**: The results suggest that endurance athletes are mostly unmarried and childless, so availability

and independence are important factors to facilitate training and participation in competitions. However with regard to the most representative age group of 30-39 years, which coincides with an emotional stability (family, children) are seen in endurance athletes an inverse ratio 57.29% being unmarried and 72.92% having no children. The most popular endurance sports are marathon / half-marathon (34.78%) and road biking / cross country (26.57%). The explanations which the two branches of endurance sports outlined are the most popular in Romania is because they are also the oldest disciplines.

Key words: : endurance, outdoor, leisure, health, competition.

XANTINIC COMPOUNDS INCENTIVE ACTIVE PRINCIPLES OF ATHLETES' PERFORMANCE - EFECTS, OPPORTUNITIES AND RISKS

NICA-BADEA DELIA

Constantin Brancusi University of Targu-Jiu, Faculty of Medical and Behavioral Sciences, PhD., Address: N . Balcescu Street , bl.1, sc.6, ap. 19, cod 210132, Târgu-Jiu, Roumania, Phone: 0762684144, 02532/273216, fax. 0253/273015, E-mail: nicabadeadelia@yahoo.com

GROSU EMILIA

Babeş-Bolyai University Cluj-Napoca, Faculty of Physical Training and Sport, PhD., Adresa: Str. Pandurilor 7, Cluj-Napoca, Romania, Telefon: 0040-264-420709, 0040-264-405367, E-mail:sport@sport.ubbcluj.ro

Statement of problem: Xantinic compounds (caffeine, theobromine, theofilin), active ingredients are known in incentive theory and practice the sport as potential promoters of growth performance through different ways of further preparations and products such as tea, coffee, cola drinks, and chocolate, with high share in beverages for athletes, gels, and powders, or in the form of capsules. Effects of caffeine on the body are hormonal, metabolic, psychological. Caffeine acts on the central nervous system to reduce fatigue and increase mental alertness. Several mechanisms are known for proving the effects of caffeine-based supplements in sport performance. The mechanism of action initially (Biological) associated with the reduction in growth and results of Ca^{2+} in boosting performance proved to be complex, multifactorial and includes perception cognitive skills. **Methods:** Based on data from the literature, the work examines the effects of caffeine on the growth performance of athletes: mechanisms of action; dose-effect relationship-performance; opportunities for use on different types of sporting activities for which it is justified and recognized the possibility of supplementing.**Results:** Caffeine is specified for boosting performance when it is administered in small doses and moderate (3-6mg/kg.BW) that does not have the effect of stimulating a too great, not exceeding the maximum dose of 9 mg/kg.BW. Additional opportunities are analyzed with compounds such as: caffeine, theobromine, teofilina and/or combinations thereof with the carbohydrate consumed in various forms and preparations in order to improve performance in different types of sports activities for incentive, ergogenic, hydration and recovery post effort. Effects of administration of caffeine are determined by body weight, type of exercise duration and intensity, and metabolic features of athletes. **Conclusions:** Caffeine is considered to be a controlled drug or restricted by the Olympic Committee, the maximum level in urine after competition is 12 mg/mL. In the work of front argued that moderate doses of caffeine can

144

improve certain types of exercises, laboratory testing and can increase performance in certain types of exercises during intense and short. Moderate doses of caffeine 3.5-6 mg/kg BW (up to 9mg/kg BW), have the effect of ergogenic and maintain levels of caffeine in urine below the level required by the Olympic Committee. It is necessary for the administration of caffeine, but thanks to efectlor positive and negative side effects which require the cessation of Administration even if there are beneficial effects.

Keywords: xantinic compounds, caffeine, stimulating performance sports

6. SOCIAL THEOLOGY

ALTRUISTIC LIVING IN A CONSUMERIST CULTURE

EMIL BARTOS

University of Bucharest, Faculty of Baptist Theology, Associate Professor of Theology, Address: Faculty of Baptist Theology, 29 Berzei Str., 010521 Bucharest, Romania, Phone: 0755 019 517, E-mail: emilbartos@yahoo.com

The main purpose of this study is to show that our contemporary society is saturated with a consumerist culture, which tries to define human being in connection with things. Such a culture promotes a life dependent on values derived from consumerism, where the relationships become a market product, the finance becomes a substitute for ethics, and freedom is confused with privacy. Christian values, on the other side, promote an altruistic life, where the philanthropy, giving and sacrifice are fundamentals of human fulfillment. Facing these two alternatives, the postmodern man must choose the model for his living. This study is trying to pinpoint the problems created by a consumerist culture, and come with the proposal for a model based on Christian type of altruism. **Methodologically**, this study is a socio-theological study of the actual generation related to the connection that exists between the secular consumerist spirit and Christian spirit. In **conclusion**, any type of consumerism that affects the balance between the human spirit and the inter-human relationships leads to personal frustration and communitarian disintegration. The solution is keeping the Christian identity and integrity by social involvement of the individual believer and the ecclesiastic community, and the implementation of a predominant altruistic spirituality. We can be saved from the selfish spirit of a consumerist culture only based on a sacrificial model.

Key words: Consumerist culture, Altruism, Christian spirituality.

REFLECTIONS ON THE CHURCH'S ANTINOMY: "*IN THE WORLD, BUT NOT OF THE WORLD*" IN THE CONTEXT OF SOCIAL THEOLOGY

REMUS GROZE

"Golgotha" Christian Baptist Church Timișoara, Pastor, Martir Silviu Motohon 44 Bl.146 ap.4, 300252 Timișoara , Tel. 0723319035, e-mail: remusgroze@yahoo.com

Description: How can the Christian Church maintain a realistic and a relevant vision upon its role in contemporary society? The Church must in deed manifest itself in the world, but without getting compromised by secularization. Moreover, the Church needs to distance itself from the corrupt spirit of the world, but not isolate itself in sectarianism. Being in a continuous tension due to its very paradoxical, antinomian nature: visible and invisible, local and global, sacred and secular, institution and community, the Church can find its very balance by fulfilling its vocation of acting as an embassy of the Kingdom of God. **Purpose:** This creative analogy – *embassy-church* – is fully anchored in the biblical doctrine and offers a consistent potential to open new horizons and to provide actual solutions to the tensions arising from the antinomian identity of the Church: *in the world, but not of the world*. **Method:** The act of addressing of this issue is at the level of theoretical research and is based on a pastoral perspective. The article also contains some historical, theological and cultural insights for a holistic understanding of the "glocal" role that the church must assume in society. **Result:** The result of this paper will highlight the immediate implications of the analogy: Church – Embassy of God's Kingdom. The analogy beats the antinomy: as the Embassy of God's Kingdom, the Church must act in the world, but it will never belong to the world because of its supernatural nature. Thus, the Church carries the reality and the authority of God's Kingdom in its DNA through its organic connection (spiritual) with the Head, representing Christ. Only through its affirmation and submission to the lordship of Christ, a local church can fulfill its vocation in the current social reality. **Conclusions:** The social involvement of the Church will bear the mark of a prophetic type in confronting all society's injustice, inequity and immorality, but also the mark of pastoral type in showing compassion towards all the suffering found in society, crises and existing needs. Thus, the Church becomes a mediator between the two opposing realities: the spiritual and the physical, because the Church represents the reality of God's Kingdom, but serves in the midst of human society.

 Key words: Church, Kingdom of God, embassy, society, reconciliation.

THE BEING OF DEACONSHIP AND THE MISTIC- SOCIAL DIALECTIC

NICHIFOR TĂNASE

Eftimie Murgu University of Reşiţa, Faculty of Theology, Social and Educational Sciences, Lecturer PhD., Address: Traian Vuia Square, Nr.1-4, code 320085, Reşiţa, Caraş-Severin, Telephone: 0745126268, E-mail: n.tanase@uem.ro, pr.nichifor_tanase@yahoo.com

Premises of the study: The social crises and ideological challenges of the current post-modern society and post-secular analysis entail an important dialogue between the Church and civil society. In this sense social theology seen in the context of a theology of history aims weather signs and their socio-theological reading: from agape to charities from Diaconate to philanthropy and Social Assistance to Social Theology. Social theology dialogue with anthropological research or social philosophy will always report the patristic foundations of social theology: dual citizenship conflict with the Christian and secular power, the dynamic, realistic patristic vision: to accommodate the imminent eschatological historical. The intimate being of deaconship is sociability linked to the Christology person and sacrificial love. In the secular affirmation of "outputs of religion", we try to answer the binomial being secular liturgical life, a goal of recovery and social role of the laity mystagogical catechetical and

recovery Christian Community (-one) the book by faith working with good works in postmodernism. **The methods of research employed are**: ¬ The interpretive method - based on certain social and philanthropic projects implemented in the Romanian Orthodox Church, the mystical dialectic catechetical micro-social of the year 2012 in ROC. The structural method - systematic social thought needed to know the Church and ecclesiastical operation of a system of social organization, represented by all social and ecclesial body as the body of Christ. The epistemological method- meaning an important role in verifying the authentic Christian theological concepts which are seeking the social foundation subject for the interpretation procedure. Here it should be noted that the elucidation of this concept is particularly important in capturing the essence of cultural and social dimension of faith, faith as an act of communication to / and communion. The interpretation should follow a specific pattern in a systematic way so that, irrespective of the exegetical use, or the method used, the result is the same, inviting him to the interpreter and rally. **The result of the study:** Setting means for applying social theology: parish or reference space liturgy major ethical option, laity and forms of association as extensions and delivers the world of the Church's mission, social partnership between Church and State. **Conclusions**: A reflection on the epistemological roots of argumentation social theology of the Church, examining the social and theological voices today, such as Radu Preda, Ioan I. Ică Jr., Picu Ocoleanu, Ch Yannaras, G. Mantzaridis, and the Romanian Orthodox Church bases doctrine about dignity, freedom and human rights, will highlight the novelty-traditional holistic view represented by represented by the dialectic between the mystical and social justification slid post-modern social partner role of the Church. **Keywords:** poverty, social theology, deaconship, holistic, dialectic.

NAE IONESCU`S ROMANIANISM: "BEING ROMANIAN MEANS BEING AN ORTHODOX"

MARIUS ROBERT LUNGU

Banat *University* of Agricultural *Sciences* and Veterinary Medicine Timişoara, Assistent, PhD, Address: Calea Aradului, nr. 119, 300645, Timişoara, Phone: 0720105576, E-mail: lungu.marius@yahoo.com

Introduction: Nae Ionescu was one of the most influential thinkers of inter-war Romania. Unfortunately, Nae Ionescu's exegetes oscillate between two extremes: public execution or apology. If he had been a mediocre intellectual figure, he could not have contributed to the formation of a splendid generation of inter-war thinkers: Mircea Eliade, Constantin Noica, Emil Cioran, Mircea Vulcănescu. **Method:** The object of the present research is mainly Nae Ionescu's inter-war journalistic writings, which is addressed from a historical and philosophical perspevective. **Interpretation:** As in the case of the majority of Romanian intellectuals, Nae Ionescu draws on the German conception of the nation, which is based on Herder's philosophy. Although a relationship between people and nation may be accepted up to a certain degree, meaning that in the modern age nations are continuators of medieval peoples, the two concepts almost overlap. Regarding the Romanian people, one of the baisc components of its identity is orthodox Christianism. The statement is correct up to a certain point, menaing that orthodoxy played an important part in the history of Romanian culture and in maintaining national identity. **Conclusion:** Nae Ionescu overrated the importance of the religious factor in defining

national identity and the result is well-known. Cataloguing the ones who are Romanian but not orthodox as 'traitors', as does Nae Ionescu, takes us to ideology. This does not mean that any discourse on Romanian national identity is necessarily a nationalistic discourse. One may speak about national identity without becoming nationalistic.

Key words: Nae Ionescu, national identity, orthodox Christianism.

RELATION BETWEEN THE DIVINE ELEMENT AND THE ROMAN PROVINCIAL ADMINISTRATION WITH THE ARRIVAL OF THE FIRST COLONISTS IN DACIA

MIHAELA MARTIN

"Eftimie Murgu" University of Resita, Asist.Univ.Dr., Address: 4 Trandafirilor Alley, 320190, Caras-Severin, Resita, Telephone: 0744989701, E-mail:ela1740@yahoo.com

Premises of the problem: The intention of this article is limited to depicting the principal religious and administrative realities and their impact on the daco-roman population, leaving the way open to the thinking process. Immediately after the end of the war and the province's organisation, besides the administrative, fiscal or economic personnel and the troups left for the conquered territory's protection, Emperor Traian brought to Dacia many roman citizens from throughout the empire, to whom he gave territories, and used them as organisers and workers specialised in the exploiting of gold mines and other riches of the province's soil. The demographic aspect of the Dacia province is shown to us by the historian Eutropius „as soon as Traian subdued Dacia, he brought there a never-ending number of people, so that they could cultivate and populate the cities (*Traianus victa Dacia, ex toto orbe Romano infinitas eo copias hominum transtulerat, ad agros et urbes colendas*). This affirmation proved to be likely true following the epigraphic studies made on the religious mosaic. The imperial religious propaganda spreads throughout the province (as it happened in the entire Roman Empire), the personification of abstract concepts and moral values. **The method**: An interesting aspect of the administrative life in Dacia province is the religious manifestations, a rather vast subject involving a bibliographical documentation, a knowledge of historical sources and a survey of the featured monuments, first place being owned by the sculptural pieces, mostly votives, their number raising to almost a third of the total number of inscriptions of all kinds. **Results**: In a world dominated by gods and goddesses, their presence in all the administrative branches probably represents attempts at gaining their goodwill, at reconciling these forces superior to man, which were thought to control the course of natural and human events. **Conclusions**: All in all the roman religion is not just a component of the daily administrative activities of the roman province, but a sine qua non condition for the smooth running of the entire administrative apparatus.

Keywords: provincial administration, divine element, roman religion, historical sources, votive representations.

TOWARDS A THEOLOGY FOR RELATIONS BETWEEN CHURCH AND CIVIL GOVERNMENT IN ROMANIA: BEYOND THE BYZANTINE LEGACY

DANIEL BĂRNUȚ

B.A., M.Th., Liceul Teologic Baptist Reșița, Biserica Creștină Baptistă Nr 1 Reșița, profesor/pastor, Address: Str. Victoriei Nr 13, Reșița, 320052, Caraș Severin, Tel. 0747083889, Email: daniel@resitabaptista.ro

Statement of problem: It is widely recognized that theology and sociology are connected and conventional ways of conceptualizing the relationship between the two suggest that ethics provides the link. Romania in the post-communist era faces new challenges in Church-State relations.After centuries of accommodation of the Church to the civil goverment, in the new setting of post-revolutionary Romania there is a possibility for romanian churches to depart from such an accommodation and live as a distinctive presence in society and for society. Many things contribute to the problems particular to Romania such as the Byzantine paradigm of Church – State relations, the Protestant Reformation, Romania's political history and the present economical and political instability of Romania. For the new generation of Christians in Romania, there are many possibilities for a fresh approach to Church-State relations for example:reshaping the ecclesiology in the romanian churches and engaging society by assuming a therapeutic and prophetic role. Living in such a way, it will be consistent with the perceived calling of romanian churches to seek to be a foretaste of God's redeeming and healing grace for the whole life of romanian society.
Key words: sociology, theology, Church, State, Byzantine paradigm.

7. SOCIAL MEDICINE

INEQUITY FACTORS AND MECHANISMS IN VULNERABLE GROUPS' ACCESS TO HEALTHCARE SERVICES

ADINA REBELEANU

UMF"G.T. Popa"Iaşi, Centre of Ethics and Health Policies, postdoctoral researcher / Babeş-Bolyai University, Cluj-Napoca, Facultaty of Sociology and Social Work, assoc. prof. Ph.D., 21 December 1989 Blvd., no. 128-130, 400604, Cluj-Napoca, Phone: 0766-454052, E-mail: adinarebeleanu@yahoo.com

DANIELA ŞOITU

UMF"G.T. Popa"Iaşi, Centre of Ethics and Health Policies, postdoctoral researcher / A.I.Cuza University, Facultaty of Philosophy and Socil-Political Sciences, Department of Sociology and Social Work, assoc.prof. Ph.D., Carol I, no. 11, 700506, Iaşi, Phone: 00 40 722 837241, E-mail: danielag@uaic.ro

Assumptions and objectives: The experience of reform in the Romanian health system has shown that, as soon as it transitioned to insurance-based funding, part of the population was not

included, as a result of the insufficient correlation between the laws governing health insurance and those governing social assistance. Equity in accessing medical and health care services is an essential argument for explaining equity in health as an adequate redistribution mechanism adapted to health needs. The current analytical attempt focuses the providers' perceptions concerning the access of vulnerable categories of individuals to primary healthcare and to socio-medical services. **Method:** The study is an exploratory one, and it was performed in the counties of Cluj and Iași in the interval July-December 2011. The data was collected in four focus-group discussions with providers of medical, social and socio-medical services. The analysis is thematic, carried out from a critical and constructivist perspective. **Results and discussions:** The factors causing inequities in the access to health services can be divided into four categories: political factors, factors from the medical system, social factors and individual factors. The insured population's lack of information and the lack of knowledge concerning their own rights are the main factors mentioned by service providers. The inadequate coordination between regulations concerning health policies and the policies in the social domain cause in many individuals the loss of their insurance status and/or the deepening of difficulties in accessing primary medical services. **Conclusions:** It is desirable to have a clear legal framework and a closer cooperation between the professionals of the health and social domains. A better cooperation could also be developed with the local social assistance services. The need to make individuals aware of their responsibility is accepted, but only in terms of continued information and in fulfilling their part of the insurance contract. Adequately-funded, coherent and accessible prevention programmes remain a desirable and effective solution for reducing inequality in healthcare.

Key words: health access, equity, vulnerable population, health determinants

MEANINGS OF AUTONOMY OF DIABETIC PATIENT FROM DOCTOR'S PERSPECTIVE

ANTONIO SANDU

Postdoctoral fellow; Lumen Publishing House: Chairman; "Mihail Kogalniceanu" University Iasi , Lecturer PhD; Address: Strada Tepes Voda, OP 3, CP 780, Iasi, Romania Phone number: 0740151455 E-mail: antonio1907@yahoo.com

Description of the problem: The article is made within a wider research aimed at exploring how to build responsibility and autonomy of the patient with chronic disease, within the care process, at the interface with his family and social care institutions involved; this article aims to identify the cultural specific context in which autonomy is formed for the patient with chronic diseases. We limit this article to the dimension of mentalities of medical personnel involved in the care of chronic patient and the care context generated by them as an external framework favoring the development of chronic patient autonomy in relation to specific diabetic patient, as particular expression of chronic patients. **Purpose:** The research aims to identify an operational definition of patient autonomy that both diabetes doctors and general practitioners work with, that guide the doctor-patient relationship and how the doctor relates to the patient. Doctors operate with a definition of patient autonomy involving his rationality and ability to make decisions consciously. In these conditions we expect therapeutic education to be central in the approach of doctor-patient with chronic disease relationship as informing the patient about the

specific lifestyle that he should take and the risk he is exposed to if he refuses, the patient will manifest a maximum adherence allowed by his life conditions. **Method:** We will use a qualitative-interpretative methodology, based on the analysis of focus groups and unstructured interviews with doctors and general practitioners. **Results:** Data interpretation will be based on an inductive strategy and will provide meanings of the term of autonomy. **Conclusions:** Conclusions will reveal the adequacy of operational definition of autonomy with the existing definitions in literature, formulating an interpretative model of autonomy, valid in Romanian medical system.

Keywords*: autonomy, applied ethics, self-achievement, autonomy theories, authenticity.*

RISK FACTORS FOR ORAL CANDIDIASIS IN INSTITUTIONALIZED ELDERLY PATIENTS

IOSIF MARINCU,

Victor Babes" University of Medicine and Pharmacy Timisoara, Assoc. Prof. Address: Str. I.D. Suciu, No. 6, 300093, Timişoara, Romania. Tl: 0745477675, E-mail: imarincu@umft.ro

IOANA TODOR

1 Decembrie 1918" University Alba Iulia, Lecturer. Address: Str. N. Iorga, No. 11-13, 510009, Alba Iulia, Romania. Tl: 0258806274, E-mail: ioanatodor@hotmail.com

OLIMPIA IACOB

Ion Ionescu de la Brad" University of Agricultural Sciences and Veterinary Medicine, Iaşi, Assoc. Prof. Address: Alley Sadoveanu, No. 8, 700489, Iasi, Romania. Tl: 40232407317, E-mail: iacobolimpia@yahoo.com

MIHAI MAREŞ

"Ion Ionescu de la Brad" University of Agricultural Sciences and Veterinary Medicine, Iaşi, 700489, Chief Assist. Address: Alley Sadoveanu, No. 8, Iasi, Romania. Tl: 40232407319, E-mail: mycomedica@gmail.com

Introduction: Because of their individual pathology associated with repeated admissions to intensive care units and immunosuppressed status elderly have a high risk for different candidiasis. **Aim**: The present study aimed at studying the risk factors for oral candidiasis in a group of institutionalized elderly patients. **Methods**: The authors have retrospectively analysed the hospital records of 46 elderly patients admitted and monitored clinical and therapeutic at Hospital of Infectious Diseases in Timisoara with different infections associated with oral candidiasis. All patients were from the homes of elders in Timisoara, Buzias, Peciu Nou, Varias and the Psychiatric Hospital Jebel or Gataia from Timis County. Diagnosis was established based on physical examination (whitish deposits lingual, often accompanied by dysphagia, odynophagia, bitter taste, burning, pain in the mouth corners asthenia, anorexia etc.) and results of laboratory tests (erythrocyte sedimentation rate, blood counts, fibrinogen, glycemia, ALAT, ASAT, cholesterol, triglycerides, blood cultures, sputum cultures, lingual swabs, throat swabs, cultures on Sabouraud's medium, stool cultures, direct microscopical examination etc.). Statistical analysis was performed using Epi Info software. **Results:** Of the study group, 28

151

(60.86%) patients were male and 18 (39.13%) were women, with mean age of 72.21 years with a range of 60-88 years. There were registered 35 patients with heart failure, 28 had chronic ischemic heart pain, 14 had chronic renal failure, 42 with arterial hypertension, 22 with chronic hepatitis, 18 with liver cirrhosis, 25 with COPD, 26 were with different neoplasms, 32 with various psychiatric disorders, 18 with peptic ulcer, 22 with acute pneumonia, 24 with acute enterocolitis and 20 with various intestinal parasites. Further, during hospitalization antibiotics were administred in all cases, 12 (26.08%) followed corticotherapy, 34 (73.91%) patients had neutropenia, 22 (43.47%) following treatment with Cytostatics and 20 (43.47%) patients underwent radiotherapy. There have been isolated 36 species of Candida albicans and 10 species of Candida nonalbicans. **Conclusion:** The knowledge of the risk factors in patients with severe infections allows timely implementation of prophylactic measures for oral candidiasis as well as targeted antifungal therapy in order to achieve optimal results. The study of risk factors in elderly institutionalized patients allow preventive measures for oral candidiasis and establishing appropriate antifungal therapy. Recommend compliance indications prescribing of antibiotics, with regular clinical assessment for early detection and treatment of oral candidiasis.

Keywords: antibiotics, corticotherapy, neutropenia, cytostatics, radiotherapy.

THE DISCRIMINATION PERSISTENCE AGAINST THE HIV/AIDS PATIENTS

IOSIF MARINCU
"Victor Babes" University of Medicine and Pharmacy Timisoara, Assoc. Prof. Address: Str. I.D. Suciu, No. 6, 300093, Timişoara, Romania. Tl: 0745477675, E-mail: imarincu@umft.ro

IOANA TODOR
"1 Decembrie 1918" University Alba Iulia, Lecturer. Address: Str. N. Iorga, No. 11-13, 510009, Alba Iulia, Romania. Tl: 0258806274, E-mail: ioanatodor@hotmail.com

OLIMPIA IACOB
"Ion Ionescu de la Brad" University of Agricultural Sciences and Veterinary Medicine, Iaşi, Assoc. Prof. Address: Alley Sadoveanu, No. 8, 700489, Iasi, Romania. Tl: 40232407317, E-mail: iacobolimpia@yahoo.com

MIHAI MAREŞ
"Ion Ionescu de la Brad" University of Agricultural Sciences and Veterinary Medicine, Iaşi, 700489, Chief Assist. Address: Alley Sadoveanu, No. 8, Iasi, Romania. Tl: 40232407319, E-mail: mycomedica@gmail.com

Introduction: At the 31st of December, 2011, in Romania there were 9428 active patients with HIV/AIDS, out of which 9125 were over 14 years old. The discrimination against these people concerns by one hand the sick people themselves and the by the other hand the doctors, psychologists, sociologists, psychiatrists, etc. **Aim**: The objective of this research is to study the discrimination persistence against adults with HIV/AIDS in order to establish the circumstances in which this attitude manifests and also to elaborate recommendations in order to combat these social problems. **Methods:** In the study, there have voluntarily been taking part 62 adult

patients with HIV/AIDS monitored at the Infectious Disease Clinic in Timişoara. All patients responded to the questionnaire on discrimination against people affected by HIV. We would like to inform that no data such as the patients' identity or their addresses were used in the study, thus respecting the privacy and personal life. The questionnaire includes 10 questions, most of them with three multiple choices, but also open detailed response questions to allow a more profound and nuanced data analyze. **Results:** The group of participants was formed by 35 males and 27 females with an average of 26.12 years, from 18 to 57 years old. The area distribution shows that 22 subjects were from rural areas and 40 resided in urban areas. The study results show that 61.29% consider themselves discriminated by the people they came in contact with in various situations and circumstances. We would like to mention that 56.45% of patients know their rights of equal access to social services, health, education, employment, 32.25% have no such knowledge, and 11.29% are not sure if they know their rights. However, only 8.06% have submitted complaints against discrimination. Furthermore, 35 patients find it necessary to inform and educate people about HIV/AIDS, 15 participants believes that there should be some stricter penalties for those who discriminate them, and 12 patients are willing to engage in various actions to combat discrimination. **Conclusions:** The high percentage of HIV/AIDS discriminated adults and the multiple situations and locations in which they have experienced this attitude confirm the persistence of discrimination at this population segment affected by the virus. So there have been required certain actions of promoting and legislation enforcing, the implementation of information projects and discrimination combat in several social areas which face this attitude.

Keywords: social services, health, education, employment.

THE IMPACT OF ECONOMIC CRISIS 2007-2012 ON POPULATION HEALTH STATE. STATISTICAL STUDY IN BREAST NEOPLASIA

OCTAVIAN NEAGOE

General Surgery and Oncology Clinic II, Municipal Hospital Timisoara,"Victor Babes" University of Medicine and Pharmacy Assistant Lecturer Ph.D., specialist in general surgery Address: Str. Gheorghe Dima, no. 5, Mobile: 0723437773 E-mail: octavian_neagoe@yahoo.com

IASMINA PETROVICI

West University of Timişoara, Faculty of Political Science, Philosophy and Communication Sciences, Department of Philosophy and Communication Sciences, Assistant Lecturer PhD, Address: West University of Timişoara Blvd. V. Pârvan 4, Timişoara 300223, Romania, Mobile: 0726487009, E-mail: iasmipetrovici@yahoo.com

DAN ANCUŞA

General Surgery and Oncology Clinic II, Municipal Hospital Timisoara,"Victor Babes" University of Medicine and Pharmacy, Address: Str. Gheorghe Dima, no. 5, Associate Professor PhD. MD General Surgery, Mobile: 0721246204, E-mail: mirceaancusa@yahoo.com

Problem premises: The interdisciplinary approach to study economic crisis 2007-2012 impact on the health of the population allows the use of elements of such issues as social medicine, sociology, health services management in order to determine factors that influence long and short term results

and quantify and assess their prevalence. Developing this analysis on a statistical study, applying quantitative and qualitative research methods, allow an increase in analytical credibility by adhering to the concept of "evidence based science". Among the factors that influence the health of the population, the biological, environmental, behavioral influence an overall percentage of 90%, the health related services amounting 10%. The economic factor makes an important contribution in shaping the other factors, except for biological factors. According to reports from recent sociological studies, the economic crisis significantly influences the health of the population from affected countries and health care. We mention the direct effects: decrease of consultations in family medicine offices, increase of the hospitalizations, decrease of hospitalizations in private sector, increased depressive symptoms in the population, increase of people whose health is affected by social deviances. **Method:** Using malign disease of the breast as a matter of statistical study, could determine an objective assessment of the influence of economic factors on the targeting of medical services, reflected by the increasing share of advanced cases, despite the active implementation of screening programs and development of diagnosis methods in a pathology with a constant natural history. **Results:** *Western Regional Cancer Registry* has registered in Timis a rise in incidence by 7% in 2007-2011 compared to 2002-2006, with an annually progressive upwards curve, which continues in the first quarter of 2012 with a maximum of 10%. This increase will determine increased recurrence, morbidity and mortality in the general population, all these factors closing the vicious circle of crisis. **Conclusions:** We observed a strong correlation between financial instability determined by the global financial crisis and population health: the crisis affects human health and the population health influences how financial, human and management resources are distributed in the health system. The negative effects of the economic crisis on the general population could be reduced by applying a coherent policy of increasing the required social and financial resources often involved in improving the quality of life. Education having a crucial role, able to determine the orientation of the population in adapting to sustained socio-economic changes and to maintain and protect health.

Keywords: social medicine, economic crisis, health, breast cancer, evidence based science.

WORKPLACE HEALTH PROMOTION IN COMPANIES FROM TIMIS COUNTY, IN 2010-2012

KALLIOPE SILBERBERG
General Practitioner PhD, Public Health Office of Timis County, Department of Health Evaluation and Promotion, Address: Victor Babeş Boulevard, 18 No, Timişoara, Timiş County

B. KORBULY
Engineer PhD, Public Health Office of Timis County, Department of Health Evaluation and Promotion, Phone: 0733-679093, e-mail: promovaretm@dsptimis.ro

Indroduction: This project is the continuation of a project carried out two years ago, a project developed in our county in 15 companies, project that included: a needs assessment study, addressed mainly to health and safety and human resources managers from these 15 companies, training of the managers on topics identified as health priorities at work and followed by information sessions for the employees on two topics chosen by the staff of the company. **Results:** At the end of the program we concluded that information simply does not change

behavior, so the project was continued by offering new services such as: monitoring: weight, blood pressure and body fat percentage, in order to make the sessions more attractive for employees and to combat cardiovascular disease risk factors. **Conclusions:** workplace health promotion increase companies efficiency, but to be successful, campaigns should include some services for the employees in the information sessions that lead to behavior change.
Keywords: workplace health promotion, behavior change.

8. APPLIED PHILOSOPHY

AUDIENCE OF PHILOSOPHY IN THE PERIPHERY: GERARDUS OF CENAD AND HIS AUTHORSHIP

CLAUDIU MESAROŞ

West University of Timişoara, Facultaty of Political Science, Philosophy and Communication, Philosophy and Communication Department. Bd. Vasile Pârvan nr. 4, Timişoara. Phone: 0723227520. claudiumesaros@gmail.com

Since early modern times, philosophers considered a frame should tightly fit around philosophical texts for the sake of system; Jacob Brucker is perhaps responsible for proposing to philosophy such a public image and it went successful. We cannot think professional philosophy today without a systematic approach. It is probably because of such strong canonical views that philosophers have for a century now noticed how has begun to miss audience: the "end of philosophy" is, among other things, the end of its addressability. One of the most brilliant descriptions of why one should read philosophical texts today has been given by Charles Taylor in a text dating back to Rorty's position, namely, that philosophy must be understood as rewriting of its own fundamental texts. Gracia J. E (1996: *Texts: Ontological Status, Identity, Author, Audience*) will consider the product of this re-phrasing as a part of the text itself so that philosophical text (even historical) and philosophical practice must be taken as one and the same. This account allows the conclusion that general and non-specialized publics become philosophizing agents, often but not necessary by intention of the historical author itself; it is then a fact that philosophizing audience is in a broad sense co-author of the text or, in Lore's terms (Lore, 2002: *Attributing authorship. An introduction*): executant author (*artifex*). But these are equally authors according to Gracia's ontology. On such basis we endeavor to argue for the possibility to consider a study case for discussing the several categories of philosophical authorship within a medieval text that is very little known having therefore a small quantity of philosophical interpretations, being "marginal" (in terms of Ash Gobar is still *recent,* focuses on problems that seem not central, is rhetorical, non-conceptual and epistemologically problematic) and therefore allowing an interesting rich cultural symbolism for itself and the regional identity in Banat as well. Such a historical philosophical author is Gerardus of Cenad (or Gerardo Sagredo), an eleventh century figure of large religious and political symbolism in medieval Hungary but also the author of a less known text called *Deliberatio supra hymnum trium puerorum ad Isingrimum liberalem* first edited in 1790. This

RATIONALITY AND DECISION IN PUBLIC POLICIES

DORINA ŢICU
Assoc. Prof. Phd., Alexandru Ioan Cuza University, Iasi, Faculty of Philosophy and Social – Political Sciences. Adress: Tudor Vladimirescu Avenue, Bl. 13, Ap. 412, Iaşi. 0744262978; ticudorina@yahoo.com

The aim of these article is to put the public policies in a new light, that of two major theories: the general theory of decision making and that of the rationalism. In this way, public policies become the expression of a decision preceded by an option and materialized through a course of action, they suppose a goal-oriented approach, they are a rational and rationalized response about a possible success, about the methods used to solve a problem occurring at some point in the public sphere. This article is, from this point of view, a qualitative study that placed in the same field, the concepts of public policies, decision and rationality, underlying the common points of these three notions, by reference both to the general discursiv universe and to each specific stage of public policies cycle: defining the problem, formulating the alternatives, decision-making process, implementation and policies evaluation. From this point of view, the scientific wager of this article is to outline and describe the characteristics of decision-making process in the public sphere and at the level of the public policies cycle and to identify the role that rationality plays and develops in this process in which the motivation of the actors involved, the stekeholders, the specific procedures are hurting the concepts of rational public policies or rational decision making in public sphere. **Keywords:** public policies, rationality, decision, public policies cycle. This work was supported by the the **European Social Fund** in **Romania**, under the responsibility of the Managing Authority for the Sectoral Operational Programme for **Human Resources Development** 2007-2013 [grant POSDRU/CPP 107/DMI 1.5/S/78342].

THE LOGICAL FORM OF INSTITUTIONAL CREATION IN JOHN SEARLE'S PERSPECTIVE

IOAN BIRIŞ
West University of Timişoara, Department of Philosophy and Communication Science, Professor.   Address: 4 Vasile Pârvan Blvd., 300223 Timişoara, room 506. Phone: 0745588636. E-mail: ioan.biris@gmail.com

Premises and the goal of the study. Our study is based on John Searle's theory about the role of collective intentionality in the creation of social institutions. This theory is now seen as the most elaborated conception about the explanation of institutional reality. Our approach is one of

applied logic. We are starting from the following fundamental ideas presented by John Searle: a) the logical form of institutional creation is the form of performative declarations; b) the constitutive rule of social institutions has the form "X counts as Y in context C", or simply "X counts as Y in C". **Methods**. Given that John Searle is concerned primarily by the ontology of social institutions rather than the logical aspects, our intention is to establish what kind of applied logic is suitable for Searle's theory. To achieve this goal, we consider two aspects: 1) the "social objects" are referentially opaque, which means to use an intensional logic, a logic that is adequate for the theorizing of the constructions which express propositional attitudes and intentions; 2) the collective intentionality expresses a partitive relationship. **Results**. Now one should ask the following question: what kind of partitive logic is right for Searle's theory? Our hypothesis is that for Searle's conception the mereology or holology is not appropriate, but a form of partitive logic that can be called holomery. To determine this, our study involves a nuanced analysis of how the logical principle of identity operates in Searle's theory. **Conclusions**. In conclusion, we can sustain that Searle's theory concerning the creation of social institutions involves a partitive logic – the holomery – , an adequate logic for the intensional and hermeneutical approaches.

Key words: collective intentionality; constitutive rule; intensionality; partitive logic

THE RELATION BETWEEN PRACTICAL AND TRANSCENDENTAL PHILOSOPHY: A PHENOMENOLOGICAL CASE STUDY

IRINA ROTARU

Apollonia University, Faculty for Communication and Public Relations, Str. Arcu, nr. 25, sc. E, ap. 11, Iaşi, 700126, +4 0745 392873, irina_rotaru0113@yahoo.com

In our text we shall draw attention to some consequences that might result from granting practical philosophy with priority in what regards philosophical research. For this we shall analyze the interpretation the contemporaneous philosopher Bernhard Waldenfels – advocating the priority of practical philosophy, makes to the Husserlian phenomenology – advocating the priority of transcendental philosophy. The Husserlian phenomenology claims the status of model for philosophical research in general, based on the high level of objectivity the transcendental method can attain. Authors like Waldenfels interpret ethically the method and assertions of transcendental phenomenology, declaring it to be violent and subjective, not being able to get over the traditional metaphysical presuppositions that favor the subject. Hence, they say the ethical attitude should replace the transcendental one; in other words, the ontological given should be adapted as to match practical normativity. They justify this way of interpreting by the idea that every enterprise that deals with the human being involves ethical aspects. Practical philosophy that wants to be beginning for philosophical research imposes its view as if it would describe the entire reality, but, in fact, it chooses its examples preferentially and ignores the ontological portrait the world would have, had its view described reality. We want to show that, if one begins with the ethical attitude, the objectivity of the research is being prejudiced. Husserlian transcendental research has indeed ethical fundament: the request for the philosopher to assume absolute responsibility for the results of his research. So, the most fundamental ethical request proves to be that of beginning from the things themselves, not from one particular ethical view. In order to judge human interaction ethically and in order to draw

principles for practical action, one has to be acquainted with the ontological conditions of possibility for action and interaction. If practical philosophy ignores ontological limits, it can fall into idealism it is tempted to associate with transcendental phenomenology. Consequently, it is very important for theories dealing with the practical level to take into account the indications of ontological theories, if they are to develop responsible research and if they are to make sense. We will argue all these according to the idea that practical philosophy research results do not exclude or contradict the results of transcendental philosophy, but only complete them. Consequently, the two different attitudes should not be in competition, but should try to collaborate.

THE PHILOSOPHY OF PSYCHOLOGY AND THE PROBLEM OF MENTAL CAUSATION

CRISTINEL UNGUREANU

Universitatea „Apollonia" din Iaşi, Str. Arcu, Nr. 25, Sc. E, Ap. 11, 700126 Iaşi, România Tel. 0758502719, E-mail: c_ungureanu2003@yahoo.com

The contemporary revolutions in technology help us to get profound insights into the underlying neural base of mental states. At the same time, increasingly more cognitive theories refer to neural properties when explaining to mental states, making problematic the scientific status of psychology. We are often told that a science individuates itself not just by specific concepts and theories, but also by a specific field of entities. So, what is left for psychology to explain, if neurobiologists and radical philosophers tell us that mental states are reducible to neural states? In this text we mean to argue in favor of the ontological autonomy of psychology. Consequently, we propose a philosophical defense of the reality of mental states. Using causality as a realist criterion – something exists if it can produce something else – we discuss two very important contemporary accounts regarding mental realism: the theory of anomalous monism (Donald Davidson) and the non-reductive physicalism (Jerry Fodor) (section I). Though these accounts prove successfully that psychological concepts are not reducible to the physicalist discourse, they lack ontological significance - within their framework mental causation is just physical causation. In section II another form of non-reductive physicalism - the theory of emergence - will be approached. Although emergence is a form of physicalism, its ontology proposes hierarchical autonomous levels of reality. Its explanation, based on the dynamical systems theory, which picks out circular causality (the higher-level states emerge from the lower-level processes, but they impose certain order parameters that control the activity of the entities at the lower level), together with the concept of self-regulated systems (called also "autopoetic systems" – Maturana & Varela 1980, 1992 – because they are able to create their own internal order) is the key argument for mental realism. In the next section we will dwell on the emergentist aspects of the contemporary cognitive theory of embodied mind to show how this theory conserves the concept of mental causation *qua* mental causation. Within the conceptual framework of the dynamic systems theory, thoughts are emergent topological entities that act as limit conditions constraining the cognitive system's evolution toward its goals. Will is not a *causa sui* in which all our actions originate as in a control centre,

but the harmonizing factor of the organic forces active inside the system converging toward a point attractor; it does not create these forces, it gives them direction.

Keywords: philosophy of psychology, non-reductive physicalism, mental causation, emergence, embodied mind.

THE IDEA OF A "SOCIAL AESTHETIC": CONTEMPORARY APPROACHES ON A SCHILLERIAN THEME

MAFTEI ȘTEFAN-SEBASTIAN
Babeş-Bolyai University Cluj-Napoca, Department of Philosophy, Teaching Assistant PhD., Address: M. Kogalniceanu 1 Str., 400084, Cluj-Napoca, room 130, Phone: 0744453201, E-mail: stmaftei@yahoo.com

Statement of problem: This study explores the "aesthetic-social" relation, which, historically, has been defined as a specific type of relation shaped by the development of a "public sphere" in 18-th century Europe, a relation which, to the realm of aesthetics, bears a special reference to Friedrich Schiller's famous considerations on the "aesthetic state" in his *Aesthetic Letters* (1794). The philosophical background of Schiller's *Aesthetic Letters* is Kant's *Critique of Judgment* (1790) and his recourse to an aesthetic *sensus communis*. The "aesthetic state" is also reminiscent of Plato's political theory in his *Republic* and to a special kind of German Platonism that developed in the 18-th century. Our study will particularly reflect on the contemporary approaches on this subject, considering the works of several scholars, such as F.R. Ankersmit, Kennan Ferguson, Josef Chytry, Jacques Rancière and Arnold Berleant. **Methods:** The study will make use of the conceptual analysis which is particular to the field of aesthetics, as well as explaining and commenting on several basic philosophical texts. The discussion will approach "social aesthetic" from a phenomenological as well as from a pragmatist perspective. **Results:** Our analysis of these interpretations will consequently discuss the theoretical possibility of a methodological translation from an aesthetics of art to an "everyday aesthetics", the latter conveying a new theoretical spectrum which expands the domain of *aesthetic experience* as such. **Conclusions:** In sum, the analysis of the possibility of a social aesthetic pertains to the possibility of establishing a theoretical model of aesthetics that falls back on an undivided realm of aesthetic pleasure and moral sentiment.
Key words: aesthetic, aesthetic state, social aesthetic, sensus communis, everyday aesthetics.

CRITICAL ANALYSIS OF ADVERTISING. CASE STUDY: THE ADVERTISING POSTER

GHEORGHE CLITAN

West University of Timisoara, Faculty of Political Scinces, Phylosophi and Communication Studies, Associated Professor, PhD., Address: 4 Vasile Parvan Blvd., 300223 Timisoara, room 234, Phone: 0755240167, E-mail: clitan@polsci.uvt.ro

Statement of problem: Critical thinking is at the same time an attitude, a philosophy, and an instrument. As instrument, it helps us evaluate reasons and arguments, to detect intentional or

159

unintentional mistakes, to remove propaganda and manipulation. Evaluation of critical thinking can take place in everyday life (by addressing with discernment and rational resolution of problems we face) or in an elaborated form, even institutionalized (by applying tests of critical thinking and training our). **Methods:** In this study, critical thinking concerns us as an instrument. We begin by describing the concept of standardization of a discourse (for example, the SPAM model), and then we briefly present you the perspective offered by the modeling of thinking skills in critical thinking tests for advertising analysis, focusing on critical analysis and how can it be applied to the interpretation of an advertising poster. **Results:** We resume, in our presentation, only the three LSAT (*Law School Admission Test*) thinking perspectives (comprehensive, analytical and logical) on advertising critical analysis (the comprehensive analysis, the informational analysis and the logical-argumentative analysis) leaving aside the outlook of marketing studies and the psychological analysis of advertising, perhaps more popular to the audience. **Conclusions:** Commercials can be approached as 'advertising discourse', and the advertising discourse as public discourse. Critical analysis of advertising consists in decoding commercials with at least three types of questions found in critical thinking tests: reading comprehension questions (for the comprehensive analysis), analytical reasoning questions (for the informational analysis), and logical reasoning questions (for the logical-argumentative analysis).
Keywords: critical thinking, , advertising, critical analysis.

IS MARXISM A GOOD IDEA WHICH FAILS IN PRACTICE?

MARIUS ROBERT LUNGU
Banat University of Agricultural Sciences and Veterinary Medicine Timişoara, Assistent, PhD, Address: Calea Aradului, nr. 119, 300645, Timişoara. Phone: 0720105576. E-mail: lungu.marius@yahoo.com

Introduction: In recent years, several surveys have shown that almost half of the Romanian population regrets the communist regime. This is a surprising reaction if it is correlated with what Ion Iliescu stated just after 1989, namely that Nicolae Ceauşescu "spoilt the ideals of scientific socialism". **Method:** The topic is adderessed from an interdisciplinary perspective: historical, philosophical, and Jungian psychoanalysis. **Interpretation:** Scientific socialism is another name given communism by Karl Marx to disconnect himself from other socialists of the time. In other words, Marxism is a good idea, and we, Romanians, are guilty of wrongly enforcing it. Then what is there to be done? Should Marxism (Communism) be enforced once again or not? Moreover, what exactly makes an idea good? An idea is good when its enforcement results in positive effects. Marxism has been enforced by Lenin, Stalin, and Mao in two of the world's largest states, the Soviet Union and China. They considered it necessary to murder tens of millions in order to build the communist society. In spite of that, what would be the origin of this fascination with Marxism, especially among intellectuals? **Conclusions**: From a philosophical perspective, Marxist ideology is a concoction of discourses: rational and irrational, truth and error. This results in a certain difficulty in refuting Marxist statements. From the perspective of Jungian psychoanalysis, Marxism is a laic religion containing a range of religious archetypes. It is a reverse Christianism. People, even those who have a scientific view of the world, cannot live without believing in something. If they do not believe in God,

they will believe in something else. The communist utopia continues to be such a belief to this day. **Key words**: Karl Marx, communism, laic religion.

TRUTH AND LIE: AN ANTHRPOLOGICAL-PHILOSOPHICAL ANALYSIS

IONEL BUSE

University of Craiova, Professor Ph. D. Paltinis street, no. 55, Bl. K6, Ap. 7, Craiova, 0721323610, ionelbuse@yahoo.com

Premises and methods: Among the numerous texts that have been written in time on hypocrisy, perfidy, cunning, lie (religious, literary, philosophical-moralist etc.), we chose to start analyzing Plato's early age dialogue, *Hippias Minor* or "Of lie" and further to interpret Akiro Kurosava's 1950 cinematographic parable *Rashômon.* The dialogue *Hippias Minor* starts from a conversation between Socrates and Hippias about Iliad and Odyssey, states how man actually is and not necessarily how he is supposed to be, with all the interpretative opening that we notice in Plato's later dialogues. Man, unlike god, and Achilles falls into gods' category, is good and bad. He has an ambivalent nature. From the intelligence point of view he is beyond good and evil. There is a problem when intelligence is accompanied by will and feelings. He acts according to a concrete complex of circumstances. The one who knows can be cunning or not, according to will, such as Odysseus. Will depends on truth only in Plato's world of ideas. Here the rational part leads the inferior parts. Cunning is an accident. That is why the castle is ruled by the philosopher that obeys only to righteous judgment and impersonal ideas. His deed cannot be bad or cunning. The result: a just society ruled by philosopher kings that know Good. Akiro Kurosava's 1950 film, Rashômon, suggests a different perspective. It tells the story of a rape and a murder, in several witness characters' different versions. Like Plato, the film depicts man in his concrete condition, both intelligent and cunning at the same time, but in order to ascertain justice he does not appeal to a metaphysical court and neither to the philosophers' guild. He acts inductively. From facts towards idea. In this sense, justice and truth are not data, they are built by gathering evidence, and evidence is always ambivalent. They bear both truth and error. **The conclusion**: The problem is not to find the truth, but, as in Popper, how to clean ourselves of the errors, especially that they depend here on the cunning of each "witness" of the truth, not speaking about knowledge in the sense of exact sciences, but in a sense of a social science, which has very complex variables: both elaborating the human soul and the social welter of interdependencies. The method can be applied to various moral-juridical facts. Keywords: truth, lie, justice, Plato, Kurosawa.

HUMAN VALUES IN APPLIED ETHICS: INTERPRETATIVE MODELS REGARDING THE FRAGILITY OF BEING IN CONTEMPORARY ETHICS

ALINA-DANIELA CIRIC

University Babeş Bolyai, Cluj-Napoca, Faculty of History and Philosophy, Address: Str.Bucegi nr 8, Bl.E2, Sc.4, Et.2, Ap.70 400667 Cluj-Napoca, Telefon: 0748291424, E-mail: ally_sky2007@yahoo.com

The premises of the issue: The interpretative model, of probing this frailty of the human being in contemporary ethical theories, originates in the analysis of the subject-object relation, found in Emanuel Levinas's ethics. This analysis offers the grounds of the debate concerning the current status of the being in that which transcends modernity into the postmodern era. Proceeding from the theorizing of the ethical relation between The Same, the absolute subject of modernity starting with Descartes, and the Other, the absolute alterity, multifariously portrayed in post-modernism (e.g. the absolute Object at Baudrillard), we shall attempt to follow the evolution and configuration manner of this relation through current theories in regard to applied ethics, which already announces its demise (Rorty). The Being character of the Other that must be acknowledged, in order to make possible the establishing of a relation with it, manifests its entire frailty encountering the desire of the other subject, which wishes to remain the author of all it encounters, including the other subjects, therefore the author of its own world. The attempt of retrieving the alterity in Levinas's work shall evolve into post-modernism, with the mutation of the entire mainframe of the problem, as, the conversion already accomplished is to be found in Baudrillard's work: we are no longer speaking of the status of the subject as one that has its own desire but of the desire-object, that manipulates the subject, with its fatal strategies, perverting its being. This postmodern, thanatique discourse finds its actuation in the theories of Rorty regarding the understanding of the moral phenomenon, for which the philosophy of morality has no specific relevance for the applied ethics, being in such subject to a replacement by literature or theology. **The method:** questioning the didactic frame of the Applied Ethics masters program of the Babes-Bolyai University regarding the possibility of finding a moral ground and principles capable of objective determination of the moral in the applied ethics theories. **Results:** the impossibility of survival of a moral discourse that is to find a practical validity: the necessity of founding certain applied ethics (law ethics, business ethics) comes as a result of the necessity to configure a practical usage of the ethical discourses. **Conclusions**: The debate concerning these ethical theories is meant to clarify the current and future status of ethics, considering that the postmodern discourse already announces, as its abstract theorizing, the issue of the possibility of talking of an ethical theory, for which the theorizing of morality is still stochastic, remaining though open.
Keywords: Applied ethics, morality, postmodernism, ethics in universities.

IS GLOBALIZATION MEANINGFUL?

BOGDAN POPOVENIUC
University Ştefan cel Mare" of Suceava, Faculty of History and Geography, Ph.D. Lecturer., Address: Str. Universității 13, 720229 Suceava, Romania Phone: 0751215758, E-mail: bpopoveniuc@usv.ro

In the last century globalization became one of the most important explanatory factors for the World's condition. It overpasses in importance and prevalence all other past fundamentals considered to be cause for the present state of affairs. But the concept inherited both all characteristics of former explanatory ideologies, as Destiny, Gods or Nature, and their immateriality and vagueness. It is unclear what is the nature of the process which bear its ineluctable Finality and, thus, how it have to be envisage: as the end of biological evolution

(Morin) with a possible devastating microbiological warfare (Bloom), as technological Singularity closing stage (Kurzweil) with a mortifying cybernation of the human species (Stiegler), or as the end of History - because of the end capitalist entrepreneurship, of political evolution (Fukuyama), or of creativity - entailed by cultural globalization. As long as the concept (for itself) and the reality (in itself) stay indefinite and unrelated, the very meaning of Globalization remains obscure. And is possible that so wanted well-defined sense of Globalization to be found rather in the metaphysical end of life into spirit (Noica), epistemological end of man (Foucault) or the end of evolution of life as self-replicating units of culture (Dawkins). A positive end of Globalization as final stage of a planetary consciousness of humanity (Hegel) it has to be considered as well.

Keywords: Globalization, Human Future, Technological Evolution, Humanity.

CONFLICT: A GAME THEORETICAL APPROACH

OCTAVIAN REPOLSCHI

The West University of Timişoara, Faculty of Political Sciences, Philosophy and Communication Sciences, PhD Lecturer, Timişoara, Uranus nr. 6, Phone: 0741016325, e-mail: octavian.repolschi@polsci.uvt.ro

Our study aims to offer an analysis of different types of conflict from a game theoretical perspective. In the first part of the study some views concerning the nature of conflict, the types of conflict and the main directions for conflict analysis are offered. The second part of the paper will present the classical frame offered by the game theory: types of games (cooperative games, non-cooperative games), strategies, game forms (normal form, extensive form), types of information involved in games (complete information, incomplete information), equilibrium, etc. A special place in this section will be granted to the zero-sum games and to those games called "prisoner's dilemma", particularly important types of games for conflicting situations. The next section will draw an analysis with the tools offered by game theory and with some specific frames for some conflicting situation as those described in the first section of the study. Also, this analysis will be a starting point for a discussion concerning the relation between the conflict management strategies (integrative, avoiding, compromise, etc.) and types of strategies described in game theory analytical frame. The last part of the paper has two objectives. The first one concern the emphasizing of the advantages and conceptual representation possibilities that game theory presents for coherently understanding the idea of 'conflict' and, consequently, for analyzing and solving conflicting situations. The second objective refers to the initiation of new directions for conflict analysis, starting from the latest developments in game theory.

Key words: game theory, prisoner's dilemma, conflict, conflict management.

WHY THE BRILLO BOX? THE RECOVERY OF THE AESTHETIC

GIZELA HORVÁTH

Partium Christian University, Oradea, Faculty of Human and Social Studies, Associate professor , Adress: str. Primăriei, nr. 36, 410209 Oradea, Telefon: 0723.293125, e-mail: horvathgizela@gmail.com

One of the central issues of twentieth century debates on art philosophy was the relationship between aesthetics and art. For several centuries, the (fine) arts were looked upon as necessarily pertaining to beauty (the aesthetic), art philosophy was considered just one of the areas of aesthetics, and studied the artistic as one of the subcategories of the beautiful (of aesthetics). Twentieth century artistic and art historical developments questioned this theorem that had been thought self-evident. Arthur C. Danto's position on this matter was defining, who, starting from the thought experiment of "perceptually indiscernible pairs", denies that the aesthetic, i.e. visible, perceivable properties would belong to the definition of art. Arthur C. Danto dates "the end of art" from 1964, when Andy Warhol exhibited his famous Brillo Boxes, which were seemingly not different from the Brillo boxes that could be found on the shelves of supermarkets. It is surprising, though, that when he has to justify why he dates "the end of art" from Andy Warhol, and not the more radical Marcel Duchamp, he gives aesthetic reasons for his preference. The thesis of my present writing is that, accepting that aesthetic properties do not play a part in deciding if something is a work of art or not, as soon as something turns out to be a work of art, its aesthetic properties become important. The artistic property is an aesthetic feature transmitted by art theory. Aesthetic qualities do not define the "transfiguration" or "baptism" of an object into a work of art, but in its new status as a work of art, the object acquires important qualities, made possible by art theory. The aesthetic cannot be reduced to beauty or similar properties evoking pleasant feelings. We need to regain the aesthetic in order to be able to distinguish art from art philosophy.

SEDUCTION: STRATEGY AND CONCEPT VIA POSTMODERNITY?

MIHAELA MERAL AHMED
The West University of Timişoara, The Faculty of Political Science, Philosophy and Communication Studies, Blvd. V. Parvan 4, Timisoara 300223, Timis, Romania, Phone: 0747432591, E-mail: mihaelameral_ahmed@yahoo.com

Seduction represents not only a postmodern discursive strategy, but the supreme dicursive strategy. It is what Baudrillard calls the fatal strategy. Seduction represents one of the major themes of postmodern culture because it transforms the modern theoretical pattern in which the subject exerts its domination on the object through knowledge. In the case of seduction the object imposes its domination over the subject at the first level, because at a second level the object is anihilated due to its destructive inner mechanism. Seduction is primarily opposed to interpretation, these two concepts illustrating the anatagonic opposition between postmodern and modern. Then, seduction is the opposite of manipulation. Manipulation requires intention to conquer, to change, to enstrange itself, while seduction does not take these elements into consideration. Seduction is innocent. According to the pragmatic theory of language, through repetition everything becomes a concept due to its presence in all the contexts. Thus, the more yielding of seductiveness to analysis, the more it seems like a disfavor, because seduction it's gaining meaning, and the postmodern thinking appreciates the deficiency of meaning. Although seduction is one of the major acquisitions of postmodernity, we may wonder to what extent recognizing its theoretical strength doesn't do more than driving it away from postmodernity,

turning it into a so-called strong, modern concept. The same question occurs when we consider seduction as a postmodern mechanism, because any mechanism implies a construct, involves functionality, not just pure randomness.
Keywords: strategy, postmodern, concept, seduction, manipulation.

A NEW WAY TO APPROACH THE SOCIAL PHENOMENOLOGY: THE PHORENETICS

ADRIAN JINARU

West University of Timisoara, Faculty of Sociology and Psyhology, PhD lecturer, Adress: Bd. Vasile Pârvan nr. 4, 300223 Timisoara, Romania, Telephone: 0740787661, E-mail: adrian_jinaru@yahoo.com

ANDREEA BIRNEANU

West University of Timisoara, Faculty of Sociology and Psyhology, PhD teaching assistant, Adress: Bd. Vasile Pârvan nr. 4, 300223 Timisoara, Romania, Telephone: 0722320945, E-mail: andera_birneanu@yahoo.com

Premises. Imposed in the scientific community by Bent Flyvbjerg about a decade ago, actualizing an old Greek concept (phronesis), the so-called phorentics endeavors to prove, in a provoking manner, that the social sciences "really matter", from an epistemological point of view. According to the Danish author, nowadays there is a slight distinction between the "strong" ("natural") sciences and the "week" ones ("humanities"), this it must be accepted, but we have to consider the fact that the two types of intellectual discourse are – in spite of their differences – complementary, both being valid and useful. **Content.** Beginning with the Vienna Circle inter-war, the social sciences were often criticized and disqualified because of their structural incapacity to answer adequately to the "logicist" (maybe "physicalist") model of scientific endeavor and practice. Could they be invalidated and rejected due to such a manner of diametrical opposition? Certainly not: they are distinct and unmistakable constructions in respect to their object of study, methodology and expositive structure and purposes involved. They answer to heterogeneous sort of questions and try to resolve different kinds of problems. The social sciences can now take a well-deserved revenge, especially when they open the debate concerning the requests of a minimal collective morality, the coherent effective action in the service of man, as a public and private entity. That means to focus the attention on the power (and interest) relations, to analyze them properly in variable circumstances of daily life, to conclude about their consequences in our contemporary materialistic-competitive society. **Conclusions.** It is arguable if and how the phronetics represents a really new paradigm in the field of social sciences. No doubt, in its underground, there are several sources of theoretical acquisition, but they are reconsidered, contextualized, reinterpreted in a different manner and accompanied with new arguments against the traditional positivism. Its major contribution and relevance consists in inaugurating fertile ways of investigation and application.
Key words: natural and social science, phorenetics, planning, social action.

THE PHILOSOPHICAL NICHES OF SOCIAL THERAPY

FLORIN LOBONȚ

University of the West Timişoara, Faculty of Political Sciences, Philosophy şi Communication, Visiting Professor. Director, Institute of Social-Political Research, Adress: 4 Vasile Pârvan Bvd nr. 4, Room 506, Tel: 0721090035, E-mail: florinlobont@gmail.com

Premises of the problem: Counselling has become one of the contemporary cultural phenomena. Philosophy came down a long way, from its employment as „medicine" and investigation of the soul by the ancient Greeks, to its excessive specializations in the twentieth century. Recently, the representatives of philosophy in practice have increasingly employed these reflections and techniques in solving some ethical problems pertaining to the public domain such as cloning, animal rights, and euthanasia. An increasing number of philosophers—the „philosophical practitioners"—took this evolution one step further and began to help ordinary people use philosophy in counselling, management, and in various educational settings. Philosophy can help counsellors in at least three main ways: the analytic-informative work with clients; the solving of the dilemmas of counsellors themselves; and the assessment of the theoretical foundations and benefits of counselling. **Methods:** The various types of philosophical counselling resort on a regular basis to the most important elements of philosophy: its object, methods, and systematic nature. The *Oxford Companion to Philosophy* defines philosophy as „rationally critical thinking, of a more or less systematic kind about the general nature of the world (metaphysics or theory of existence), the justification of belief (epistemology or theory of knowledge) and the conduct of life (ethics or theory of value)." The alleged disadvantages of the lack of scientific certitude, mainly „medical"—invoked especially by MDs in order to dismiss counselling—are balanced out by the potential of the methods derived from philosophy and their general attitudinal outcome—the articulating and infusing of the enquiring spirit. **Results:** The clients of various kinds of philosophical counselling are progressively involved in the dynamics of philosophical exploration of their lives—which generates clarifications, reconsiderations and discoveries, sometimes surprisingly profound and radical, at personal level. According to philosophical practitioners, philosophy needs to be demystified and be made more accessible to those—mostly non-specialists—for whose help it were invented. **Conclusion:** We will argue that the attainment of this objective takes place, progressively, through the therapeutic engagement of philosophy via the five methods it generated: critical thinking, conceptual analysis, phenomenology, thought experiments, and creative thinking. This paper will explore some important aspects of philosophical counselling's social utility.
Key-words: philosophical counselling, philosophical practitioner, philosophical therapy methods

RELIGION: A VERY PERSISTENT "ILLUSION"

CORINA MATEI

Spiru Haret University, Bucharest, Department of Philosophy, Lecturer Ph.D., Address: 13 Ion Ghica St., sector 1, 6000 Bucharest, Phone: 0213169785 ,E-mail: coramatei@yahoo.com

Statement of problem: The purpose of my paper is to summarize some of the philosophical and anthropological conclusions of my ethnological inquiry during a period of field work in 2010, in Bogati village, Arges County, Romania. The research team which I took part in was focusing on the axiological hierarchy – especially on the religious, ethical, esthetical and political values – which the Romanian villagers have set after the communist regime, in the last twenty years. My conclusions here are to deal with these moral and religious values, their mutual influences, and also with the impact of the political ones over them. Considering all these, more obvious will appear their role in the present cultural mentality of Romanian villagers concerning political and social changes, not only in the local context, but in the global one too. **Methods:** Field ethnographical research using a questionnaire; philosophical interpretation of data. **Results:** Given the studied context, the most persistent values are the religious ones. The moral values are rooted in the religious – that is, orthodox – ones. **Conclusions:** The religious vision of life revealed by our research, and its future trends too, seem to be in contradiction with some of the anthropological, political and philosophical considerations belonging to famous authors like Leslie White and Samuel P. Huntington. **Key words:** anthropology, value, religion, ethics, philosophy, culture.

A HERMENEUTIC APPROACH OF THE AESTHETIC PRINCIPLES ADAPTED TO THE NEW MEDIA

DORIN POPA
The Alexandru Ioan Cuza University of Iaşi, Department of Journalism and Communication Sciences, Associate Professor, Adresa: Blvd. Carol I, nr.11, 700506, Iasi, Romania, E-mail:dpopa@uaic.ro

IASMINA PETROVICI
West University of Timişoara, Faculty of Political Science, Philosophy and Communication Sciences, Department of Philosophy and Communication Sciences, Assistant Lecturer Ph.D, Address: West University of Timişoara Blvd. V. Pârvan 4, Timişoara 300223, Romania, Mobile: 0726487009, E-mail: iasmipetrovici@yahoo.com

Problem premises: The present study intends to start off an interdisciplinary and transdisciplinary analysis regarding the aesthetic aspects of new media. Our attempt proposes to set itself as a continuance of some of the most recent aesthetic and communication science studies, which give life to a new interpretation criteria for aesthetic phenomena and several new digital art forms in the field of new media. This aspect is particularly important, especially since the proliferation of different types of critic discourse in recent years takes into consideration the impact of new media in inter-human communication, reconsidering some artistic styles, the emergence of new artistic styles in new media design, as well as the prevalence of new media commercial function of the aesthetic aspects over the cultural ones. **Method:** Our research shall develop on two levels: a theoretical one, looking at the characteristics, specifics and functionality on the new media aesthetical aspects, and respectively the practical one, related to the case study, researching and interpreting the current web-design artistic style specifics. **Results:** From a cultural point of view, the problematic is revealed due to the following aspects: to begin with, by the impact of new medias on the social environment, professional and personal life; secondly, by

the complex artistic communication forms and their specific symbolic communication; thirdly, by the aesthetics function to reconfigure the special inter-relational and inter-human communication forms, which, as follows to be show in our study, from the hermeneutical point of view it represents multiculturalism, openness to dialogue and hyper-symbolic stylistic syncretism. **Conclusions:** The new media aesthetic aspects have a hyper-symbolic function, expressing a communication model – co-participation model – with deep hermeneutic significance. At the new media level, from a hermeneutic point of view, aesthetic communication involves dialogue inter-subjectivity, social interaction, artistic multi-identity recognition and cultural differences.

Keywords: new media, hermeneutics, aesthetic, communication, web design.

THE ARCHAEOLOGICAL HERITAGE BETWEEN NATURAL AND ANTHROPICAL HAZARDS. THE NEGATIVE IMPACT OF THE SOCIETY'S NON-INVOLVEMENT IN ARCHAEOLOGICAL SITES PROTECTION

DOREL MICLE

Lecturer, Ph.D., West University of Timisoara, The Faculty of Letters, History and Theology, Blvd. V. Pârvan 4, Timişoara 300223, Timiş, România, Tel: 0721084242, E-mail: dmile@litere.uvt.ro

From its beginnings until January 2000, the archeology in Romania did not receive specific legislation. The lack of a specialized administrative structure to support initiatives and of a minimal set of rules or a unique professional certification system had various negative consequences, such as failure to complete any legislative initiative on archeology, perpetuating old customary rules, with relative application in archeological excavations, criteria interpretation and work quality, the lack of a legal requirement related to the reporting of the excavations' results (outside the rules imposed within the institutions) and lack of specialized higher education. Despite the fact that Romania joined since 1997 the European Convention concerning the Protection of Archaeological Heritage, signed in Valletta on January 16, 1992, the first normative act representing the law regarding the protection of archaeological heritage was issued and became effective no later than January 2000. *Law no. 462/2003* has defined legally the types of archaeological research, dividing them into *systematic*, *preventive* and *rescue* archaeological research, has introduced "the polluter pays" principle and has included *measures to prevent archeological poaching*. However, the law has failed to take measures against the second major enemy of archaeological sites, after the destruction caused by humans: natural hazard. The present study is trying to analyze the effects of non-involvement of the central and local public administration authorities, as well as of the civil society in general, in protecting, conserving and developing the archaeological heritage, exposed to both (increasing) natural and anthropical hazards in Romania, in the 21st century.

Keywords: *the archaeological cultural heritage of Romania, legislation, risk factors, protection, conservatioN*

9. COMMUNICATION SCIENCES

BETWEEN IDENTITY AND IMAGE: BRAND'S SOCIAL ROLE

OANA BARBU

Faculty of Political Sciences, Philosophy and Communication Sciences, PhD., West University of Timisoara, Romania, e-mail: oana@oanabarbu.com, Tel. +40723238859,

Statement of problem: This paper will try to analyse the role played by the brand communication and the branding campaigns that started to interfere more and more in the "education" of the masses on and social responsibility and micro cultural trends. The main purpose of this paper is to analyze the formation of meaning in brand to consumer communication starting from the concepts of brand identity and brand image. We advance the hypothesis that the meaning of brand communication depends to a large extent on the *"culture"* developed by a mark identity.**Previous research:** More and more, authors like Jonathan E. Schroeder(Jonathan E. Schroeder (2008), „Visual Analysis of Images in Brand Culture" in Barbara J. Phillips, Edward McQuarrie, GO FIGURE: NEW DIRECTIONS IN ADVERTISING RHETORIC, , ed. M.E. Sharpe, pp. 277-296) or Miriam Salzer Morling (Miriam Salzer Morling (2005), „The Cultural Codes of Branding" in ***, Brand Culture, ed. Routledge, London, pp. 3-16), propose *a cultural approach of the brands* by pointing out the tendency of this field towards the cultural, sociological and theoretical research. This matter of fact compensates on the one hand and complicates on the other hand the economical and managerial analyze of the brand. The anthropologists, the historians and the sociologists have recently spoken about brands from a cultural perspective, by comprehending their importance at the social level and by recognizing at the same time the economical and the psychological researches made up to now (for example Bentley, 2008; Koehn, 2001; Lury, 2004). **Methods:** "The brand culture" refers to the cultural codes developed by the brands -- history, images, myths, art, and theatre -- that influence the comprehension and the value of the brand on the market, but especially, on the level of the social praxis. From this prospect, the study of this phenomenon often supposes the comprehension of cultural influences and the implications of the brands from two points of view. First of all, we have to accept a reality: we live in a "branded" world in which brands "endow" the culture with a certain sense of perceiving the world and hence, the process of branding profoundly influences the way we relate to contemporary society. On the other hand, "the brand culture represents a third dimension of the brand research -- in combination with the traditional fields of research concerning the brand identity and the brand image. The brand's culture offers the cultural, the historical and the political context necessary as to comprehend the brand from a contextual point of view." (Jonathan E. Schroeder, „The cultural codes of branding", în Marketing Theory; vol. 9, 2009, pp. 123–126). Our work is going to support the approach of the branding phenomenon from a cultural perspective, contextually and dynamically speaking and according to the contemporary definitions. We will approach a qualitative research method focusing on a comprehensive perspective and comparative analysis without quantification, seeking more for an integrated approach on the branding phenomenon.**Results:** We consider that underlining "the culture" of a brand represents a part of a larger approach linked to the cultural aspects concerning the results

of identity-image transfer at an organizational level. Therefore, we try to encourage a debate about the fact that products, history and the culture can offer the necessary context regarding the interaction between branding, consumers and the public sphere.

Key words: brand, culture, philosophy, hyper-consumerism, value.

PATTERNS OF METAPHORISATION IN THE MEDIA DISCOURSE

DOINA BUTIURCA

Associated Professor PhD, „Petru Maior" University of Tîrgu-Mureş, România; Home address: I.L.Caragiale Street, nr.11, Tîrgu-Mureş; mobile phone : +40726735034; Home number: +40365/410832 ; e-mail : butiurcadoina@yahoo.com

During the last decade, the metaphorisation patterns in the written media have developed into becoming very complex ones. Once the metaphors in the journalistic discourse have been refined, specialised theoretical studies regarding them have appeared. The purpose of our research consist in the analysis of the journalistic metaphor, as a strategy of verbal communication, used by the nowadays press. Material and methods: for the study „Patterns of metaphorisation in the media discourse", we have performed a contrastive, analytical and retrospective research of different equivalent patterns found in the press (local newspaper, Cotidianul, Jurnalul National etc). The study starts by analysing the factors that define the status/complexity of the journalistic metaphor – psychological, cognitive, and/or linguistic factors, or traditional rhetorical ones. We aim to approach the functions of the journalistic metaphor (informative, mobilisation, manipulation) within the complex context of relations to the functions of the language. For the informative function, the study regards: the capacity of the metaphor to confer clarity to the media discourse, its orientation towards objectivism, subtle determinations coming from the journalist genre (comments, interview, reportage etc.) and also its channel (written/on-line press). The metaphorisation differences, the patterns used in the title of the press article, in the "repeated discourse" (Eugeniu Coşeriu) stand for other specific cognitive strategies approached in our study from a contrastive perspective. The functions of the metaphor could not be perceived outside the relation between the communication strategies and objectives aimed by the press. The main objective is the impact of the information upon the public. It is the dimension that allows the approach of metaphorisation patterns upon the nowadays media, from the cultural anthropological perspective: considering the source-domain, we will treat the metaphors from the somatic, sport, medical, food, family etc. fields. Conclusions of the research: the journalist metaphor can inform, it can alter the public approach upon events. Seen as a metaphorical key, reality may be interpreted in a subtle way. The second conclusion views the metaphorical coherence of the journalist text - extremely relative – given the variety of the typology of the cultural substrata to which metaphor appeals. Although the cognitive, conceptual type – consubstantial to the denominative function of the language – is mainly used in the nowadays media, the researcher can not disregard the expressive value of the metaphor.

Key words: media discourse, metaphor, cognitive types, expressive value, cultural anthropology.

RISK PERCEPTION AND COMMUNICATION OF TERRORIST RISK ON FOOD SUPPLY CHAIN
ROMANIA AND TURKEY CASE STUDY

IRINA STĂNCIUGELU

Senior University lecturer PhD, Faculty of Communication and Public Relations, National School of Political Studies and Public Administration Povernei Nr. 6, Bucuresti – 70726, Tel +40740177188, email: irina.stanciugelu@comunicare.ro

DAN STĂNESCU

Senior University lecturer PhD, Faculty of Communication and Public Relations, National School of Political Studies and Public Administration Povernei Nr. 6, Bucuresti – 70726, Tel +40723672618, email: dan.stanescu@comunicare.ro

SERGIU STAN

University lecturer, Faculty of Communication and Public Relations, National School of Political Studies and Public Administration, Povernei Nr. 6, Bucuresti – 70726, Tel +40723185986, email: sergiu.stan@comunicare.ro

Food is a fundamental requirement of every human being and so, unsurprisingly disruption of supply has been a major tactic in human conflict down the centuries. If security issues on food supply are to be consider to food supply chain, apart from measures aiming at preventing food from accidental hazards (covered mainly form HACCP systems), food business operators would have to take additional measures to prevent intentional hazards. These kinds of measures are usually not compulsory, and, most probably, they will not be in the future. On the other side, if one handle food in more relaxed system, it could become an attractive target if the aim would be to disturb one of most important infrastructure (food supply chain) or a country's (region's) image. This study has two aims: 1) to evaluate terrorism risk perception through a series of hypothesis drown from a social cognitive model of individual response to terrorism, and 2) to show how the results of the field inquiries are used in developing risk/crisis communication plans for Ministry of Agriculture, Forests and Rural Development - Romania and Ministry of Agricultural and Rural Affairs - Turkey. The study was conducted using a survey method of companies' managers or directors of regulatory agencies on the food chain from Romania and Turkey. Perception of terrorism on the dimensions of probability, seriousness, personal impact and coping efficacy were examined as specific cognitive factors, while perceptions of institutional preparedness for terrorism were examined as social–contextual factors. Findings highlight the importance of social-cognitive models of individual response to terrorism in developing risk/crisis communication strategies aimed at improving individual and organizational response to terrorist attacks. The online questionnaire had 55 items and has been addressed to managers and decision makers from organizations operating in the food industry in Romania and Turkey; to questionnaire answered 319 persons, 217 from Romania and 102 from Turkey.

THE 2012 FRENCH PRESIDENTIAL ELECTION OR ABOUT HOW CAMPAIGN DISCOURSE BECOMES CAMPAIGN CONFLICT. SAMPLES OF INCIVILITY IN THE ONLINE POSTINGS BELONGING TO THE FIRST FIVE PRESIDENTIAL CANDIDATES.

GEORGIANA ALEXANDRESCU-FIERARU

"Alexandru Ioan Cuza" University, Iași, PhD Candidate in Communication Science, The Faculty of Philosophy and Socio-Political Science, Chair of Communication and Public Relations. Address: Strada Fântânilor 37, bloc B2, apartament 11, Iași, 700337. Phone Number: 0751612114
Email: georgiana.alexa@gmail.com

The latest French presidential elections were a concise sample of how presidential rhetoric can easily deviate towards a discourse of hatred, ridicule and incivility, in general. If, during the first tour, (online) discourse concentrated (although in a scarce proportion) on social and economic issues of public interest, the second tour was nothing but an overt conflict consisting of a cascade of irony, contempt and insulting remarks that the main two candidates alternated. The final, televised debate came to complete the situation, by labeling what critics are calling "the most aggressive presidential debate France has ever witnessed". The analysis was purely exploratory and consisted of, first, inventorying all of the blog and website posts that François Hollande, Nicolas Sarkozy, Jean-Luc Mélenchon, Marine Le Pen and François Bayrou displayed during the 2 weeks of official campaign, between April 9 and 22 2012. Tams Analyzer (an especially MacIntosh-designed discourse analysis software) was used for coding posts obtained non-stop via an RSS flux. The main unit of analysis was the linguistic sentence and codes revolved around some of Derek Bousfield's (2008) "manifestations of impoliteness": "sarcasm", "denying common ground", "criticism of the opponent", "taboo to emotional language", "condescend, scorn and ridicule" etc. Preliminary conclusions showed that remarks were particularly offensive in the online sphere especially on the side of Hollande and Sarkozy. Extreme right candidate Marine Le Pen evidentiated herself through a harsh, anti-republican discourse in the first tour, whereas in the second a strategy of "complete silence" in the online area was undertaken. Extreme left candidate Mélenchon, a remarkable rhetor, distinguished himself by a moderate, balanced presentation of events, as did centrist Bayrou. As the final televised debate pointed out, the main clash of the whole campaign revolved around the two candidates that incarnated the right and the left, Hollande and Sarkozy more than around subjects that would have been of interest to the population. Brief samples of incivility will be exemplified. The whole endeavour wishes to shed light on the manner in which campaign discourse is constructed online while, at the same time, trying to link political platforms to a

certain intensity of incivility. Further research could go deeper into how the use of incivilty influences voter turnout and the preference for a certain candidate. Although research in the area of negative campaigning has been ample, no certainty exists as to how (Latin) people choose their candidates when it comes to their being aggressive during the campaign. **Key words**: incivility, political communication, discourse analysis, presidential elections.
References: Bousfield, Derek (2008) *Impoliteness in Interaction,* John Benjamins Publishing Company, Amsterdam/Philadelphia.

COMMUNICATION IN ADVERTISING
IN MODERN DOBROGEA

MĂDĂLINA LASCA (VOINEA)

"Ovidius" University of Constanta, Faculty of History and Political Science; associate Lecturer Mailing address: Umbrei Street, no. 5, bl. 22A, ap. 33, et. 3, Constanţa, Number phone: 0241671448; 0733271266. E-mail address: lascamadalina@yahoo.com

An important form of relationship between community and communication Dobrogea is represented by advertising. Its beginnings are linked to the modern time, namely the emergence of press in this space. Why I chose this theme - Communication through advertising in modern Dobrogea? Bec ause it was not addressed by specialists, is probably considered too easy a subject, an assumption that proved wrong. Our scientific purpose is to approach an analysis of communication content, in this case, the advertising texts, from which we try to answer the following questions: *Who communicated*?; *What messages are transmitted*?, *By what means*?, *To whom*?, *What effects*? After identifying the answers to these questions will allow us to demonstrate the importance of communication in society Dobrogea in advertising since its inception and to outline its specific elements that characterize the discovery. Research methods used are qualitative and quantitative analysis and comparison. Our research is in fact a continuation of a project completed postdoctoral (time duration), called *Communication through advertising in modern Romania (late 19th century and early 20th century). Case Study: Dobrogea publishing space*. Our insistence on this issue is justified by the desire to highlight the benefits of communication through advertising in Dobrogea society. Keywords: communication, advertising, Dobrogea

BRAND - COMMUNICATION TOOL VERSUS SOCIAL RESPONSIBILITY TOOL

MANUELA ROZALIA GABOR
LIA CODRINA CONŢIU

„Petru Maior" University Tîrgu Mureş
1 Nicolae Iorga street, 540088, Tîrgu Mureş, Mureş, Romania
0742 760 430, 0740 094 636
rozalia_gabor@yahoo.com, liacontiu@yahoo.com

Branding is one of the most important and powerful tools in communicating and promoting an organization on the one hand and, on the other hand "a business card" for consumers in terms of social status. Development of communication media using the Internet and implicitly social networking opened new promotion opportunities for global brands joined also - successfully - by Romanian brands (with or without global recognition). Brand equity and corporate social responsibility became part of the strategic decisions of organizations. Thus, brands not only dispute annually the top of the best global brands but also the top of the most social brands, being engaged - and promoting its values - in social projects in various domains. Based on these considerations and using data on the most valuable global brands ranked in 2011 - *Brand Finance Global 500*, published by Brand Finance (the place and brand value in 2011 and 2010, the brand's country of origin, the market value , industry), *Top Social Brands in Romania* (the place held in 2011 and 2010, if they have active accounts on Facebook, Twitter, Flickr, YouTube, Wikipedia, if they have got blogs) and macroeconomic variables, namely GDP per capita in 2010 and the share of services in GDP in 2010, we analyzed the joint influence of these variables using statistical methods of data analysis, namely principal component analysis (PCA) and cluster analysis. The research **results** indicate that those brands that are found in the last ten years in the "top 10" chart of global brands are not found - in Romania - in the "top 10" chart of social brands. In this respect there are formed two opposing clusters, the third cluster is composed of brands from the first top ten global brands, e.g. HP, Microsoft, Orange and Vodafone. Also, Romanian brands that have been taken over by foreign organizations (BCR - Erste, Petrom - OMV, Dacia - Renault, etc.) are found in the same category of global brands which use less blogs as social media. As the first study that provides statistically significant results, we consider that this interface, global brand - social brand, place these brands in relation to corporate social responsibility. As well as it can be considered a milestone in adapting the communication strategies to the cultural dimensions and value systems of countries where these brands are present, the last two variables being very important for consumers' behavior.

Key words: brands, social brands, Romania, statistical methods, communication.

COMMUNICATION, MANIPULATION AND CENSORSHIP. THE VISIT UNDERTAKEN BY NICOLAE CEAUŞESCU IN AUSTRALIA (APRIL 1988) AND HOW IT WAS PERCEIVED IN THREE PRESS CATEGORIES: THE ROMANIAN PRESS, THE AUSTRALIAN OFFICIAL PRESS AND THE AUSTRALIAN FREE PRESS

ILIE RAD

Babeş-Bolyai University Cluj-Napoca, Faculty of Political Science, Public Administration and Communication Studies, Prof. dr. , Address: Str. General Traian Moşoiu, nr. 71, 400132 Cluj-Napoca, jud. Cluj, room 5, Tel.: 0745674859, E-mail: ilierad@yahoo.com

This paper is based on a visit undertaken by the author in Australia, in the summer of 2009, when he found out incredible information on the last visit of the Romanian communist leader in a western country, which is Australia. The study is based on three different versions regarding the same political event – the visit of the Romanian leader in Australia: a) how the Romanian communist press (newspapers) approached the visit in Australia (*Scânteia*, *Scânteia tineretului*,

România liberă, *Lumea*). They surrounded the event in a triumphal aura, according to the official propaganda, thus misinforming the public opinion from Romania as to the demonstrations and street protests taking place during the official visit; b) how the visit was approached in the Australian official, governmental press (*Canberra Times*). Taking into consideration that Ceaușescu was officially invited to Australia by the Australian Government, the governmental press chose to stay somehow in between the lines. On the one hand, it could not offend the Romanian party, as this would have violated the diplomatic relations among countries; on the other hand, it could not ignore the reality that it was functioning in a democratic country in which the freedom of speech was a fundamental human right; c) how the same visit was approached in the free press (*Sydney Morning Herald*, *The West Australia* etc.). This aspect is the most crucial in this paper, as it reveals the way in which independent newspapers offered information regarding the great dramas that had already taken place or were just taking place in Romania: collectivization and agricultural decline, the non-human control of private property, deficiency in food, heating and electricity, church demolition, ruination of villages and their traditional civilization, the change in the attitude of western governments towards Ceaușescu (culminating in the adjournment by the USA of the Most Favoured Nation clause); the bottom line of such articles was that Ceaușescu shouldn't have visited Australia as he was not worth it. After analyzing these sources, there are three different perspectives on the same event. These perspectives were influenced by economical, political, ethnical, cultural interests etc., being put into practice via classical methods of manipulation and censorship. **Previous activities of the author related to the theme of this communication.** In 2011, he organized at the Faculty of Political, Administrative and Communication Sciences, "Babeș-Bolyai" University, a national symposium with international participants, to which enlisted 45 contributors. Most of the texts belonging to the participants were gathered in the volume *Cenzura în România (Censorship in Romania)*, being now published with Tribuna Publishing House, Cluj-Napoca. **As a means of research,** I interviewed cultural personalities who personally took part in the events: Mihai Maghiaru, president of the Romanians´ Association in Australia, Dana Lovinescu, former wife of Radu Beligan, now a refugee in Australia, who translated for the Australian party during the official visit. I also used some other methodology: content analysis, case studies, comparison etc. **Results of the research**. The conclusions of the study indicate the enormous role played by the communist censorship and propaganda in manipulating the public opinion, in the absence of alternative information sources (at the time people had no freedom of travelling or watching other TV channels than the official one, foreign radio stations such as Europa Liberă (Free Europa), Vocea Americii (Voice of America) were being jammed etc.). **Importance of the research**. As further shown in the conclusions, this communication indicates the negative impact of the totalitarian state upon human beings. The communication is simultaneously advocating democratic values, human rights and everything that the Romanians won after the Revolution of December 1989. **Auxiliary material.** Photos from the Romanian and Australian newspapers, caricatures will be presented to support the ideas of the communication.

Key words: Ceaușescu, Australia, mass-media, manipulation, censorship.

THE PROMOTION OF CULTURAL EVENTS AND THEIR ROLE IN LOCAL DEVELOPMENT

FLORICA – ELENA VASILIU

Lucian Blaga University Sibiu, Associate Professor PhD, 550345 Sibiu, 37/33 Rahovei Street, Mobile phone: 0733087479. e-mail : flovasiliu@yahoo.com

RODICA – EUGENIA PASCU

Lucian Blaga University Sibiu, Associate Professor PhD, 550215 Sibiu, 2 Decebal Street, Mobile phone: 0743054194, e-mail: ropascu@yahoo.com

The studies that were carried out within the framework of the research project regarding the impact of the program „European Cultural Capitals 2007: Sibiu, Luxembourg and the Greater Region" on the identitary restructuring and local development have revealed, among many other things, the role of promotion strategies and public relations for the succeeding of this comprehensive program. The results of those studies constituted the starting point of a FP7 european research project in the field of social economy within the framework of which play a decisive role the research into cultural politics and comparative studies of cultural capitals. Marketing and promotion aspects constitute one of the main research objectives. A pilot study about how various real audiences perceive the importance of the promotion of small- or large-scale cultural events organized in Sibiu was initiated in May 2012. The pilot study was carried out over the course of two weeks on the basis of a standardized small-scale questionnaire applied at the cultural venues in question. The collected data, in conjunction with the results of the previous research and the analysis of the promotion strategies, reveal certain tendencies like, for instance: 1. the necessity of promoting a cultural event or program according to its extent and continuity; 2. the necessity of using differentiated strategies according to the distinct categories of audience, especially in a town focusing on cultural tourism; 3. the growing importance of online advertising, especially for large-scale cultural events and programs aiming at audiences from foreign towns and countries. Since its designation as European Cultural Capital 2007 Sibiu has become a town truly governed by culture, enhancing its multicultural dimension, and culture in its broadest meaning represents an alternative way of local development. A promotion adequate to this specific characteristic can make all the cultural enterprises of this kind more efficient and ameliorate the local development strategies.
Key words: cultural events, promotion, local development, cultural politics.

UNINFORMATIVE NEWS – BETWEEN COMMENTARY AND NEWS IN BRIF

SORIN PREDA

Associate Professor PhD – Faculty of Journalism & Communication Sciences (FJSC), Bucharest.
Address: 4, Pravat st., bl Z5, room 39, Bucuresti
Phone +40744659560, e-mail: sorin.preda@yahoo.com

In a book already famous, Cohen and Levy (2008) deplore the dilution of the great journalistic personalities of former times – the political columnist, the field correspondent or the investigation journalist. Then, the authors bring attention upon a seemingly odd paradox: "The more journalists active within a certain mediatic area, the less quality journalism there is. The

media multiplication and the explosion of new technologies transform the journalist into an intermediate worker, a mere wheel". The book's conclusion is inevitable and extremely pessimistic: the journalistic job has taken wrong ways, with no coming backs ("Notre metier a mal tourne").The present study presents a worrying journalistic reality. Namely, the increasingly supported promotion within the Romanian press (printed or on line) of news in brief and of uninformative news (that is, news that mimic information through metaphors, projections in the future, sensational adjectives, suppositions, doubtful wording and so on). The rising of this kind of news confirms the supposition that exceeding information can be another form of disinformation.

Key words : news in brief, news, information, rumors, tabloid press, disinformation.

MEDIATIZATION AND POSTMODERNISM: THE IMPACT OF MEDIATIZATION IN OUR SOCIAL LIFE

ILEANA ROTARU

"Eftimie Murgu" University of Resita, Faculty of Theology, Social and Educational Sciences, Lecturer PhD., Address: Traian Vuia, nr.1-4, C28, Resita, Caras-Severin, Phone: +40722306201, E-mail: i.rotaru@uem.ro

Premises: While Foucault (1986) described the modern man as a constant self-creation, the concept of "mediatization" has received a constant attention from contemporary sociologists. This article considers the concept of "mediatization" by placing it within the vast framework of the postmodern paradigm with the purpose of defining its dimensions in relation with the concept of "virtuality" (Lévy, Turkle). **Method:** In the research of mediatization impact we used Blanz and Ghiselli (1972) methodology of mixed standard evaluation scale (MSS). **The results refer:** to determine mediatization's dimensions, to identify the teachers' own perception of media and their own interpretation of mediatization's impact in the learning process. **Conclusions:** Viewed in a comparative manner, we argue that both concepts have common features and complex relational experiences due to the process of media convergence. The changes of the cultural practices determined by the media consume represents the issue analyzed in this article. We take into discussion the impact of mediatization in the social life as an example of how the social practices have change

Key words: mediatization, virtuality, Mixed Standard Scale of Evaluation

PRESERVATION AND VALORISATION OF DOCUMENTARY PATRIMONY THROUGH DIGITISATION. "BALKAN ITINERARIES" PROJECT

ELENA TÎRZIMAN

University of Bucharest, Faculty of Letters, Associate Professor. Ph.D, National Library of Romania, Adresa: Bulevardul Unirii, nr 22, Sector 3 Bucuresti, telefon: 0740068793, Director General. elena.tirziman@bibnat.ro

Anchored in a cultural and educational context that adds specific features of central and eastern Europe, the project aims to initiate a new French connection between the Balkan countries.

Three large libraries of three neighboring Balkan countries – "Saint Kliment Ohridski" Sofia University Library, "Svetozar Markovic" University of Belgrade and the National Library of Romania in Bucharest – gathered in this project to demonstrate the importance and usefulness of documentary resources of libraries in education and culture, to share best practices of inter-library and inter-university activities, to support training and skills development through education act, to make accessible through networks library documents which are traditionally difficult to reach. The project aims to lay in digital format, rare and precious books in special collections of the three libraries, written in French and referring to journeys in the Balkans. The historical time outlines the Ottoman expansion into Europe as well as the presence and influence of France which was a constant feature in the Balkan area, playing an important role in diplomatic matters, political and economic environment. Therefore, to identify the Francophone itineraries in Balkan area can be an useful and instructive endeavour from cultural and educational perspective.The main objectives of the project refer to:- providing easy access to French documentary resources relevant to highlight the relations between the Balkans ant the West;- fostering inter-cultural exchanges in order to point out the importance of French language to develop fruitful relationships between the libraries in the Balkan area, through Francophonia network;- creating a bibliographic inventory consisting of Francophonia documents owned by the 3 libraries and related to the Balkans.

During the 18 months that will run the project (October 2011 – March 2013), there will be workshops and worksessions via Internet so that there will be a permanent monitoring of project activities. A scientific pluridisciplinary committee will manage and evaluate the entire activity. The competencies of the experts cover all the scientific and technical issues involved: information and communication sciences, information technologies applied in educational field, information literacy, inter-cultural exchanges, cultural diversity, technical and technological issues of digital infrastructures.

Keywords: Digital Collections; Itineraries Francophone Balkans; Information and Communication Sciences.

PUBLIC OPINION IN SLAVICI THE JOURNALIST

LUCIAN-VASILE SZABO

West University of Timisoara, Faculty of Political Sciences, Philosophy and Communication Sciences, Associated professor PhD, Address: Boulevard Vasile Parvan, no. 4, 300223, Timisoara, Office 024, Phone: 0735 788 929

E-mail: lvszabo@yahoo.com

The premises of the issue: The concepts of *public*, *public opinion*, and *mass media* have been familiar to Ioan Slavici. Sometimes he underlined their contextual meaning, but most of the times he used them without additional explanations. This proves that, just after 1871, when Slavici the writer, journalist, teacher, historian and socio-economic studies author operated, these terms were familiar. The sociology was developing in general as a science, yet already manifested its first specialized branch, the sociology of communication. Less known as a sociologist when compared to Eminescu, Slavici proves an applied, diverse and deep scientist, carrying on a vast activity over several decades. **Method**: The research of the collections of publications from the late nineteenth century, the identification of the items signed by Slavici,

the lecture of those having the public, the public opinion, the relationship with the readers and the media's role in society as a theme. **Results**: Highlighting Ioan Slavici's interest in sociology at a time when this science was at the beginning and was defining its concepts and methods. It turned out that the author had been working actively in this field, his interest in the formative role of the information and media, based on theoretical knowledge, but also on his experiences as a journalist and newspaper publisher, being in line with the contemporary interest in the communication theory field, field in which the author is a pioneer. **Conclusions:** Ioan Slavici manifested as a powerful writer, having relevant teaching activities, and acted as a journalist for half a century. In the field of sociology and communication, his interventions are important aspects that need to be studied. In the present study we have outlined the general level of his work and some reference texts of the author in what concerns the media sociology.
Keywords: public, opinion, Slavici, sociology, mass media.

CORPORATE SOCIAL RESPONSIBILITY, AS OF PUBLIC RELATIONS ACTIVITY WITHIN MULTINATIONAL COMPANIES

ADINA STROESCU (TIMPLARU)
Universitatea de Vest Timisoara, Facultatea de Socio-Psihologie, drd. Sociologie, phone: 0758060068, E-mail: adina.timplaru@gmail.com

Description of the theme: Corporate Social Responsibility (CSR) is a form by which a company can interact with the community where it operates, assuming community involvement strategy and a partnership of which the company may have won fame both image, as well as sales and confidence. In essence, CSR refers to a company's attitude to society when success is achieved by obeying the law; by taking ethical behavior through pay more attention to environment and by taking into accounts the needs / interests of the company's partners. CSR is an ongoing commitment undertaken by companies to behave ethically and contribute to economic development, improving at the same time, quality of life for employees and their families, communities and society in general. The initiative presented in my thesis as a defining part in CSR and called "Food bank" - "Food Bank" is a collective social platform, through which a company can provide support for food banks organizations, primarily in the form of donations of food. Thus, I conducted a survey and a SWOT analysis, both among NGOs (Non-Governmental Organizations) and the relevant media-publications in the country, in order to identify existing local opportunities and barriers for such initiatives, as well as make some initial recommendations to implement this idea. **Methods:** I conducted two surveys / questionnaires relating to both NGOs (in number of 8), and media publications (in number of 6, representing daily newspapers, news agencies, etc.), carried on discussions about social issues, in particular the appearance of CSR. **Results:** Overall, respondents showed positive attitude towards this "food bank" initiative. NGO representatives said they are familiar with such strategies and support from big multinational companies; in exchange for media-representatives topics in regard with donations of food is not considered a hot topic, only if the initiative is really new on the market and if it does have a significant impact. **Conclusions:** Despite studies and surveys were conducted on small samples and different as viewpoints, though the results opened ideas both in terms of future actions and in terms of empirical research.
Keywords: Corporate Social Responsibility (CSR), Food Bank.

JOURNALISTIC APPROACHES IN CRITICAL ARTISTIC RESEARCH

CĂTĂLIN GHEORGHE

"Al. I. Cuza" University of Iaşi, post-doctoral researcher in the frame of
SOPHRD/89/1.5/S/63663. Faculty of Visual Art and Design, Sărăriei 189, 700451, Iaşi, Phone:
0723785816, Email: citizen_ka@yahoo.com

Theme: Artistic research distinguishes itself as an applied form of visual communication studies. Being understood as a "practice-based research" or as a "process-based research", the artistic research can use different models to involve in the analysis and mediation of the reality. As such, journalism can offer a practical model for the acquisition and production of knowledge, being used from the perspective of contemporary art practices. **Goal:** The goal of the article is to present the relevant connection between communication and education, identified at the level of the articulation of the journalistic practices and artistic practices through the use of discourse and iconography. **Methods:** The research methodology takes into consideration the combinational observation on the values of communication in the media field and in the art field, the critical analysis of the factuality culture and image culture, and the theoretical construction of a journalistic model of artistic research as a new form of communication and education. **Result:** As a consequence of a comparative and interferential research in the fields of journalism and 'artistic research', there could be determined the applicative value of the visual investigation from the perspective of its informational and indexical qualities. **Conclusion:** The relevant conclusion of the article is that the application of a model of journalistic practice in critical artistic research can involve direct consequences on the quality of social communication and critical education, because of its informative-cognitive and mediational-educational roles.

Keywords: journalism, artistic research, visual communication, cultural criticism, critical education.

WORKING FOR GLOSSIES. A CASE STUDY ON YOUNG MAGAZINE JOURNALISTS IN ROMANIA

ROMINA SURUGIU
University of Bucharest, School of Journalism and Communication Studies Postdoctoral
Researcher Address: Bucharest, Bd. Iuliu Maniu nr. 1-3, Sector 6 Phone: 07441169174 E-mail:
rominasurugiu@yahoo.com

Statement of problem: In Romania, in the context of the concentration of media ownership and resources in very few hands, and in the context of a post-communist media lacking a tradition of media regulation and journalistic standards, young journalists face difficulties in magazines desks, as well as in other type of media editorial offices (newspapers, television, radio etc.). The paper (part of a larger postdoctoral research, within POSDRU/89/1.5/S/62259, University of Bucharest) will present an account on the working conditions of young Romanian magazine journalists. The theoretical background of the research explores the critical views on creative labour and decline of journalists' status in the 21st century informational society. We

also take into account the critical approach on magazine journalists, considered to be practicing a "smiling profession" (John Hartley, 2000), an extension of the PR and advertising world. **Methods:** The research is based on 20 semi-structured interviews related to work procedures, wages, professional standards, and professional organizations. The in-depth dialogue with journalists is considered by contemporary researchers to deliver a better understanding of the everyday practices in newsrooms. In addition to the interviews, data from previous research papers on journalists situation in Romania will be also be used (Coman, 2004, Surugiu& Radu, 2009, Vasilendiuc, 2010 inter al.). **Results:** Young journalists do not usually have a firm work contract: they are paid within the "copyright agreement" framework (they get paid only if they deliver feature stories or news). As the profession has become more technology-ridden, young journalists are expected to be computer proficient, to deliver content for print magazine and its online version, in the same time, for the same amount of money. Nevertheless, the interviews showed that young journalists do not consider important to belong to a professional organization or union, as they share an individualistic approach on work, in spite of their praise for teamwork. **Conclusions:** Jobs at magazines have many desirable characteristics: an artistic side, a flexible work program, a certain level of autonomy, editorial independence, recognition. Many people are eager to work in a creative and stimulating environment. However, the research showed that young magazines journalists in Romania work under precarious conditions (long hours – over 60 hours per week, on low wages, and under the continuous pressures from advertising and PR agencies).
Key words: journalists, magazines, working conditions, qualitative research.

OCCUPATIONAL IDEOLOGY AND PUBLIC REPRESENTATIONS IN SOCIAL MEDIA

CRISTINA COMAN
Professor, PhD., Faculty of Journalism and Communication Studies, University of Bucharest. Bd. Iuliu Maniu nr. 1-3, A, 6 floor, Bucharest, Romania Tel/fax: (+4021) 318.15.55; e-mail cristinacoman2004@yahoo.com

HOREA MIHAI BĂDĂU
Assistant Professor, PhD., Faculty of Journalism and Communication Studies, University of Bucharest. Bd. Iuliu Maniu nr. 1-3, A, 6 floor, Bucharest, Romania Tel/fax: (+4021) 318.15.55; e-mail horeabadau@gmail.com

Abstract: Stakes in Social Media are, influence, connections, number of friends, visibility, new networks of friends. Building social representations Social Media allows players to "master" and "control" the operating environment. the actors from Social Media live and build in the open, being "well-known" by the public. We studied the cognitive elements, affective and normative social representations circulating in Social Media, using Edgar Schein schema. There is no prospect in structuring a professional culture because the blogosphere is divided into small antagonistic groups, and values shared by the participants in blogging are built and controlled by a small group of people. Bloggers impose public representations about blogging that match their occupational ideology. **Keywords:** *social representations, social media, user generated content, values, professional culture.*

MASS-MEDIA, CREATOR AND PROMOTER OF MEDIA EVENTS

SIMONA BADER

West University Timişoara Assist. Univ. drd. Adress: Blvd. V. Pârvan nr. 4, Timişoara, 300223, room 335 Phone number: 0722 125 455 E-mail: simona_bader@yahoo.com

In recent years, the words used to enunciate the relationship established between the media and public events of general interest are media events. This concept refers to public events, due to extensive media coverage, fail to trigger certain processes of transformation in political, social, cultural, and sometimes even lead to large-scale mobilization of society. Events that may be employed in the phrase media events ranging from national holidays, anniversary, weddings or funerals of public figures to acts of a political nature, such as elections, party congresses, visits of high officials, and large cultural and sporting events. The press has a special behavior with respect to certain events, due to specific characteristics of ceremonial events. Events that fall into the category of media events often lead to emotional fusion processes involved, both actors and journalists, and many times not only media institution has an event, but it creates. In this paper we discuss how the local media also have created such a media event, doing also an attempt to ritualization and thus compliance with certain patterns in the presentation of events. It's about commemorating the 1989 revolution started in Timisoara, event presented in detail by the local media (written, audio and television). Through this involvement of journalists as professionals in such a great event, as actors or creators of facts, the media practically participate in the creation of social ties at regular intervals, but under conditions that are often called historical, producing, in particular, concerning audiences who know they belong together as one community. Keywords: media, ceremony, event, ritual

ORGANIZATIONAL COMMUNICATION IN CYBERSPACE: A COMPARATIVE ANALYSIS

ROZÁLIA KLÁRA BAKÓ

Sapientia – Hungarian University of Transylvania, Social Sciences Department Associate Professor Address: Piața Libertății nr.1, 530104 Miercurea-Ciuc, office 105, Romania Mobile phone: +40724269044 E-mail: bakorozalia@sapientia.siculorum.ro

Justification: organizational communication in cyberspace is a well established practice for more than two decades, both on asynchronous (e-mail, webpages, blogs, social networking sites), and on synchronous channels (chat, VoIP[5], online conferences, virtual interaction platforms). Organizational webpages – a sort of virtual reception desks – are neglected even by the world's largest companies (Nielsen 2011[6]). We propose a comparative analysis of the six most populated cities from Romania, with more than 300,000 inhabitants, in terms of their

---

[5] Voice over IP
[6] Nielsen, J. (2011). *Utilize Available Screenspace.* http://www.useit.com/alertbox/screen-space-use.html

online presence: București, Iași, Cluj-Napoca, Timișoara, Constanța and Craiova. The mayor's offices' websites are evaluated according to the United Nation's e-government criteria (UN 2010), along with usability, accessibility and user centred design standards. **Methods:** content analysis and application testing on the selected mayor's offices websites, according to the UN 2010[7] criteria: stage I – emerging presence; stage II – enhanced presence; stage III – transactional presence, and stage IV – connected presence. **Conclusions:** all organizations analysed are in a transition from enhanced to transactional online presence, with a relatively low level of multimediality and interactivity. Their webpages still function as virtual window-shops, striving visibly to improve communication services for the benefit of citizens. **Keywords:** organizational communication, e-government, interactivity, multimediality

THE HISTORIOGRAPHY OF THE GERMANS FROM THE BANAT HIGHLAND. SOCIOLOGIC AND JOURNALISTIC PERSPECTIVES

CRISTIAN RUDOLF

Eftimie Murgu University of Reşiţa, Faculty of Administrative Sciences, Department Max Weber Assist. PhD. Candidate, Address: Traian Vuia Square, Nr. 1-4, code 320085, Reşiţa, Caraș-Severin County Telephone: 0070-723-006189 E-mail: c.rudolf@uem.ro

The premises of the problem: under the aspect of situation on the time axis, the writings dealing with the social life of the Germans from the Banat Highland can be devised into three great categories. Verifying the historiography of the social life concerning the minority dwellers from the mountain area of the Banat, we observe that all too often, in the description of the everyday life aspects, there is a strong insertion of the politic discourse, fact which has stamped a certain nuance into the narration, often not conforming with the impartial description that is all too necessary to the historic positivist development. For this reason it is necessary to analyze critically, in what follows, a series of works, and to appreciate them *sine ira et studio*. This fact proves necessary, as in the 3rd, 4th and 5th decades of the 20th century there had been published a series of books that are tributary to the ideas of the social-democrat, nationalist and national-socialist political parties. **Method:** We consider based on the component elements of the introduction, realised by means of chronologic boundaries, as well as by means of critical analysis of the results of the historic writing that has preceded our endeavour that we may move on to presenting a series of factual frames, meant to offer sustenance to the interpretative analysis of the minority community from the said special area. Beginning from the premises created by the historiography of the theme and using the content structure described before, the main aspects of the historiography of the social life, lived by the Germans from the Banat Highland will be treated with equal importance, having a very special part in the historiographical narration. **Results:** A series of authors, no less than 15, have written about the origin of the German speaking settlers, brought by the Habsburg authorities to the Banat Mountains, with a smaller or larger degree of scientific accuracy, according to the level of motivation and professional training of each writer. Some editors introduce under the umbrella of the term "Swabian" the Germans from the Banat Mountains, this being a common error in the 20th century. Other writers relate the presence of the German community in the plains and mountains of

---

[7] United Nations (UN)(2010). *United Nations E-government Survey 2010. Leveraging e-government at a time of financial and economic crisis*. New York: UN–DESA

the Banat, socially and culturally, by trying to keep alive the image of the natal area, euphemistically described by the syntagme: *Heide und Hecke, grove and turf*. **Conclusions:** The work in question is shown to have a solid starting point to explore many interesting aspects of social life covered by the German community of Banat Highland. Possible research topics based on historiographical writings analyzed, may include: habitat issues of the German population of micro-area, describing its social elite and the local occupations of the ethnic German, the contribution of associations and professional groups, illustrating he labor disputes and social problems experienced by the German workers and unveiling some aspects and components of German daily life Banat Mountain, strongly for issues relating to social and political meetings, but also others, in their own right a part of the human being, such as and crime.

COMIC INTERJECTIONS AND ONOMATOPOEIA IN ROMANIAN DRAMA

ELENA-ALINA GRECU

Doctoral School of the Faculty of Letters, University of Piteşti, Romania PhD Adresa: Str. Victoriei, Bl. L21, sc. A, et. 1, ap. 1, oraş Costeşti, judeţ Argeş, CP 115200, România Telefon: 0733025281 E-mail: elena_alina86@yahoo.com

Theoretical premises: In an analysis of the Romanian drama in point of the comic language, it required a series of preliminary observations. They are required to highlight our perspective in approach of this subject. The importance of the comic can be demonstrated by the fact that there is not a philosopher, discipline, theory or doctrine that the interest not be paid. This work continues the researches on the comic, an open territory of the different approaches. The language show is exciting, fun with stereotypes. Comic interjections and onomatopoeia capitalized by V. Alecsandri and I. L. Caragiale constitute our subject of study. It aims in this work the deepening of the aspects little studied, concerning the comic language. The purpose is to make contributions in this sphere of activity. **Methods:** analytical and synthetic. The first is limited to research a particular aspect, the second focuses on the whole. The two methods are joined, because the synthesis is based on the results of the analysis and the analysis is pertinent in relation to the system. **Results:** It found in interjection a phrase or a sentence, a compressed and focused thinking and attitude. **Conclusions:** The way of the characters to speak means the intellectual and moral distortion of the people.
Key words: comic language, comic interjections and onomatopoeia.

COMMUNICATION SKILLS IN ENGLISH FOR THE MEDICAL PRACTITIONER

LAURA IOANA LEON

"Grigore T. Popa" University of Medicine and Pharmacy Iaşi, Faculty of Medicine Lecturer PhD Adresa: 16 Universităţii Street, 700115 Iaşi Telefon: 0722694603 E-mail: lauraileon@yahoo.com

Introduction: As a Lecturer PhD at the "Gr. T. Popa" University of Medicine and Pharmacy Iasi (currently teaching English for Specific Purposes), I began a postdoctoral fellowship at the "Al. I . Cuza" University of Iasi, in October 2011. The theme of my research is "Communication Skills in English for the Medical Practitioner". The purpose of my paper is to

present the results of my research. **Method:** My project is an Action-Research undertaking through which the scientific research and practical applications are intertwined. **Results:** The idea came witnessing the increasing number of Romanian physicians who choose to carry out their medical profession abroad. Once these graduates find themselves in the foreign medical system, they are confronted both with the linguistic and cultural barriers. An opportunity for medical students to develop communication skills is during the ESP courses, as part of their academic curricula. The aim of the course is not to teach medicine, the trainer acting as a facilitator and expert in English language and communication skills, rather than an expert in medicine. **Conclusions:** Communication skills can be learned and they should be a systematic part of all medical education. Looking at their professional future, students' active involvement in learning as practice and analysis will help them to become models of pluridimensional identity. **Keywords:** Intercultural communication, cultural barriers, doctor-patient relationship

MONITORING TRANSPARENCY IN DECISION MAKING AND MEDIATING THE COMMUNICATION OF THE CIVIL SOCIETY WITH PUBLIC INSTITUTIONS AS EFFECTIVE TECHNIQUES OF ADVOCACY

SORINA ŞERBĂNESCU

West University of Timişoara, Faculty of Economics and Business Administration, Marketing and International Economic Relations Department Lecturer, PhD Address: str.Pestalozzi, nr.16, 300115 Timişoara, office D01 Cell phone: 0723185520 E-mail: sorinaserbanescu@yahoo.com; sorina.serbanescu@feaa.uvt.ro

Problem premises: Through three laws and a government ordinance on decisional transparency, the Romanian law provides civil society the possibility to influence the policy making process. However, after over 10 years from the promulgation of these mentioned laws, deficiencies in ensuring civil society participation in the decision making of public policy can still be reported. Gaps in the flow of the dialogue with central and local institutions is due to the citizens' limited knowledge on how to involve in public policy and the failure of the authorities in practicing rigorous consultation and public reporting. **Method**: Initiation and monitoring of civic dialogue (The Advocacy Academy Association of Timisoara and registered citizens on its virtual platform: www.transparenta.ro) with central and local Romanian institutions - 104 ministries, county councils and municipalities:

- Request of information on laws drafts from an NGO (The Advocacy Academy Association)
- Monitoring responses of central and local public institutions
- Sending a letter of prior complaint
- Monitoring responses to the letter of prior complaint
- Monitoring public institutions sending legislative drafts
- Monitoring the decision-making transparency on websites of public institutions:
    - visibility of the place of publication: direct access to legislative drafts
    - publication of all legislative draft hat were discussed during the monthly meetings of local and county councils
    - respecting the timeliness of 10 days for the public consultation and of 30 days in order to organize public debates

- Publication of abstracts of legislative drafts within public consultation period which are going to be adopted at European, central and local levels
-Communication and feedback through virtual platform: between civil society and central and local public institutions
- Exercising the right to be informed by the application of Law 52/2003 (take action against institutions that have not complied with the law)
Results: the virtual platform has over 850 people registered between April 2011 - May 2012 and collected views from 327 users that have been formulated to 82 public legislative drafts published on the platform; 41 responses have been received from the authorities; of these, one third stated that they have totally integrated the amendments, opinions or recommendations made by the platform users in their legislation; a table and a map on the decision-making transparency in Romania were made; the table and the map were published on Advocacy Academy website and made available for the authorities during the round tables organized through a videoconference system.
Keywords: communication, advocacy, policy making transparency, monitoring, civil society implication, public policy making .

IMPLICATIONS OF NEW MEDIA IN THE PUBLIC SPACE

ŞTEFANIA BEJAN
Academia Română, filiala Iaşi Researcher Ph.D, Address: Street. Lt. Stoicescu, No. 4, Iaşi, 700496 Phone: 0743036890 E-mail: stbejan@yahoo.fr

The settlement of new media in the scene of mass communication has left neither the researchers' community, nor the users' world indifferent (users who can be individual, institutional, anonymous, public people, economic and socio-political actors of appreciable size…). Announced with precaution or hope, manifested as "imperialist" quickly and unquestionable, carrying benefits and fears of all types, the postmodern technologies in communication have confused the public sphere. The identification of these newcomers' strategies and effects in an era of fragmentation, individuality, dilution of borders, rethinking of the centre, multiplication of identity etc. serves to: a) clarifying some topics discussed for some years; b) complicating the academic discourse regarding the dilemma: technology requires novel social practices/the "state" of society, at one point, determines the invention of some performant technical methods in order to satisfy the expectancies of nowadays consumers; c) following the consequences of using new media in various fields of social life. Documentary analysis, participant observation and dissecting the elements of public communication in the political sphere reveal conclusions that are predictable, yet useful to the explanatory approach circumscribed to such a challenging "area": the acute need for communication fails into behaviours marked by solitude, mistrust, simulation; the communication flaws from the space of real life are easily transferred to the communication practiced in the virtual environment.
Keywords: new media, public space, interactivity, electronic democracy.

THE MEMORY OF ROMANIAN REVOLUTION OF 1989, BUILT BY TIMISOARA LOCAL MEDIA

Mariana Cernicova-Buca

„Politehnica" University of Timişoara, Faculty of Communication Sciences Reader, PhD.
Adress: Traian Lalescu Nr. 1A, 300223 Timişoara, b302 Telefon: 0723569735 E-mail:
mcernicova@gmail.com

The issue: The fall of communism in Romania is a recurrent topic for Romanian media each December, in an attempt to preserve, fix or interpret the "founding sacrifice" for a new society. For more than twenty years journalists use a variety of strategies for responding to a public expectation regarding a view on the dense events of less than two weeks in December 1989. Among these strategies one can find journalistic restitution of facts in reportage-like articles, interviews, attempts of objective analysis or passionate comments. The current paper analyzes how two oldest Timisoara-based newspapers (Renasterea banateana and Timisoara) create, cultivate and ritualize the memory of the revolution for the local community. The wording employed by journalists is not neutral: it reflects the mindset of groups invited to reflect, in and through newspaper pages, on the given set of events and thus to respond to dispositions in society regarding the specific event in a given time (15-20 December 1989) and space (Timisoara and its districts). **Method:** The paper is based on content analysis of the rich media texts dedicated to the so-called "Timisoara episode", 15 – 20 December 1989. The two selected newspapers recreate, since 1990, the events for their readers, in narratives and interpretations aimed at cultivating local memory and local pride. **Results:** The study presents the main topics, voices, communication strategies adopted by local media, which openly aims at creating a certain image of one of the most important events in recent history, the revolution. **Conclusions:** Local media works towards building a specific link with the public, to create and cultivate collective memory with ritualized elements, capable of creating a sense of community for the recipients of the message. Along the 22 years of local media discourse on the Revolution of 1989 the newspapers have developed an almost mythological rhetoric, which resonates with references in places and other artefacts (monuments, comemorative plates) sustaining the local memory of the strongest and most dramatic event in recent history. The analysis shows how media discourse, public action and public monuments dialogue with each other, in support of framing a specific view on a given historical event.
Key words: media, memory, communication strategies, content analysis.

THE *SALT IN FOOD FOLKTALE*- FROM PUBLICATION TO SCREENING

ELIANA - ALINA POPEȚI

University of the West, Timişoara, Faculty of Letters, History and Teology PhD student,
Address: Str. Aristide Demetriade, nr. 25, ap. 1,T imişoara Telefon: 0721372997 E-mail:
elianapopeti@yahoo.it

Research topic: The folktale *The salt in food* is part of Peter Ispirescu's collection, entitled *Legends or Romanian Tales*, published in 1874. As a species of literary folklore, which was a form of communication based on orality, the tale suffers, as a consequence of its publishing, a series of changes that cancels direct contact with a storyteller, a compulsory aspect of folklore.

The screening of this tale, as a second step in its evolution, brings a range of new features. Supported by an adaptation of the text and thanks to its audio-visual impact, the film *The salt in food* represents an opportunity to revive the Romanian archaic world. **Method**: The analysis of issues arising from the written form of the fairy tale and its transposition into film allows some specific assessment that could preserve folklore and its remodeling in an epic form. It offers for consideration a wide range of aspects such as the actors' language, clothing, filming locations, etc. **Results:** *The salt in food* and other Romanian tales continue the tradition of the old forms of communication, whose message is, currently, mainly educative. Meanwhile, the screening partially recovers some fundamental elements which play an essential part within the story telling: the audio-visual contact with the actors who substitute archaic societies' narrator, the enhancement of Romanian dialects, representative filming locations. All this amounts to an identity recovery and transmission which decreased for the modernization of society. **Conclusions**: The development and dissemination of interest in folk tales both through print and through screening, appears as a phenomenon that changes, cancels and then re-shapes the text, the characters, the storytellers or the identities. Although the tale is not the form of oral communication in archaic communities any more, it is a new form of communication, due to broadcasting. The message displayed proves to be educational
and has a sense of identity.
Keywords: fairy tale, publishing, screening, message, identity.

IS THERE LIFE AFTER FACEBOOK? SOCIOLOGICAL PERSPECTIVES ON THE EVOLUTION OF THE COMPUTER MEDIATED COMMUNICATION

BOGDAN NADOLU
West University of Timişoara, The Faculty of Sociology and Psychology Associate Professor, Ph.D. Address: Blvd. V.Pârvan, nr. 4, 300223 Timişoara, office 333 Phone: 0723235371 E-mail: bnadolu@socio.uvt.ro

The premises: The Computer Mediated Communication (CMC) has represented in the last three decades a vector for the conditioning of the social development for a continuous increasing percent from the world population. Until now can be delimitated two distinct stages into the evolution of the CMC: the level of web 1.0 (text based) and the level of web 2.0 (based on images, such Facebook, Twitter etc). The text based CMC is fundamentally different by the CMC that was developed into the social media. The text based CMS can be equivalent with the "oral era" and "acoustic space" from the paradigm of Marshall McLuhan. The CMC developed into the web 2.0 is equivalent with the "printing era" from the same paradigm. Thus, we have to ask: what can be the equivalent of the "electronic era" in further evolution of the CMC? **Method:** Content analysis on 500 Facebook's accounts concerning their communicatively. Complementary, there will be included some references to several comparative analysis between the results from 2 surveys concerning the profile of the Internet users in 2001 and 2012. **Results:** The CMC developed into the web 1.0 has an explicitly associative dimension. Even the used code was exclusively text based, the social interactions have had a high level of sociability generated firstly by the anonymity of the users. The Web 2.0 has coming with a quasi-total transparency, and thus has significant decreased the associative profile of the CMC. This was transformed into an extension of the mobile phone friend's networks. This deficit of

socialization can become a source for the moving to the next level, "post-facebook".
Conclusions: Even the Facebook is still a very popular application, its highly transparency limited the sociability. Thus aspect will generate the premise for the evolution of the CMC toward "electronic era" of the McLuhan's paradigm into the virtual social space.
Key words: Computer Mediated Communication, Facebook, McLuhan.

STRATEGIES OF CONSTRUCTIVE APPROACH OF CONFLICTS

MIHAELA AMALIA PETROVICI
"Vasile Alecsandri" University of Bacău, Faculty of Letters Lecturer dr. Adress: Alecu Russo Street no.33, 600133 Bacău Telephone: 0721618764 E-mail: amalia.petrovici@yahoo.com

Problem premises: The process of communication represents a fundamental way in maintaining the human being, in its functioning at full cognitive and emotional capacity. In turn, the conflict is a permanent presence of daily life, an immanent process of the social. Today, more than never, in a society in which "everything is communication", content or discontent of its results, having sometimes the feeling that we do not understand or we are not understood, we often ask ourselves questions such as: Why don't we speak "the same language"? How could literate people from our times solve their conflicts in a more constructive way? Which is the most efficient strategy of preventing conflict? Starting from these considerations, our approach has as objective identifying those methods and/or strategies that are the basis of preventing conflicts, in the benefit of an efficient communication. **Method:** A range of 45 students was questioned regarding the way of approaching conflict and the behaviour adopted in difficult or critical situations. **Results:** The respondets said they were familiar with the concept of conflict and they were often confronted with difficult or critical situations. That is why they showed an interest in self-knowing the ways of reacting in such situations and, implicitly, towards the constructive approach of conflicts. The main destabilizing factor identified in this regard was (self)control of own feelings and their adjustment according to each situation. **Conclusions:** Knowing some strategies of constructive approach of conflicts is essential for an efficient communication and for the improvement of interpersonal relationships. "Know yourself!" has as a final objective the need to know the others and interact positively, abilities which offer individual and social satisfaction and achievements to the human being. Even if the range is relatively small, the results obtained open directions of actions and launch new challenges in the plan of the future research.
Keywords: conflict, efficient communication, constructive approach.

'DIVIDED, BUT ALWAYS UNITED' IN LIBRARY: INTERCULTURAL PERSPECTIVES ON THE USERS AND COLLECTIONS WITHIN ACADEMICAL LIBRARIES

MARIA MICLE
West University of Timisoara, Romania. The Faculty of Political Sciences, Philosophy and Communication Sciences PhD, Lecturer Blvd. V. Parvan 4, Timisoara 300223, Timis, Romania e-mail: maria.micle@polsci.uvt.ro tel: 0721084242

The multicultural general public resorts to specific or trans-cultural structures of information and documentation in order to obtain information when it needs an organized database of documents and it draws on a specialized staff's knowledge that meets the information needs and expectations. In particular, the reference librarian interacts directly with the users, and s/he performs several roles simultaneously: mediator, consultant and trainer. For his/her work to be truly efficient, colleagues from other services, such as collection development, bibliographic description and indexing, are equally involved. Depending on the library type and its multicultural policy, the document database must be balanced and reflect the information interests of all users, according to their mother tongue and culture, but also observing the membership rates among minority groups. The aim of our paper is to identify what has been done in libraries, at regional level (Timisoara), for multicultural populations, what are the gaps, anomalies or obstacles that librarians and users have to face. As methods, we shall use the comparative case study for various academic library, descriptive survey etc., in order to observe and analyze the service market that Romanian and European libraries provide. We intend the illustrative and demonstrative material, obtained upon the analysis of information needs of various ethnic groups, of collections and specialized services, to have prospective value. We also hope that the proposals formulated will help streamline the way in which libraries could engage themselves in information literacy activities and programs, in understanding and tolerating cultural diversity, mutual respect, for a high-stakes step - integration into the European Union.

Key-words: *intercultural library (România, Timişoara), information needs of multicultural groups, collections for multicultural users.*

EXAMINING EMOTIONAL INTELLIGENCE AND NONVERBAL SENSITIVITY USING MSCEIT AND PONS

LOREDANA IVAN,
National School of Political Sciences and Administrative Studies, College of Communication and Public Relations Lecturer, PhD Adress: Povernei Street, No. 6, Sector 1, Bucharest, Romania Telefon: 0723276080 E-mail: loredana.ivan@comunicare.ro

CRISTIANA CATALINA CICEI
National School of Political Sciences and Administrative Studies, College of Communication and Public Relations / University of Bucharest, Faculty of Psychology and Sciences of Education Teaching Assistant, PhD Candidate Adress: Povernei Street, No. 6, Sector 1, Bucharest, Romania Telefon: 0721840704 E-mail: catalina.cicei @comunicare.ro

DAN FLORIN STANESCU
National School of Political Sciences and Administrative Studies, College of Communication and Public Relations Lecturer, PhD Adress: Povernei Street, No. 6, Sector 1, Bucharest, Romania Telefon: 0723672618 E-mail: dan.stanescu@comunicare.ro

Problem statement: Originally described by Salovey & Mayer (1990), emotional intelligence involves the ability to perceive emotions, to use emotions in order to facilitate performance on cognitive tasks, to understand and to regulate or manage emotions effectively (Mayer &

Salovey, 1997). A clear distinction can be traced between two types of EI: trait EI and ability EI (Petrides, Frederickson, & Furnham, 2004). Trait EI is related to a constellation of behavioral dispositions and self-perceptions referring to one's ability to recognize, process, and utilize emotion-laden information (Petrides et al., 2004, p. 278). In comparison, ability EI regards a person's actual ability to recognize, process, and utilize emotion-laden information, being assessed through maximum performance tests with correct and incorrect responses and pertaining primarily to the realm of cognitive ability (Petrides et al., 2004, p. 278). Nonverbal sensitivity, specifically related to nonverbal decoding accuracy, reflects the individual's accuracy in offering a proper answer to emotional situations presented by unknown persons, when the evaluator is relatively brief exposed to the encoder/ encoders (from a quarter of a second to few minutes) and has access to all channels of communication (voice, body, face) or only to a selective channel of communication (face-only, body-only, voice-only) (Ivan, 2009, 135). **Method:** The PONS (Profile of Nonverbal Sensitivity) test and MSCEIT (Mayer-Salovey-Caruso Emotional Intelligence Test) were applied on a sample of 241 college students. **Results:** Significant positive correlations have been obtained between nonverbal sensitivity and emotional intelligence (r=.292, p<.01), and between the four scales of MSCEIT and nonverbal sensitivity: Perceiving Emotions (r=.214, p<.01), Facilitating Thought (r=.168, p<.01), Understanding Emotions (r=.257, p<.01), Managing Emotions (r=.202, p<.01). Nonverbal sensitivity for the face items significantly correlated with emotional intelligence (r=.189, p<.01), and with Perceiving Emotions (r=.155, p<.05) and Understanding Emotions (r=.191, p<.01) scales of MSCEIT. The nonverbal sensitivity for the body items significantly correlated with general emotional intelligence (r=.265, p<.01), and with Perceiving Emotions (r=.177, p<.01), Facilitating Thought (r=.169, p<.01), Understanding Emotions (r=.209, p<.01) and Managing Emotions (r=. 202, p<.01) scales of MSCEIT. **Conclusions:** Emotional intelligence is associated with nonverbal sensitivity and with the ability to decode emotional cues from body and face parts, the abilities to perceive emotions, facilitate performance on cognitive tasks, to understand and to regulate emotions effectively being associated with the general nonverbal sensitivity. Further studies can be conducted in order to examine the relationship between emotional intelligence, nonverbal sensitivity and personality traits.

Key words: emotional intelligence, nonverbal sensitivity, nonverbal decoding accuracy, PONS, MSCEIT.

UNIVERSITY LIBRARIES AND EUROPEAN POLICY ANELOR CU ON INCLUSIVE EDUCATION OF DISABLED PERSONS

TAMARA PETROVA
West University of Timisoara, Faculty of Political Science, Philosophy and Communicational Sciences Lecturer. PHD. Address: Blvd Vasile Parvan no. 4, 300223, Timisoara, office 320
Phone: 0724022908 E-mail: tamarapetrov@yahoo.fr

According to current EU policies, disability is not seen as an individual problem but of the entire society. The lack of accessibility of public services to the needs of people with disabilities is a form of indirect discrimination; because treating people equally if they are not on equal terms creates the basis of marginalization and social exclusion. In last ten years, Romania have made considerable efforts to implement the inclusive social model of education,

but often, measures bears in portions, creating gaps in implementation of the objectives. Projects dedicated to people with disabilities, to which reference is made in this approach, are a definite proof in this regard. This study brings into attention a problem that was not given enough space in the implementation of projects regarding the accessibility of tertiary education services for people with disabilities. It is well known that university libraries, info-documentary sources and services facilitate the process of acquiring knowledge and skills necessary for future employability. "A university is a library" and the accessibility of educational services for persons with disabilities must begin with the process of accommodation of university library services to various special needs of persons with disabilities. This is the idea that transpires like a red thread of the content of the present study, a pleading for a systemic approach to the issue of implementation of existing EU policies aimed at achieving social inclusion of people with disabilities.

Keywords: persons with disabilities, European policy, inclusive education, higher education, university libraries.

MULTIETHNIC CAMPAIGN AT TÎRGU-MUREŞ

LACRIMA BALINT
Romanian Society of Television TVR Tîrgu-Mureş Editor Adress: Tîrgu-Mureş, Aleea Carpaţi, 43, ap. 44, Mureş county Phone: 0744783555 E-mail: lacrimabalint@yahoo.com

Statement of problem: It is common knowledge that Tîrgu-Mureş as a county capital, as well as the county of Mureş in general, have a multiethnic nature, reflected in all the fields of public and private life. The 2012 election campaign brings changes to the political stage of Mureş, and these changes are reflected in the way the electorate responds. In this paper I have decided to analyse the differences between the election campaigns of the Romanian parties and those of the Hungarian minority. **Methods:** I used sociological questionnaire of oppinion both from the 2008 campaign and from this year campaign, as well I analysed the electoral spots of the parties and in general the campaigns materials from romanian and hungarian media. **Results:** Both for Romanians and Hungarians, communication with the political leaders, namely receiving information from the latter regarding their plans and projects, is achieved mainly through the classical media channels, i.e. written press, radio, and the most important of them – television. It is to be noted that, while four months ago there was absolutely no mention of modern electronic means of communication (the internet), the campaign has now taken over the internet as well, more specifically within social networks. **Conclusions:** With regard to the so-called Romanian parties, the emergence of the People's Party – Dan Diaconescu is to be noted; the Hungarian minority is experiencing a virtual "schism" through the occurrence of two more parties – the Hungarian Civic Party and the Transylvanian Hungarians' Popular Party. Another fundamental difference between the Romanian and the Hungarian electorates regards their attitude towards the legitimacy of the church as a channel for communicating political messages. In this respect, Romanians declare themselves to be strongly against the Church's political involvement, even if this year there is a candidate for the presidency of the Mureş County Council who attracted representatives of several religions in all of his electoral spots. A few of the conclusions drawn up to this moment show that Hungarian ethnics manifest a higher interest for discussing political topics as opposed to Romanians, the election campaign

substantially raises the Hungarian ethnics' interest for political discussions, while this happens to a much smaller extent in the case of Romanians, and lastly that the prevalent political discussion environment for Hungarian ethnics is the family, then one's circle of friends, while for Romanians, political talk is more present in public spaces, especially in pubs and clubs, as families do not have the habit of discussing political topics.

Key words: multiethnic, campaign, electorate, television.

A QUANTITATIVE APPROACH OF THE JUSTIFIED OPINIONS

IONEL NARITA

West University of Timisoara Department of Philosophy and Communication Sciences Adress: 4 V. Parvan Rd., 300223 Timisoara, Romania Phone: 0256592153 E-mail: inarita@litere.uvt.ro

Statement of problem: One of the most important goals of a communication act is persuading or changing of the receiver's opinions. Therefore, the communication theory needs to build the opinion's models. Through "opinion" we'll understand the assignment of a truth value to a proposition. For instance, the opinion that *Mars is a planet* is equivalent with the assignment of the value *truth* to the proposition "Mars is a planet". There is possible that an opinion be wrong, when someone assigns a truth value to a proposition which has another value. For example, the opinion that *Budapest is the capital city of Romania* is erroneous because the *real* value of the proposition "Budapest is the capital city of Romania" is the *false*. An opinion is *justified* relatively to a proposition, p, if and only if the assigned truth value to the proposition p is the same with the real value of p. **Methods:** The aim of my paper is to define a measure of the justification level of our opinions. If p is a proposition, at a given moment and in a given context, we are justified more or less to consider it as true or false. The justification to have an opinion can vary from a minimum to a maximum level; the justification of an opinion is *gradual*. If the following notations are introduced: M = the cardinal number of the class **M**; Ap = the class of all factual antecedents of the proposition p; Qp = the class of all factual consequents of the proposition p; Ip = the class of the independent propositions relatively to p; P = the cardinal number of the considered domain of the factual propositions (**P**), it can be proved that the measure of the certitude level to consider p as a true proposition is given by the following formula: $Cp = Ap/P$. (The certitude level to accept the truth of the proposition p is given by the ratio of the number of the factual antecedents of p and the cardinal number of the propositions' domain). Similarly, the justified trust level that p is true, is given as it follows: $Tp = (Ap+Ip)/P$, and the level of justified rejection of an opinion is given by the next formula: $Rp = Qp/P$. **Results:** It can be also proved several other relations concerning the justification level of our opinions: $Cp + T{\sim}p = 1$; $Cp + Rp = 1$; $(p \rightarrow q) \rightarrow (Rq \leq Rp)$; $(p \rightarrow q) \rightarrow (Cp \leq Cq)$ etc. **Conclusions:** Using these formulas to find the most justified opinion, we'll be able to rationalize our decisions. On the other hand, this approach concerning opinions may help the public relations specialists to develop more effective strategies in order to persuade a given public.

Keywords: justified opinion; certainty; persuasion

LOCAL AND REGIONAL TELEVISION IN THE NEW MEDIA LANDSCAPE

LUCIAN IONICĂ

West University of Timisoara, Faculty of Political Sciences, Philosophy and Communication Sciences Assistant Professor Address: 4, Vasile Parvan Boulevard, Timisoara Telephone: 0722 202 545 E-mail: lucian.ionica@yahoo.com

Theme of the paper: Like national and international television, local and regional television is undergoing a time of change under the influence of several factors, among which the technological ones play a significant part. This is also true in Romania. Consequently, TV station managers have to make different types of decisions. In the beginning, the internet seemed an excellent tool that could be used to support the traditional television. In time, however, as new applications have emerged, the internet seems to impose the thorough rethinking of editorial strategies on TV stations. **Aim of the paper:** Phenomena named by concepts like *social media*, *citizen journalism* or *mojo* indicate a major change within the media landscape. The present paper describes the main changes that are taking place in Romania at the moment; it also describes how local and regional television stations can be influenced, underlining several solutions for their adaptation to the ever-changing media landscape. **Research methods:** The paper is based on interviews with several managers of public and commercial broadcasting stations. **Results:** Local and regional television stations need to adjust to their target public. The implementation of theoretically possible solutions depends on a number of factors whose weight differs from one station to the other: the lack of studies applied on geographical areas, the lack of the necessary budget, a certain institutional inertia etc. **Conclusions:** Changes in media landscape are irreversible and, regardless of the difficulties one has to overcome, the old television must rethink its status if it wishes to stay alive. **Key words:** television, local television, regional television, media landscape.

CORPORATE SOCIAL RESPONSIBILITY - A WAY OF LEGITIMATING, A SOURCE OF SOCIAL CHANGE AND A LEVER TO SUSTAINABLE DEVELOPMENT

DUMITRU BORTUN

National School for Political and Administrative Studies – Bucharest, Faculty of Communication and Public Relations Associate Professor, PhD Address: 6-8. Povernei Street, sector 1, 71124, Bucharest Phone: +40727351043 E mail: dumitru.bortun@comunicare.ro; bortund@yahoo.com

Statement of problem: Until now, CSR has been approached either as a Public Relations strategy, through which a corporation benefits from unpaid advertisement, or as an economic activity (especially, marketing), which brings a substantial financial benefit. Of course, we agree with the fact that, for many economic actors, CSR represents a means to obtain "positive notoriety" (especially, for those of whose products and services come against the new dominant values, such as the alcohol and tobacco producers or the polluting industries). A serious study, having a philosophical basis and support from empirical social research, is absolutely necessary for the Romanian society, which is now engaged in a process of transition, of development, but has no reference point for its evolutions on the short term and on the long one. In a society in

which, by tradition, neither the Church nor the State have excelled in deeds of social responsibility, it is useful to see whether CSR can become a source of social change and a key factor in sustainable development. **Methods:** Field research on a sample of 100 companies from Romania. **Results:** 1. The most frequent CSR pattern is the managerial one (Zadek); 2. At least nowadays, in Romania, most of the corporations which have been studied consider CSR activity only by means of promoting and preserving company's reputation. **Conclusions:** The approach to this issue without any prejudices or illusions brougth to light a way in which the modernization of the Romanian society could be accelerated: a "historical shortcut" that would permit a faster reduction of the historical gaps between our society and the modern ones: the cooperation between the Government and multinational corporations, aiming Romania's sustainable development.

Key words: social responsibility, public interest, competitivity, sustainable development, globalization

NONVERBAL SENSITIVITY AND STUDENTS' MOTOR PERFORMANCE

ALINA DUDUCIUC
PhD Lecturer, "Dimitrie Cantemir" Christian University, Faculty of Political Science, Communication and Public Relations Department Address: 176 Splaiul Unirii, District 4, Bucharest, Phone: 0723534508 email: alina.duduciuc@gmail.com

Hypothesis: This research relates the nonverbal sensitivity of individuals with group performance, analysing the extent to which highly interpersonal sensitive subjects proved best performance in competitions, in this case, in the basketball game. **Methods:** Compared to previous studies that have measured especially verbal exchanges between individuals and patterns of behaviour, we propose the standardized instrument for measuring nonverbal sensitivity, respectively PONS (The Profile of Nonverbal Sensitivity). Using the experiment as the main research method and questionnaire technique for collecting other variables (demographic, basketball experience), this article also refers to empirical research regarding the relationship between nonverbal sensitivity and performance of individuals in various areas (academic, sports, etc.). **Results:** The data of the research emphasized significant differences between women's and men's nonverbal skills, female basketball players proving superior nonverbal decoding skills compared to male players. **Conclusions:** As to the prediction of students' motor performances, the results showed that nonverbal decoding skills do not influence the athletic activity as such. The hypothesis of the relationship between nonverbal skills and sports performances has not been confirmed in this study mainly due to small number of students included in the research. Also, for increased reliability, the data has to be corroborated to ethnographic researches which will analyze ad-hoc nonverbal behaviors, since each competition could trigger certain emotional reactions.

Keywords: nonverbal sensitivity, sport performance, academic success, basketball, PONS.

MORE INTERACTIVITY, LESS INTIMACY. CONNECTIONS BETWEEN NEW MEDIA AND NEW AUDIENCES OR WHEN FEEDBACK MEANS CONTROL

Dorin Popa

Associate Professor, Ph.D., , Department of Romanian Language, Journalism – Communication Sciences and Comparative Literature, Faculty of Letters, „Alexandru Ioan Cuza" University, Iasi, Address: Blvd. Carol I, nr. 11, 700506 – Iasi, Romania Phone: 0722.369654 E-mail: dpopa@uaic.ro

The new media encourage what seems to be a gigantesque conversation, first between sender and receiver, who are continuously changing their places, secondly between media themselves (the information sent through a medium gets an answer through another, since convergence drop out the distinction between hot media and cold media), thirdly between different cultures, along with the internationalization of communication and the transcultural convergence imposed by the technical convergence. We will try to prove our **assumption**, i.e. the paradoxical prevalence of conversation over the information within the so-called information society, by meticulously transecting each of the characteristics of the new media: the digitalization, the multifunctionalism, the ubiquity, the bidirectionality, the interactivity, the specialization, the demassification, the asynchronicity, the hyper-reality. Our approach intends to develop previous researches, while assuming that intimacy and privacy are no longer attributes of humanness, ever since we accepted to be consumers. The population willingly participates in the disciplining and surveillance of themselves as consumers, for long-term benefits. The inner relation between interactivity provided by all sort of tools and machines and intimacy requires socio-psychological measurement tools. Our study intends to prove **that more we interact, more we lose our privacy.** The following **hypotheses** are suggested: H1: New media act strategically in stimulating the reaction, interaction and feedback of the consumers. So, along with the technical progress, an evolution has to be emphasized as well in the strategic behavior of the media system. In fact, our belief is new media ceased to pay attention to ideology and message, being rather interested in the (technical) performance of the channel itself and in the possibilities of controlling the system of meanings. H2: The responses to this strategic action are not counted only in terms of hits, share, Reach/GRP or audience, but also to determine the real preoccupation and the really significant subjects for the consumers, as well as the most common interpretative valences, the dominant view and opinion. H3: The feedback is turned into a mean of controlling the reading expectations. H4: While stimulating the interactivity and controlling the feedback, the press actually commit an assault on privacy and intimacy. New media have, no doubt, huge benefits on all the levels of a society, but there is on the social levels where most of the disadvantages occur. The more we use the machines to communicate, the more we expose ourselves. Thus, we become the prisoners of the so-wanted feed-back.

Key words: new media; convergence; interactivity; manipulative vs. participative communication; regulation and control.

SELF-REFERENTIALITY AS A MANIPULATING TOOL OF JOURNALISTIC DISCOURSE

ALINA MARIANA POPA

Ph.D., Assist. of Research, Department of Romanian Language, Journalism – Communication Sciences and Comparative Literature, Faculty of Letters, „Alexandru Ioan Cuza" University, Iasi, Address: Blvd. Carol I, nr. 11, 700506 – Iasi, Romania Phone: 0728.096779 E-mail: aliapopa@yahoo.com

OANA CAMELIA STROESCU

Postdoctoral researcher POSDRU/89/1.5/S/63663, „Alexandru Ioan Cuza" University, Iasi, Address: Blvd. Carol I, nr. 11, 700506 – Iasi, Romania Phone: 0728.838306 E-mail: oanacameliastroescu@yahoo.com

DORIN POPA

Associate Professor, Ph.D., Department of Romanian Language, Journalism – Communication Sciences and Comparative Literature, Faculty of Letters, „Alexandru Ioan Cuza" University, Iasi, Address: Blvd. Carol I, nr. 11, 700506 – Iasi, Romania Phone: 0722.369654 E-mail: dpopa@uaic.ro

This paper starts from a phenomenon amplified by media mimicry which seems to vitiate the in-depth information-representational status of the Romanian journalistic practice, that is a striking change of roles and functions between agent and patient, between journalists and the (re)presented realities. The texts of written and audio-visual media are less and less inspired and triggered by events or facts. The foreground is, paradoxically, seized by an agent disguised as a referent. A confusion of plans occurs and the journalist is frequently pictured by other journalists as a fact or an event. The focus is switched artificially, but steadily, from "*Somewhere something happened*" to "*Journalist X / Newspaper Y says that something happened somewhere*" or "*Journalist X / Newspaper Y asks to / urges / proposes to ...* ". It may seem that we are witnessing an aggravation of the need to specify the sources of information, whether the practice would not be affected by fundamental considerations related to economic logic and credibility of institutions. Competing newspapers quote each others in situations not involving the exclusivity principle or the difficulty of access to information. Competing TV stations exchange their voices for a few hours every day. The convergence of media and the creation of trusts favor to a greater extent the media narcissism, with implications not only in the interpretive genre, but dangerously enough, even within the information genre. A reality built on intertextuality and autoreferentiality is thus proposed to receivers, released by an ecstatic, self-contemplating and self-promoting media. The objective of this paper is to identify the strategies deployed for achieving and concealing this self-referentiality in information texts on political topics in order to reveal the effects on the journalistic discourse in an attempt to provide, at the end, the final elements of a self-determined journalistic reality. Methodologically, the statements and assumptions will be supported with examples drawn from daily quality-media institutions (*Cotidianul, Realitatea TV, Evenimentul Zilei* and *Adevărul*).
Key words: media functions and dysfunctions; media mimicry; media narcissism, self-referentiality.

10. POLITICAL AND ADMINISTRATIVE SCIENCES

THE PARTICULARITIES OF THE INTERPRETING THEORY ON THE RIGHT TO DEVELOPMENT

CLAUDIA ANDRIŢOI

Eftimie Murgu University of Reşiţa, Faculty of Administrative Sciences, Assistant Professor PhD. – Dean of the Faculty of Administrative Sciences Address: Traian Vuia Square, Nr. 1-4, code 320085, Reşiţa, Caraş-Severin Telephone: 0748146700 E-mail: decan_fsa@uem.ro

The premises of the study: The problem of the scientific analysis of the modality of judicial interpreting on the right to development may be debated only in accordance with the principles that coordinate the modern scientific activity: rationalism, objectivism, neutrality, ability to be tested. The idea at the basis of the discovery of these particularities is based on the fact that the norm of right that must be applied does not settle the act of law that must be defined; therefore this element might be obtained by certain knowledge of the already existing law. This theory might be applied also in the interpreting of the contents of the collective rights, namely being the case of the third generation of fundamental rights, which encompasses the right to development. The purpose of the paper folds on the answer to the following question: "which of the possibilities existent within the law that must be applied is the "just one"?" **The research methods** used are: the interpretative method, the structural- systemic method necessary for knowing the regularities of the organisation and of the functioning of the law as a social organization system; the epistemological method, with an important role in checking the authentic sense, manifesting its full existence, seeking the fundament of the concepts submitted to the interpreting procedure. Here one must mention that the clarifying of this concept has a special importance in surprising the essence of law. The interpreting must be made after a certain pattern, systematically, so that, regardless of the exegetic means or of the method used, the result should be the same, inviting the interpreter to fold on it. **The result of the study** we obtain by the answer which we argument, stressed throughout the article, concluding on the one hand that the particularities of the interpreting theory do not represent a problem of knowledge, pointed exclusively towards the positive law, or, on the other hand that the problem in cause does not circumscribe itself strictly to the field of judicial theory, fact for which we have considered it appropriate to make a reference to the development law. The task of obtaining only from the law a just judgement is in its essence the same as the task of creating within the constitution, the only just laws. **Conclusions**: starting from the difficulties met in analyzing a body of argumentative nature, it is necessary to reflect on the epistemological roots of the argumentation, examining two of the paradigms that fundament it: interpreting and its particularities. Generally, since they are not being made into problems, notions such as debating and argumentation represent ever more such obvious facts: both illustrate, in a greater or smaller measure, discourse situations that are contradicting or conflicting.
Key words: interpreting, argumentation, methods, rationalism.

DEFINING ELEMENTS AND THE TIPOLOGY OF THE RESTITUTION PRINCIPLE OF CULTURAL PROPERTY TO THE PEOPLE THAT CREATED IT

MARIAN MIHĂILĂ

Eftimie Murgu University Resita, Administrative Sciences Faculty, Prof. PhD. – University Senate President, Address: 1-4 Traian Vuia Square, code 320085, Resita, Caras-Severin, Phone: 0735707007
E-mail: presedinte@uem.ro

Premises of the problem: The idea of protecting cultural property was developed on a path full of obstacles, difficulties and adversities. Born as a product of man, cultural patrimony has always been the object of positive human actions (that kept it, enriched it and transmitted it), but also of negative ones. Along the destructive factors, besides the natural ones, the human factor has always represented the most important danger for the integrity of cultural richness. The lack of consciousness on the cultural value has produced huge damages, and on many occasion, irreparable ones. The respect towards cultural patrimony belonging to some civilizations and peoples has resulted in norms of international positive law: the right to the restitution of cultural property to the people that created it. The judicial doctrine according to the Vienna Congress, tried on the writings of great specialists in today's public international public law, regardless of the judicial system to which it belongs, has sustained the principle according to which cultural property can not be alienated by force, it being destined to satisfy permanent needs of the people it belongs to.

The problem of restitution is especially complex, because it regards a great variety of situations as:

- property that was expatriated centuries ago;
- property that represented the object of donations to some personalities or people of culture;
- property acquired legally against sums of money (for example: the collection of paintings of great value sold to Ekaterina the Second of Russia by Carol the Twelfth of Sweden, in order to obtain the necessary gold for great wars);

Models of research used: conceptualist method, logic method and the intuitive method necessary as means of reasoning in order to sustain the demonstration. **As result for the study** I will prove that a part of the cultural property is found, without a just title, on foreign territory, in collections closed to a normal circuit or deposited in banks, in safes with passwords and ciphers, as value objects (in this situation are found over 40 paintings of great value from the King Carol of Romania's collection, left by will to the Crown of Romania – and not to its successors – illegally expatriated after the Second World War).   **In conclusion** we may state the fact that the diversity of armed conflicts has affected in a great measure, civil populations, property with a civil character, including cultural property. These goods will not be forgotten by terrorist attacks. This is why, the fight for the protection and the saving of cultural property is enlisted in the fight for the eradication of armed conflicts and terrorism.

Key words: cultural property, restitution, patrimony, alienation.

REMEMORAIZING THE PAST. MEMORY SPEECHES ON MIGRATION IN VICTORIA (ROMANIA)

DANIELA SPÎNU

Universitatea din Bucureşti, Facultatea de Ştiinţe Politice, Adresa: Str. Soldat Sebe T. Nicolae, Nr.15, Bl. V11, Sc.5, Ap.82, Sector 3, Bucureşti, Telefon: 0721 492 955, E-mail: daniella.spinu@yahoo.com

Statement of problem: The processes of collectivization and industrialization in postcommunist period have led to the birth of "new spaces of socialism" (Stenning, 2005 :3), new districts and towns built around the work place. Accelerating destruction of agriculture and rural communities (Szelenyi, 1996 :294), socialism has generated more jobs in industries in the area than urban population able to hold them. In this context, our article will have as main objective the analysis of the manner in which memory of internal migration in Victoria, developed in postcommunist period. This aspect is discursive (re)constructed after 1989. With a young population at that time, the mean age being 38 years old (monography of Victoria city), the city is characterised by a real mixture of inhabitants, coming from all regions of Romania. All workers, and therefore, all inhabitants were migrants. This past still mark today the social structure and the collective memory of Victoria. Our research goes from the paradigms theorized by Julia Creet şi Andreas Kitzmann (Creet, Kitzmann, 2011 :9) according to which: «movement is what produce memory (…) and memory, as a concept, reflects the time and place from which emerge ». **Methods:** Our article focuses on 15 life stories, narrated by those belonging to the first generation of migrants in Victoria, and on the discourse analysis. Starting with this approach, we will try to understand the image of the rememoried internal migration and also the manner in which this process has influenced their identities and perceptions. **Results**: Structured around three discursive lines speeches, the memory of internal migration marks both a strong identification with the city ("we have built the city with these arms", "Victoria is not the communist victory, it is our victory", "Victoria is my life"), as well as a reconfiguration of their own identities. **Conclusions:** Although at an early stage, this examination grid of the memory's internal migration may be able to translate the "birth" of a new category of individuals "more available" to migrate outside Romania's borders after fall of communism.
Key words: internal migration, memory, industrialization, Victoria, Romania.

ETHICAL SUPERVISION IN SOCIAL JUSTICE DISTRIBUTION

ANA CARAS

Lumen Research Center in Social and Humanistic Sciences, Iasi; Research assistant; "Alexandru Ioan Cuza "University of Iasi, Faculty of Philosophy and Social Politics Sciences; PhD Candidate Address:Tepes Voda Street, 2, PO 3, PO box 780, Iasi, Romania, Mobile Phone: 0040740709555, Email: annacriss20@yahoo.com

Background: Article treats the role of ethical supervision in the distribution of social justice and importance of this process in social practices. Approaching these two dimensions but also their association under the common denominator of fairness and morality of social life are

necessary to denote the concepts of ethical supervision and social justice. Ethical supervision as process with support function of professionals is the practical application of professional ethics of supervisor in their daily activities the supervisor becomes the engine of ethical action performed in the formation of the supervisees and in the benefit of their customers. In the context of a distributive paradigm, social justice is seen by John Rawls and other philosophers, in terms of distributive justice, which is the fundamental characteristic of distributivism. In the specialty literature distributivism has as assumption that social justice or injustice can be properly defined as fairness or unfairness, inequity in distribution of benefits and costs, risks or social tasks between members of society. **Theorethical approach:**We try to develop a theoretical concept of social justice as distributive justice, in relation to the ethical principles of supervision, just for state the contribution to social justice in the distribution of ethical supervision in terms of equal liberties and fair equality of opportunity, and the existence of greatest benefit of the least advantaged members of society (Rawls, 2001). **Conclusions:** Social justice can be understood in terms of social distribution of social services in the context of social practices in development. Directly related to the process of supervision, social practice can be improved just by the ethical implications that supervision meets. Promoter of an ethical professional activity, the supervisor performs the function of gatekeeper in achieving distributive social justice, his actions mediated by the supervisees having as result the supply of quality, equitably distributed, based on ethical and distributive principles.
Keywords: Social justice, distributive justice, distributivism, ethical supervision.

EVERYDAY CITIZENSHIP: DEFINING DEMOCRACY IN POST-COMMUNISM. A CASE STUDY FROM HUNEDOARA COUNTY

VALENTIN QUINTUS NICOLESCU
Universitatea „Nicolae Titulescu" Bucureşti, Departamentul de Ştiinţe Politice şi Administrative
Lector Univ. Dr. Adress: Calea Văcăreşti, Nr. 185, Sect 4, Bucureşti, 040051 Room 80 Phone: 0765767208 E-mail: valentin_nico@yahoo.com

Stating the problem: The period from 1989 onwards raises a very important issue for political science in Romania: apart from the obvious institutional change implied by the transition from a totalitarian communist regime to a democratic one, to what extent one can affirm the existence of a consolidated democracy in Romania? In this context, it comes as a surprise that investigating the political culture in our country still remains at the fringes of the academic interest of political scientists. My study is part of a wider qualitative research regarding everyday citizenship of women in Romania. The particular issue I'm focusing on is centered around the evaluation of the way in which the women in Hunedoara County in Romania perceive comparatively their life during communism and within the post-1989 democratic regime. Within this broader frame I will try to identify the existence of a particular model in which they define democracy. **Methodology:** The research design is based on qualitative methodological triangulation. Data collection was focused on two methods: semi structured interviews and focus groups of women from Hunedoara County, Romania, living in three towns and a village. **Results:** I have observed the emergence of a particular pattern in defining and evaluating democracy, which can be summarized as "democracy understood as good administration, not as good governance". **Conclusions:** The theoretical implications of this

particular vision are extremely relevant – on one hand they illustrate the way in which the political socialization undergone during the communist period still shapes the way in which the subjects signify the political reality of today and secondly, suggests an indirect confirmation of Ivan Szelenyi's thesis developed during the 80's regarding the relation between bureaucracy and the intelligentsia in communist regimes.

Key words: everyday citizenship, political culture, democracy.

ABOLITIONISM, EMANCIPATION AND EQUALITY: A TRIPTYCH OF MODERNITY

CĂTĂLIN TURLIUC

Senior Researcher, PhD. Romanian Academy, "A.D. Xenopol" Institute of History Sos. Arcu, Nr. 85, Bl. CL 13, Ap. 27, Iaşi – 700135, Romania Tel. +40721330066, e-mail: cturliuc@yahoo.com

Abstract: Our paper is focused on the analytical debate of three concepts and realities which characterized the rise of the modern world, this is to say, abolitionism, emancipation (civil and politic) and equality before the law, all of them defining a new type of society in the complex process of modernization. The uneven diffusion of modernity generated not only huge and evident disparities in what concerned development and prosperity but as well determined various forms and contents of democracy and its meaning. All these determined serious consequences on the formalization and interpretation of human rights and finally upon their ideological meanings. The new modern communities, especially the nation state, presupposed new solidarities emerged from abolitionism, emancipation and equality before the law. Focusing on the 19-th Century, most relevant for our geopolitical area in this respect, the paper has a heuristic value through new interpretations and methodology. Thus, the three realities which accompanied our modernity could be interrelated with other huge and complex social and political processes in an attempt to better pinpoint the Romanian modern realities. The adaptations and normative transfers (legislative transplants) as well as their peculiarities in our society offer a new set of explanations for our historical evolution during the last two centuries. The abolition of slavery in the case of gypsies, the civil and politic emancipation of certain minorities (the Jews as an example) the enforcing of equality before the laws through the Civil Code enforced on 1-st of December 1865 are used as study cases in our analysis. The conclusion argued why abolitionism, emancipation and equality before the law are a real triptych of modernity.

Keywords: abolitionism, civil emancipation, modernization process, equality, normative transfer.

SURVIVAL INDIVIDUALISM –A PERVERSE EFFECT OF COMMUNIST COLLECTIVISM

DAN IOAN DASCĂLU (PhD)

„Stefan cel Mare" University – Suceava, History-Geography Section, Humanistic and Socio-Political Sciences Departament, Senior Lecturer, Address: Strada Universităţii, nr. 13, Suceava, 720229, Telephone: 0744516275, E-mail: didascalu@yahoo.com

Summary: The communist totalitarianism is a political regime whose foundation and legitimacy is based on a collectivist ideology which is imposed as unique truth at the level of the entire society and in whose name the holders of political power pretend to act. The collectivism which is imposed on the members of the society through the entire state-party system generates a perverse effect, a peculiar form of individualism, which we could call *survival individualism*. This form of individualism facilitates the total domination of the power holders over the entire society. It is almost similar to social egotism which leads to the destruction of the social structure, weakening the social relationships. Fear, one of the defining elements of totalitarianism besides ideology, and the massification processes or the incapability of the economy of ensuring the strictly necessary products contribute to the appearance and spreading of the survival individualism. We consider that this form of individualism constitutes one of the marks that communist totalitarianism have left on the personalities of those who lived under such a system. Moreover, this mark accounts for a series of social behaviours during the post-communist period. We believe that, within this context, it is necessary to research this type of individualism, the mechanisms that generated it and its forms of manifestation during communist as well as post-communist societies.
Key words: totalitarianism, communist collectivism, survival individualism

WEB 2.0 ELECTORAL COMMUNICATION IN THE 2009 PRESIDENTIAL ELECTIONS

ANTONIO MOMOC
University of Bucharest, Postdoctoral researcher, Bd. Chișinău, nr. 24, BL. M14, Sc. B, Ap. 85, sect. 2, București, 0040.722.221.780, antoniomomoc@yahoo.com

Hypothesis: It is well-known that in the 2009 presidential elections the politicians have reacted mechanically to the fact that an increasing number of Romanians started to use social media for communicating in the past few years, especially the blogs and Facebook. After observing that certain audience segments spend more time on the internet, the candidates have decided to communicate with these users in their campaigns. The **main objective** of this article is to explain how the presidential candidates reacted to the changes that happened on the Romanian online communication market: did politicians use social media to transmit electoral messages, to communicate rather a presidential image to the users or a personal image? Who are the candidates who used the campaign blog and their personal Facebook account to convey messages that were compatible with the doctrine of the party? What candidates used social media to interact with the voters with the purpose to create a community of supporters and to build personal relationships with the electors? The candidates from which parties used internet and sent online messages based on topics inspired from the specific attributions of the President of Romania, as per the Romanian Constitution (defense, state order and foreign affairs)? To analyze the online electoral speech, I have applied the **Content Analysis method** on the posts made during the electoral campaign on the personal blogs and on the official Facebook accounts of the 12 presidential candidates in 2009. **Results:** This study answers the question whether and which of the candidates used topics specific to the attributions of the President in their online communication, whether the electoral messages were in agreement with the ideology of the party and what candidates used the online environment to communicate a

NON-INVASIVE ARCHAEOLOGICAL RESEARCH METHODS USED IN THE EFFICIENT MANAGEMENT OF THE ARCHAEOLOGICAL HERITAGE OF ROMANIA

DOREL MICLE

Lecturer Ph.D., West University of Timisoara, The Faculty of Letters, History and Theology, Blvd. V. Pârvan 4, Timişoara 300223, Timiş, România, Tel: 0721084242, E-mail: dmicle@litere.uvt.ro; micle_d@yahoo.com

LIVIU MĂRUIA

Assistant Professor, Ph.D. , West University of Timisoara, The Faculty of Letters, History and Theology, Blvd. V. Pârvan 4, Timişoara 300223, Timiş, România, Tel: 0722387859, e-mail: liviumaruia@yahoo.com

The dynamics of real estate (industrial and housing) and infrastructure investments (road development and rehabilitation, highway development, pipeline development etc.) led in the recent years to the destruction of a significant number of archaeological sites, some of inestimable value, historically and culturally speaking. Although there is legislation in force concerning heritage protection, it is often unknowingly evaded, because the local and central public administration authorities do not have appropriate tools to efficiently manage databases and information on archaeological sites. If we add to these deficiencies the lack of systematic field research to identify all archaeological sites (as happened in most states of the European community), we understand the need for non-invasive methods of archaeological research (geophysical prospecting, aerial photogrammetry, LIDAR etc.), which are efficient simply because they does not involve excavation of the land itself, but the creation of maps of archaeological potential on the basis of rapid and extensive archaeological prospecting. The present study describes the conceptual and practical patterns of managing the archaeological heritage of each individual county through the use of interdisciplinary working methods and modern technologies: geophysical prospecting, archaeological surveying and mapping, GIS analysis, remote sensing, laser scanning etc. All this methodology enables timely identification of archaeological sites from a certain area, the development of standardized site records and relational database that would allow easy access to both researchers and the local or central public administration authorities to spatial data, georeferences, creating a coherent, practical and easy tool, which is necessary for a region's sustainable development.
Keywords: *management of the archeological cultural heritage, non-invasive methods of archaeological research*

GLOBAL AND LOCAL IN LOCAL GOVERNMENT FROM THE RURAL AREA

GABRIEL-NICOLAE PRICINA

University of Craiova, Faculty of Social Sciences LECTURER DR. Address: Str. A.I. Cuza. No.13, 200585, Craiova, office 167B PHONE: 0756450588 gabrielpricina@gmail.com

This study builds on research conducted between 2010-2011 years in 25 communities located in two of the five counties of Oltenia: Dolj and Gorj. The work was conducted within the European project MODERNIZATION AND PERFORMANCE IN LOCAL PUBLIC ADMINISTRATION, Operational Programme Administrative Capacity. Research is continued today, in terms of cultural and community significance, the project THE VALUES OF CULTURAL IDENTITY IN THE GLOBALIZATION PROCESS, funded by the European Social Fund, coordinated by the ROMANIAN ACADEMY. The theme of research: efforts to reform and modernize the Romanian rural environment have been proven over time as insufficient or no results. The current findings are largely an argument of the theory of forms without substance.The initial research objectives were related to the knowledge of the citizens of municipality's work, satisfaction with the administrative work and knowledge of the local public services they receive. Research data in the report they are descriptive, useful in assessing local government performance. The secondary data results demarcation of Romanian citizens a specific profile of rural and explain their attitude by reference to local cultural area. Methodology: based opinion survey questionnaire administered to 200 specialized operators, involving 2608 respondents, applied in 25 localities of Dolj and Gorj. The research instrument was a questionnaire, which included 42 free pre-formulated questions. Confidence interval is 95%, and the margin of error of + / -2.9%. The data collected were analyzed statistically, and in this study present secondary analysis of their cultural perspective. Results: attitudes to the municipality based on the traditional understanding of social and existential universe, and lack of civic involvement of population in municipalities that perception is the result of the community's institutions. Conclusions: The specific adaptation of the institutional tools to rural communities and population transfer from primary sympathy, considered as children of the village and community members, to the municipality as an institution which is always available to citizens.

Keywords: local government, community development, rural sociology, traditional culture

11. LEGAL SCIENCES

SOCIAL PROTECTION OF THE VICTIMS OF CHILD PORNOGRAPHY CRIME

VLAD FLORENTIN

Arad Tribunal, judge – president of the criminal section Ph.D. candidate at the Faculty of Law and Administrative Sciences Timişoara Address: Arad, 16 I.C. Brătianu street, zip code 310182 Arad County – Romania Phone: 0755121518, e-mail: florentinvlad2009@gmail.com

Prerequisites of the problem: The continuous exponential development of the information technology created unprecedented conditions and opportunities of communication, socialization and popularization of the ideas. Besides the undisputable benefits brought by the outbreak of the information technology and internet use, such as freedom of communication, the easy means of popularizing the knowledge, the ideas, the interests etc, it emerged the context that under the protection of anonymity, by use of this technique, a series of crimes to be committed. Due to these opportunities, the criminals developed a series of crimes fit to be committed by means of the internet, an important place being held by the child pornography. By analyzing the contents of the child pornography crime, it comes out that the main characters of the pornographic materials are the children, and by committing this type of crime the way to physical or mental abuse of the minors is opened. Having in mind the fact that the passive characters of these crimes are the children, it comes out the problem of taking some special protective measures for the victims, so that especially the mental trauma to be at least reduced to the minimum if not completely eliminated. How can such a protection be done? First of all by an adequate legislation and secondly by creating the institutions able to provide a real protection. Do we really have a guaranteeing legislation and institutions capable to apply it? This study aims to answer these questions by presenting the specific legislation, the institutions called to provide the protection of these victims, but also by identifying the limitations of the system in this field. **Research method:** The answers this study shall give to the problem of protecting the victims of child pornography crime are obtained by analysing the legislation and the possibilities of the institutions called to be liable for these dispositions of securing a real protection to the minors. **Results:** The specific legislation is unknown, insufficient and even inexistent in certain cases, when the problem of social protection of the victims of child pornography crime appears and the institutions obliged by these legal dispositions to provide a real social protection to the victims are insufficient, with less specialized personnel in this segment. **Conclusions:** It is highly necessary to adjust and amend the specific legislation, at least by implementing the Directive 2011/92/EU of the European Parliament and Council from the 13th December 2011 on combating the sexual abuse of children, the sexual exploitation of children and child pornography and replacing the Council Framework Decision 2004/68/JAI. It is also necessary to create some specific institutions, with trained personnel, able to provide a real protection to the victims of this kind of crimes.
Key words: social protection, child pornography, victims.

DISCUSSION ON MEANING OF THE TERMS *LIABILITY* AND *RESPONSIBILITY* IN ROMANIAN CRIMINAL LAW

LAURA MARIA STĂNILĂ

West University of Timisoara, Facutlty of Law and Administrative Sciences PhD Lecturer Adress: Blvd. Eroilor de la Tisa nr. 9A, et.2 cabinet C7, 300557 Timişoara Phone: 0721 266914 E-mail: lauramariastanila@yahoo.com

Statement of problem: Criminal liability is one of the fundamental institutions of criminal law. Criminal doctrine that turned to study of this institution used in its theoretical approaches two terms - *liability* and *responsibility* - whose semantic spheres overlap in common language, but differ dramatically in legal language used in criminal law field. **Purpose of the scientific research:** In this study we have attempted an analysis of the semantics of these two terms, both in evolution of the Romanian criminal doctrine, and from different European and more criminal law systems perspective. **Methodology:** Our research methodology consists in the foreground in literal method by which we attempted a thorough analysis of the semantic sphere of the two terms, both in the common language and in legal language. We also tried, through the comparative method to observe and quantificate the semantic differences recorded between the two areas - the legal and common language – and we recorded the semantic traps encountered in criminal doctrine over time. Also, through the analysis of comparative law we have pointed to similarities and differences between the views of the English, American, French, Italian, German and Spanish criminal law and doctrine. **Results:** Following the implementation of systematic research methods, we observed that semantic duality of the two words - *liability* and *responsibility* - is evident, being noticed by the Romanian criminal doctrine at the beginning of the XXth century by authors such as Ion Tanoviceanu or Vintila Dongoroz . They also proposed to use expressions such as *incidency of criminal law* , which are clearer and more indicative of the effects of criminal liability as a legal institution. **Conclusions:** Despite the lack of unity of Romanian and foreign criminal doctrine in using the semantics of the terms - *liability* and *responsibility* – we can conclude that we must delimitate the semantic sphere of the two terms as follows: by criminal liability we understand that form of legal liability that occurs in case of comitting an offence or a crime, while by criminal responsibility we understand the psycho-physical ability of a person to be criminal liable, the latter being a *sine qua non* condition for hiring criminal liability.
Key words: criminal liability, responsibility, guilt, imputation, imputability, punishment, criminal deed, infraction

THE EUROPEAN COURT OF HUMAN RIGHTS: THE BEGINNING OF A SYSTEMATIC COMPARATIVE LAW APPROACH?

RALUCA BERCEA
West University of Timisoara, Faculty of Law and Administrative Sciences Senior Lecturer PhD Address: 300575 Timişoara, 9A Eroilor Blvd., Public Law Department Phone: +40744558387 E-mail: bercea_raluca@drept.uvt.ro

Statement of problem: The evolution of social relations in Europe has brought forth again the content of some of the fundamental rights, as enshrined in the instruments belonging to the Council of Europe or in the EU texts. On the other hand, the existence of divergent standards established by

such international instruments becomes problematic for the national judge, forced to also observe their own Constitution. Under the circumstances, the European Court of Human Rights and Fundamental Freedoms is forced to reinterpret the conventional text in light of the evolution of the national legal traditions, whose analysis requires a comparative law approach. **Methods**: The present paper examines from a theoretical perspective the problem of the fundamental rights in Europe and synthesizes the main directions that currently manifest themselves in the theory of legal comparison. In this perspective, we can identify a body of recent judgments of the European Court of Human Rights and Fundamental Freedoms in which the latter, reviewing its standards, appeals to elements of comparative law. We analyze, for each case in particular, the type of comparative analysis which European judges use and, respectively, the solutions to which this approach leads, assorted into typologies. **Results:** In principle, the author could identify a sufficiently large number of judgments in which the European judge uses the comparative law analysis so as to conclude on the beginning of a systematic approach in this respect. However, what remain problematic, especially due to the lack of coherence, are the usages which the European judge bestows on the comparison and, sometimes, the conclusions that the comparison leads to. **Conclusions:** The author notices the tendency of the European judge to found their recent solutions on the comparative law analysis as well as a different usage thereof as compared to the previous stages of their jurisprudence.
Keywords: Human Rights, European Judge, National Legal Cultures, Comparative Law Approach, Standards, Tendencies, Consensus.

PERSONALITY RIGHTS IN THE LIGHT OF THE NEW ROMANIAN CIVIL CODE

BRÎNDUŞA-CAMELIA GOREA
„Dimitrie Cantemir" University of Târgu-Mureş, Law Faculty Ph.D. Associated Professor Address: 3-5 Bodoni Sandor street, Târgu-Mureş, judeţul Mureş, România Telefon: +40-365-401127 E-mail: brindusagorea @yahoo.com

Background: An ideal society is founded on respect for human dignity in the widest meaning of this term: the respect for all forms of human condition. Moral values only become social values if law affirms them and sets a corrective system, meant to assure their implementation. Human dignity makes no exception: it only becomes a social value if the spiritual and material components of the human existence are both regulated and legally defended. This study proposes a human personality rights` analysis, in the light of the new regulation brought by the Romanian Civil code, in force since October 2011. **Work method:** analytical, systemic, historical, logical and teleological interpretation of the legal articles dedicated to personality rights. **Results:** The new Romanian Civil code reveals a special interest that the Romanian legislator gives to personality rights, both regarding natural persons and legal persons. The entire Fifth Title of the First Book ("On Persons"), that is articles 252 to 257, is dedicated to this kind of rights` protection. For the first time in our civil legislation, the new Civil code classifies the personality rights, in the Second Chapter of the First Book's Second Title, entitled "The respect owed for the human being and its inherent rights". **Conclusions:** The new Romanian civil legislation, in tune with the Romanian Constitution and the international regulations, offers a complex vision on the human personalities` rights, as well on the legal ways to defend them. It is an obvious evolution in the Romanian legislator's thinking, which we do applaud. Nevertheless, it is needed to be followed by proper judicial application, or it will only remain a simple statement of intent.
Key-words: personality rights, the new Romanian Civil code, legal interpretation

CONFLICTS IN THE REGULATION OF CONFLICTS OF LAW

SERGIU POPOVICI

West University of Timişoara, Faculty of Law and Administrative Sciences Lecturer, Ph.D. Address: C. Dorobanţilor nr. 5, Bl. D5, Sc. A, Ap. 11, 300298 Timişoara Telephone: 0740240157 E-mail: sergiu.popovici@drept.uvt.ro

Problem premises: Law. no. 105/1992 on the regulation of private international law relationships is among the statutory provisions that came into force after 1990 with the fewest changes. Still applicable regarding the civil lawsuit with a foreign element, the normative act was replaced by Section VII of the New Civil Code in the matter of conflict of law resolution. Romania's accession to the European Union has led to the direct application, starting in 2007, of European legislation on determining the law applicable to a certain legal relationship with a foreign element. Even though the Civil Code expressly relates to the aforementioned legislation, in certain maters several institutions are still regulated both on a national and a European level. **The purpose** of the paper is to identify the situations when the conflicts of law or of jurisdiction are analyzed on both legislative levels, to investigate the necessity of national legislation in such situations, as well as to propose an adequate problem resolution when the internal law leads to a different outcome from the European one.
Key words: Conflict of laws, levels of regulation, prevalence of european law.

THE LABOR JURISDICTION. THE PROCEDURE IN THE FIRST INSTANCE. THEORETICAL AND PRACTICAL ASPECTS

ONICA CHIPEA LAVINIA

University of Oradea, Faculty of Law Lecturer Ph.D.   Address: Street Narciselor, no. 44, Oradea Phone: 0741.24.73.72 E-mail: laviniachipea@yahoo.com

Problem Premises: common law rules governing the matter under review, conduct the trial, raising and resolving procedural exceptions, including those relating to competence, delivery and content of decisions and appeals, with certain specific features determined by labor disputes. Changing Labor Code Law no. 40/2011 and Law adoption social dialogue has generated some controversy both in theory and in practice the courts, with the understanding that the use of common law to resolve issues able to confer specific jurisdiction will have work damaging to the spirit of labor legislation is also in complete contradiction with the escape of the Labor Code, remained in force. **Method:** Comparative analysis of statutory provisions, of the Labor Code, before and after the annotation to the Law. 40/2011 and Law no. 62/2011 of the Social Dialogue**. Results:** There were identified legal texts contained in law and social dialogue on labor code analysis submitted to institution was found to give the legislature intended the law regulating special issues: duty of care to the court for reconciliation of the parties before entering the debate, ruling the day ended the debate, only in special situations can be postponed for two days, the judgment in labor disputes will be issued and communicated to the parties within 15 days of delivery. Thus, the legislature provides, the new legal regulations, the way the common law for their resolution. **Conclusions:** The method of solving all the inconvenience created by adopting the law regulating social dialogue and labor jurisdiction in its text remains parallel to the force of the Labor Code, which contains further incidents of this material

is the repeal of art.208-215 of Law Dialogue social and labor integration of the code provisions set out in Law no. 168/1999, now repealed.

Keywords: conflict resolution work, the procedure at first instance, the use of common law, the spirit of labor law.

PRODUCER LIABILITY FOR DAMAGES CUASED BY DEFECTIVE PRODUCTS: LEGAL REGULATION AND PRACTICAL APLICATION

SAHAROV NATALIA

„Dimitrie Cantemir" University of Târgu-Mureş, Law Faculty Univ. assist. PhD candidate Address: 3-5 Bodoni Sandor street, Târgu-Mureş, Mureş County, Romania Phone: 0745701914 E-mail: sanav2003@yahoo.com

Statement of problem: Liability for damages caused by defective products is a special form of tort liability, governed by the provisions of Law no. 240/2004 regarding to producers' liability for damages caused by defective products, republished, which transposes into the Romanian legal system the provisions of Directive 85/374/EEC of 25 July 1985 on the approximation of the laws, regulations and administrative provisions of the Member States concerning liability for defective products. Although, apparently, the scope of liability for defective products is wide, which should, naturally, generate an abundant jurisprudence, in fact, case law, at least national, is not a complex one. **Methods:** There were applied, for the study, a questionnaire and made a legal analysis of cases of liability exemption provided by Directive, and their degree of transposition into the Member States system of law. **Results:** The research identifies and analyzes the causes of the insignificant number of claims for damages caused by defective products. Proposing an interdisciplinary approach of the phenomenon, the study identifies both, socio-economic and legal reasons. Products without defects and high level of producers' responsibility which would allow an amicable settlement of any disputes can be accepted as causes but they are extremely isolated and doesn't characterize Romanian society. Therefore, the following causes have been identified: lack of juridical knowledge, poorness of public information about this type of liability, the low level of confidence in ability of legal system to provide justice, causes of liability exemption, regulated by European and national provisions, with special regard to the risk of development. **Conclusions:** The regulations concerning producers' liability for damages caused by defective products is not only beneficial, but imperative in an age characterized by technological progress. There is needed, however, an effort towards elimination the causes of producers' liability disengagement, the implementation of precautionary requirements in production and elimination the compromise nature of some statutory provisions.
Keywords: product, defect, producer, liability.

THE ROLE AND THE ATTRIBUTIONS THE PRESIDENT OF ROMANIA IN THE SYSTEM OF THE ROMANIAN STATE

IOANA CRISTINA VIDA

Universitatea de Vest,Timişoara, School of law and administrative studies Adress : 9A . Eroilor de la Tisa Blvd , RO-300557, Timişoara Phd. Student Phone : 0749040563 E-mail : ioana_vida@yahoo.com

Statement of problem: The paper aims to present the role and attributes of the President of Romania in the Romanian state system. The President of Romania together with the

Government represents the executive power. The attributions of the President of Romania are those characteristics for a Head of State in a semi-presidential political regime. But these attributions have a certain specificity in comparison with other states and it is precisely these specificities that we are going to highlight in this paper. **Methods:** The research method used is by excellence the comparative one, a method leaning both on the Romanian legislation, as well as on the foreign one. The Constitutions of the EU Member states are taken into account. The comparative method is complemented with the empirical research method, which highlights the controversial aspects relating to the modalities in which the Head of state exerts his attributions. **Results:** The laws passed under Art. 94 letter c) of the Constitution enable the President to make appointments in various public functions. The Constitution does not specify which are these public functions, but different laws establish which is the contribution of the President to the appointment in such functions, which are these functions and what is the level of involvement of the Head of state in designating the candidate to be appointed in such positions. **Conclusions:** In the final conclusions of the paper a clear distinction will be drawn between the pure constitutional powers of the President of Romania and, between those provided by the Constitution but which are developed in different laws and also those attributions which are only stated in the Constitution and their content is further developed in different other subsequent laws.

Key words: the President of Romania, attributes, Romanian legislation, The Constitution of Romania

12. ECONOMIC SCIENCE AND BUSSINESS ADMINISTRATION (SOCIAL ECONOMY)

AN EMPIRICAL VIEW ON SELECTED TAX CULTURE DETERMINANTS. THE CASE OF ROMANIA

LILIANA DONATH
Professor, West University Timisoara, Str. Pestalozzi nr.16 Timisoara, Tel: 0256592503. e-mail: liliana.donath@feaa.uvt.ro

ALEXANDRA CODRUȚA BÎZOI
West University Timisoara, PHd. Student, Str. Pestalozzi nr.16 Timisoara, Tel: 0256592586
e-mail: alexandra.popescu@feaa.uvt.ro

Tax culture is a complex concept, multiple meanings being attached to it. According to their mutual beliefs, living standards and customs, people form groups, sharing thinking patterns that separate them from others who think and act differently, leading to " fiscal cultural blocks". Tax culture is neither widespread nor commonly accepted in the academic or the collective mind, therefore a definition consistent with the specific characteristics of each tax system

would be useful. In so far, a considerable number of studies on tax compliance have been published, but only few embraced an interdisciplinary approach. The authors show that the concept could be better portrayed with an approach combining the historical, political, sociological and economical factors. In Romania, tax culture is an unfamiliar concept with limited connotations. Using the questionnaire method, the authors have reached the conclusion that Romanian taxpayers have limited knowledge on the tax system, under-evaluate the necessary time to comply and find the multiple tax procedures as exceedingly complicated. Starting from these rational based determinants, the authors try to introduce a number of more subjective determinants which shape the Romanian taxpayers' behaviour, such as religion and democratic expectations. Therefore, the paper suggests an analysis of the Romanian taxpayers' propensity to avoid taxation by using the European Values System (EVS) data. Presently, the tax authorities in Romania focus more on the concept of tax performance, but do not widely consider the underlying factors. The paper concludes that the economic and financial determinants of tax compliance are important, *but not the most important*, since other underlying non – economic factors are strongly influencing tax behaviour.
Key words: tax, culture, behavior, compliance

NEW PUBLIC MANAGEMENT AND DIGITAL ERA IN THE ROMANIAN PUBLIC SERVICES: STATUS AND PERSPECTIVE

FLORIN IONIȚĂ
The Bucharest University of Economic Studies, Romania, Faculty of Management, Assistant professor, PhD, Adress:Bucharest, Piata Romana 6 sect.1, Dep.Management, lab.1307.
Tel.(40)744655556. e-mail: ionitaf@hotmail.com

Dated around 1980, the concept of "New Public Management" (NPM) triggered the development of several theories and methods proved to be effective tools of the public administration reformation movement. Even that some specialists consider it to be obsolete, in our opinion it has some principles and achievements which recommend it for applying in some European states, especially if the implementation process takes into account both local particularities of the existing administrative systems and the new approaches specific to the XXI century Public Management. The paper presents some particularities of the Romanian New Public Management approach in the field of public services, the stage of implementation and evaluates the possible effects in terms of public administration effectiveness and efficiency. It also emphasizes several aspects which should be considered in the future stages of implementation process and refers in a critical manner practices of neighbor European countries. We discuss some of the new trends (The Digital Era), brought by ICT and made possible by the evolution in the government organization science, or supported by the e-techniques and the theories about virtual enterprizes and networked public administration. Taking into account the goal of this paper, it is structured in three consecutive parts, logically chained: identifying the general features, advantages and threats of the New Public Management in 21st century Romania, analysing (in a critical manner) of the present situation and reccomanding some aspects which could improve the quality of the governance. The empirical observation supported by documentation from secondary sources and direct

observation are used to support the conclusions and the comparison whith other public systems emphasyze the recommandations made.

As a conclusion we could say that it is not the form of property of the entreprizes involved in public services the determinant factor of the output performance, but the form of governance, and this is also valid, at some extent, in Romania. This does not mean that privatization is not a solution, but that should carefully prepared and triggered in the right moment. This is what our research will try to prove, both at principia and theoretical level and by recent and significant examples and comparative approaches.

*Keywords:*New Public Management, Corporate governance of the public entreprizes, Public Services of General Interest

WHICH OF THE MIGRATION THEORIES BETTER FITS MEDICAL MIGRATION?

VALERIU DORNESCU

University of Medicine and Pharmacy "Gr. T. Popa", Iaşi Postdoctoral researcher Address: no 51 Sarmisegetuza street, Y3 block, block scale Y, 9th floor, apartment 37, Iaşi, postal code 700880 Phone: 0722395619 Email: vdornescu@yahoo.com

ELENA TEODORA MANEA

University of Medicine and Pharmacy "Gr. T. Popa", Iaşi Postdoctoral researcher, Adress: 19 Saxon Road, Exeter, UK., Phone: 0044-1392498032, Email: elenateodoramanea@yahoo.com

The premises of the problem: The international migration of workforce is at the moment a very important component of the globalization effect. The international migration of workforce gives national economies new opportunities concerning economical growth, reducing poverty, improving social progress, cultural innovation etc. At the same time, it represents a great challenge for many countries, due to the economical effects that follow this phenomenon. The migration of medical staff has become a great problem today at an international level exactly because many developed states have a lack of personnel, compared to their objective needs, thus resorting more and more to the recruitment of specialists from developing countries. As such, knowing the theories related to the causes that influence the decision to migrate, as well as the specific realities of each country involved, are a very important frame for creating a foundation of a migration policy, in order for this phenomenon to become a true factor that influences economical growth and development. **Methodology:** The analysis of the main theories on migration (mercantilist theory, E.G Ravenstein's theory, Everett S. Lee's theory, neo-classical economy theory, the new economy's migration theory, the segmented (dual) workforce theory, the dependency theory, the world system theory, the migration network's theory, the capital theory, the approach on global society and institutions). **Results:**

We have identified and analysed the main theories on migration, and we have underlined the importance and limits of each of these elements, especially in the case of medical migration. **Conclusions:** At the time there is no single coherent theory that relates to the causes of workforce migration across national borders. Knowing these theories allows the creation of a much more ample image on the causes of migration and explaining its complex character. Identifying all the factors that influence migration, as well as knowing the quantitative and

qualitative aspects, and its consequences are an indispensable instrument for any government that follows to transform migration into a development factor and benefit from it.
Key words: *Globalization, migration theory, medical migration*

THE PROFESSIONAL PROFILE OF THE TEACHER-RESEARCHER IN HIGHER EDUCATION. A COMPARATIVE STUDY ROMANIA – FRANCE – ISCO '88

LUMINIŢA HURBEAN
West University of Timişoara, Faculty of Economics and Business Administration, Associate Professor, Address: str. Pestalozzi nr 16, cab. M08, Timişoara 300115, România, Tel. 00-40-745762929, luminita.hurbean@feaa.uvt.ro

VALENTIN P. MUNTEANU
West University of Timişoara, Faculty of Economics and Business Administration, Associate Professor, Address: str. Pestalozzi nr 16, cab. M20, Timişoara 300115, România, Tel. 00-40-744543547, valentin.munteanu@feaa.uvt.ro

MARIUS IOAN PANTEA
West University of Timişoara, Faculty of Economics and Business Administration, Associate Professor, Address: str. Pestalozzi nr 16, cab. M20, Timişoara 300115, România, Tel. 00-40-744243600, marius.pantea@feaa.uvt.ro

Statement of problem: In order to ensure a unitary character of the labor market and a fair comparison between its different segments, the large majority of national economies are using occupational classification systems. As a general rule, such systems are based on a multi-level classification, completed with a descriptive component that is meant to define the general as well as the specific occupational competency standards. At present, there are national occupational classification systems as well as international classification systems which are meant to enhance the compatibility between different national systems, a goal which hasn't been accomplished so far. An example of such discrepancy is represented by the profile of the professor – researcher within higher education, which differs from one national classification system to the other, as well as from the international classification system. **Methods:** The main purpose of the current paper is to emphasize these differences through a tridimensional comparative study: Romania – France – ISCO88 ((International Standard Classification of Occupations). The differences which have been analyzed are general (pertaining to groups, classes and sub-groups) and also specific (pertaining to specific skills, competencies and standards). **Results:** This paper proposes a method for developing competencies for a specific occupation within higher education and research: teacher - researcher in management, starting from three complementary courses of the academic curriculum: Informational systems for management, Professional and business ethics, Cost-Benefit Analysis. **Conclusions:** The main utility of this analysis comes from the need to harmonize the national occupationl system with the international one, and also to improve the general classification of occupations with the appropriate general and specific terms which are currently missing. **Key words**: occupational classification, professional profile, research, education, management

214

WHY FINANCE IS IMAGINARY

TUDOR NICULA

"Babes-Bolyai" University Cluj-Napoca, Faculty of Political, Administrative and Communication Sciences, PhD candidate, Email: tudornicula@gmail.com, Phone: 0741-752978

This article is based on the author`s ongoing PhD research on how perceptions and emotions impact economic judgement and behaviour, also drawing upon previous research that analysed the implications of media consumption by the investors on their behaviour in financial markets. In spite of neoclassical economic theory`s assumption that market participants in act in a rational manner, we bring evidence that challenge this basic claim which neoclassical economics is founded on with the purpose of closing the gap between academic research and actual market behaviour. To this end we introduce a new framework for interpreting the economic/financial phenomenon by bringing together, discussing and putting into context existing knowledge on financial decision making, and more recent evidence from economic psychology research that considers the importance of trust in an economic environment. The concept of `trust` plays a pivotal role in social interactions and even more so in economic and financial markets where lack of trust has been shown to cause systemic disruptions by altering the perceptions of the participants and inducing volatility. Thus, by combining different perspectives from psychology, communication science and finance we create a novel interdisciplinary approach towards bridging the gap of knowledge concerning the complex causality associated with financial markets. **Keywords:** imaginary, financial markets, trust, behaviour, non-rationality

THE PLACE AND ROLE OF RESEARCH- INNOVATION IN ROMANIAN ECONOMY

IRINA ORIOL
"Eftimie Murgu" University of Resita, Faculty of Administrative Sciences, Researcher PhD., Address: Traian Vuia Square, Nr. 1-4, code 320085, Resita, bureau C 1.8., Telephone: +40 743163277, E-mail: irinaoriol@yahoo.com

The premises of the problem: an understanding of the economy based on knowledge, begins with an examination of its fundamental principles-n is made concrete in knowledge and innovation pf the product. From the point of view of the modern theory, innovation means the final result of research- innovation in the form of a new product or an improved one and of services, new and improved. The modern, innovative structures, associated with contractual partners, under various forms: consumers, intermediaries, competitors, financial institutions, public services are with full rights in the market relations with economic agents, and act in conformity with the objective factors of the modern market. With all these, the analysis must take into account the frequency of apparition of the research- innovation groups, of the dominance of a certain research- innovation group in different periods of time (radical, improved, managerial, technological etc.). If education and investments in research- development- innovation are appreciated and managed correctly by society, progress and prosperity are guaranteed. **Methods:** drafting the econometric models based on statistic official

data, the computing of the elastic indicators, previsions. **Results:** between the macro- economic indicators and the fluctuations of the occupation in the field of IDC, the link is quite strong (the coefficients of correlation have values between the intervals 0, 8- 0, 9), fact demonstrated by the modes of econometric results, validated with the help of statistic tests F-Statistic, t-Statistic. **Conclusions:** the results determined in the basis of the ones related and of a direct study carried out are: evaluating the scientific research from universities on the three phases ex- ante, ad-interim and ex-post following the observance of the criterion MQT, of the performance And excellence in research; reorganising the activities of research in universities and creating research centres and transfer of knowledge and technologies towards the economic environment based on different schemes and structures of public-private, private-private and public-public partnerships; regulations of administrative order still pose obstacles to the university motilities for studies, research and carrying out of IDC activities in other countries, procedures of recognising the university qualifications meet difficulties and are slow; it is necessary to concentrate on the research in new fields, such as nano- technologies, endurable development, green energy etc., that interfere in a greater measure with other complementary fields such as, for instant, socio- humanist sciences, managerial and socio- humanist qualifications. **Key words:** knowledge, development, innovation, national research strategy

STUDY ON INNOVATIVE BEHAVIOR NETWORK OF YOUNG PARTICIPANTS CLUBS TO PROMOTE ADAPTABILITY AND SUSTAINABLE DEVELOPMENT – ReCADD

AVRAM TRIPON

Petru Maior University of Targu Mures, Faculty of Economics, Legal and Administrative Ph.D. Associate Engineer, Address: Carpathian Alley 39/20 Tirgu Mures, Phone: 0743111536, E-mail: avram.tripon@gmail.com

Description of the theme in the paper**.** EU Innovation Union is new programme under Europe 2020 strategy. The gradual emergence of the EU from the financial crisis, coupled with the need to tackle global challenges, has rendered innovation more crucial than ever. In the current European is implementing the "The clubs network for promoting adaptability and sustainable development" - ReCADD Project, financed by the ESF – SOPHRD - **With over 2400 participants in 130 clubs**. **Purpose**: to identify respondents' motivation for innovative behavior. **Research methods used**. Questionnaire 6 sections in the field of adaptation and active entrepreneurial partnerships for sustainable human development and training, 3 questions / section. Efi Rom creative method behind the questionnaire development. **Results**. 450 young participants of the 2456 ReCADD are active members of the 60 clubs within ReCADD innovative. The 450 young members respond to the questionnaire focused on 24 questions. **Conclusion**: Most young respondents adopt innovative behavior to increase self-esteem and to earn more. K**eywords**: network of clubs, adaptability entrepreneurial, innovative behavior.

RESISTANCE TO CHANGE IN THE BANKING SECTOR: A COMPARISON BETWEEN ROMANIAN AND HUNGARIAN CREDIT INSTITUTIONS

DANIELA BRADUȚANU

West University of Timişoara, Faculty of Economics and Business Administration , Phd. Candidate, Address: Str. J. H. Pestalozzi nr. 16, 300115 Timişoara, Telephone: 0723450124, E-mail: dbradutanu@gmail.com

Premises: The aim of this study is to compare the way employees behave and react to change initiatives in romanian and hungarian credit institutions. The first objective of the study is to emphasize the main reasons why employees resist change, according to Arthur Bedeian's clasification. To efficiently overcome resistance to change agents should first identify the factors which lead individuals to resist and only after to eliminate or substantially diminish them. Highlighting employees reasons to oppose a change initiative can help managers better understand their needs and fears. The second objective is to establish what the employee's expectations are regarding a new change. And last, but not least, if employees support a change process, and are willing to put an effort to make this change happen. **Method:** We have conducted a survey in an international credit institution that has offices in both Romania and Hungary. 104 employees from Romania and 88 employees from Hungary have participated in the survey. Data was collected using questionnaires, interviews with managers and other employees and in Romania and also by using direct observation. **Results:** Taking into account the current economic situation, the identified results show that employees are willing to change, but at the same time, their personal interests count more than those of the organization. The general outcome expectation is positive, most employees supporting the change process. **Conclusions:** The general response in each organization is willingness to change, few employees resisting change. The main reason why employees resist change was identified as being, in both cases, the personal interests of the respondents. Most employees expect a positive outcome and are willing to support the new changes, a very good indicator that shows employees loyalty and attachment towards the organization.
Keywords: Resistance to change, change motives, outcome expectation, support for change.

SOCIAL RESPONSIBILITY – A TOOL FOR INCREASING THE COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISES

IONELA CARMEN PIRNEA
EMILIA IORDACHE

Constantin Brâncoveanu University Piteşti, Faculty of Management Marketing in Economic Affairs, Rm.Vâlcea, Address: Blvd. Nicolae Balcescu, no. 39, Rm.Valcea, Valcea, Phone: 0766570966, E-mail: pirneacarmen@gmail.com, emi66vl@yahoo.fr

Problem premises: In the current context, increasingly more enterprises find that, in a competitive environment, the policy of maximizing profits on short-term, it's not any more a guarantee of business success and that, such a policy must be accompanied by a responsible and social behaivior. Generally, a business enterprise operating in a responsible manner, takes into account not only the needs of consumers and stakeholders, but also the interests of other

stakeholders, namely social and environmental impact of its actions. Such attitude of the enterprise may provide its long-termn competitiveness and buciness environment may be contributing to sustainable development. In the literature there are some concerns regarding the definition of corporate social responsibility. This is perceived differently in the small and medium enterprises sector compared to large enterprises sector. Currently, it attaches great importance to the corporate social responsibility in connection with sustainable development. At international level, there are defined specific models of management systems, some enterprises prefering to integrate a social responsibility management system. The research emphasizes the results of a study conducted by authors regarding the implementation and certification of management system of social responsibiliy by worldwide enterprises. **Method:** a sample of 2919 enterprises that have implemented and certified a management system of social responsibility, SA 8000, in 62 countries, enterprises that belong to 65 different fields. Data were provided by the Romanian Society of Quality. **Results:** research results have shown that implementing a social responsibility by worldwide enterprises is incresing from 114 certifications in 2011 to 2919 certification in December 31, 2011. Most concerns regarding social responsibility are among small and medium enterprises, namely 66%. **Conclusions**: increasingly more enterprises are actively involved in social responsibility projects. Small and medium enterprises involvement in social responsibility actions can greatly contribute to increase competitiveness. Findings can be a starting point for future research aimed at identifying the best ways to improve social performance of small and medium enterprises and hence their competitiveness. **Key-words:** social responsibility, competitiveness, small and medium enterprises

THE ROLE OF NGOS IN SUPPORT OF PUBLIC PRIVATE PARTNERSHIP IN SOCIAL ECONOMY IN ROMANIA

IOAN RADU

The Bucharest University of Economic Studies, Faculty of Management, Professor Ph.D., Address: Plaza Romania no. 6, 010374, Bucharest, office 1307, Phone: 0040 21 319 19 84
E-mail: iradu@man.ase.ro

CLEOPATRA ŞENDROIU

The Bucharest University of Economic Studies, Faculty of Accounting and Management Information, Associate Professor Ph.D. , Address: Plaza Romania no. 6, 010374, Bucharest, Ion N. Angelescu building, Phone: 0040 21 319 19 00 ext. 384, E-mail:
cleopatra.sendroiu@cig.ase.ro

SORIN BURLACU

Academy of Economic Studies, Faculty of Administration and Public Management, Lecturer Ph.D., Address: Building Nicolae Iorga, Calea Serban Voda. 22-24, 040211 Sector 4, Bucharest, Phone: 0040 21 335 46 53
E-mail: sburlacu@man.ase.ro

Premises problem: Through this paper we highlighted a few issues that characterize contemporary Romanian society. The involvement of private business in public service

management is more than a reality, has become a necessity. Public private partnership can be an option to overcome the limitations of approaches to influence the global economic crisis with social economy. Limited experience in Romania in this field requires a careful analysis of the effects. We believe that the human resources that pore involve NGOs can take over the task of monitoring the evolution of PPPs for social awareness of their importance in the economy but also to prevent any unwanted effects. **Method:** We initially conducted a mapping of PPP in Romania. Then we applied an electronic questionnaire in a project financed by ESF (European Social Fund). It is available at www.amp.ase.ro/ries. **Results**: The results of the survey were discussed at a three-week internship for students FAMP-ESA developed the National Association of Technicians, Experts and Researchers in Public Services of General Interest in Romania - ANTEC (www.antec. org.ro). They both refer to regulations and to support mechanisms identified. **Conclusions:** Considering the characteristics of public private partnership that combines elements of social enterprises characterized by the supremacy of individual and social objectives with efficient management of capital to companies of shareholders required us to emphasize its importance in the social economy as a possible solution to economic crisis world today. Risks are part of the problem identified, the proposed solutions will be validated by reality.

K**eywords:** Public Private Partnership (PPP), Non-Governmental Organization (NGO). Social Economics (HE).

MATTERS OF HUMAN RESOURCES MANAGEMENT IN HEALTH SYSTEM

OVIDIU STAMATIN

University of Medicine and Pharmacy "Grigore .T.Popa" Iaşi , Faculty of Medicine, Department of Oral Implantology, Ph.D, PostDoc Researcher, Teaching Assistant Professor, Address: Universităţii street, no. 16, 700115, Iaşi, Phone number: 0744192605, E-mail: ovidiustamatin@gmail.com

VLADIMIR POROCH

University of Medicine and Pharmacy "Grigore .T.Popa" Iaşi , Faculty of Medicine, Department of General Surgery, Ph.D, PostDoc Researcher, Teaching Assistant Professor, Address: Universităţii street, no. 16, 700115, Iaşi, Phone number: 0723271972, E-mail: vlader2000@yahoo.com

Background: In the free movement of labor within the European community, how the health system along with *medical education* form and motivates towards the integration of future physicians is a key factor of quality and access to health services. **Purpose:** The study focuses on assessing resident physicians perception of factors influencing the decision to practice in the European Union, the crucial elements of health care, considerations related to doctor-patient relationship and efficiency analysis of *health policies*. **Methods:** Based on an electronic questionnaire, distributed to resident doctors, have been analyzed data from 198 respondents in a period of four months. Questionnaires was done individually, anonymous, and questions were multiple complement or matrix type. Respondents were able to send recommendations to the complex issues presented in the study. **Results:** 87 (44%) of respondents expressed the option to practice in the **European Union**, while the appearance of

belonging to the current social environment was an important factor for 176 (89%) physicians. Working environment, poor financial situation with health facility equipment were established as determinants of options on the medical profession. **Conclusions and recommendations:** The analyzed data show a good anchoring of resident doctors in socio-economic realities that are in constant transformation and pragmatism in the options and identify shortcomings in the *health care* professional. These aspects indicate the need for and implementation of *health policies* both in upgrading the efficiency of resource allocation and to focus on the human factor, which are directly related to quality of care and the health parameters of the individual. **Keywords:** resident physicians, professional options, health system, human resource management.

NEEDS HIERARCHY AND THE GENUIN PRODUCTIVITY

ALEXANDRU JIVAN

West University of Timisoara, Faculty of Economics and Business Administration, University Profess PhD. 16 Pestalozzi street, 300115 Timisoara, office 101, Phone: 0721114801, E-mail: al.jivan@feaa.uvt.ro

Problem and purpose: Part of an ampler research, present study aims at advancing (for debate) concepts basic for people's lives, *in spe* concepts related to human needs, in correlation with *productivity,* as seen in our own approach, in the purpose of generating certain corrections we consider being capital for social practice. Opportunity of such research – as basic, impacting any conceptual theoretical construction (economic or related to the economy) and, implicitly for every practical applying – stands in the needs being the foundation of market demand and in the seminal role such needs hold in productivity and, generally, in every economic and societal action: decisive for the results' speed, volume and nature, *in spe* for the prospect of Romania's general development level. **Methodology:** In terms of research methodology, present study considers a number of the inconsistencies we have evidenced in present paper, especially as intervened among routine assumptions of traditional economic theory on the one hand, and principles pertaining to areas different from domineering economics, or from economic and societal life-proper on the other. Present research is equally based on the principle of economic liberalism in the generic form and on the theoretical context of knowledge society. Ethics will be present herein, considering our awareness of the interdisciplinarity needed, especially when on the territory of societal sciences. As an innovation in analysis, we approach a number of time runs, differences of which we consider capital for social and behavioural sciences. Starting with the above mentioned conceptual basic background, our research actually consists of a critical analysis of the usual needs-models and of the productivity concept in general use. **Results:** As a follow-up of such analyses, lack of thoroughness becomes evident, of such assumptions in common use. Our study also places under a question mark generally accepted needs-hierarchies, demanding corrections done to standard economics assumptions and to the social practices thereby resulted. **Conclusions:** Briefly, we build our research conclusions into arguments for basic improvement in economic approach, at least as societal foundations of economics are concerned, along the research lines we opened herein. The argumentation for a model is thus also concluded, as an alternative to the usual productivity formulas. **Key-words:** human needs, productivity, knowledge society.

DETERMINATION OF the significance threshold IN PLANNING AND CONDUCTING AN AUDIT

DUMITRU FRANCA

Universitatea Tibiscus din Timişoara, Facultatea de Ştiinţe Economice , Lector univ.dr.,
Adresa:Str . Zărand, nr.5, Bl 22/B, Ap.5, 300510, Timişoara, birou 517, Telefon: 0728013463,
E-mail: francadumitru@yahoo.com

MORARU MARIA

Universitatea de Vest din Timişoara, Facultatea de Economie şi de Administrare a Afacerilor,
Lector univ.dr., Adresa:Str. Iancu Flondor, Bl.A32, Ap.7, 300359, Timişoara, birou M02,
Telefon: 0723843283, E-mail: mariamoraru2002@yahoo.com

The problem's premises: Establishing the significance threshold is left by the International Standards on Auditing and Quality Control - ISA 320 "Significance threshold in planning and conducting an audit" to the auditor's judgment, because in this domain the professional independence is totally irreplaceable. The importance of establishing the significance threshold allow better orientation and mission planning, avoiding unnecessary work, and justifying decisions on the opinion issued. **The purpose of this paper:** The purpose of this paper is to determine the significance threshold as audit standards do not give a percentage or absolute monetary estimation and do not indicate a universally applicable mathematical method. The significance threshold is determined by the auditor, based on his professional judgment and it's affected by the auditor's perception based on the financial information needs of users of financial statements. **The method**: The present study implies the calculation of the significance threshold through an analytical method by applying a percentage to the benchmark used, namely the turnover. The auditor should include in the audit documentation the significance threshold of the financial statements as a whole, the level or levels of significance threshold for certain classes of transactions, account balances or disclosures as well as the functional significance threshold. The audit risk increases if the acceptable significance threshold level is low. In this situation, additional procedures tests will be drawn up to reduce control risk or modify the nature, timing and extent of their control. **Conclusions:** In conclusion the determination of the significance threshold enables the auditor at the beginning of the mission to assess the accounts which may contain significant errors or inaccuracies and at the end of the mission to determine if the errors found should be corrected during the exercise, or if they should be endorsed in the report, if the company refuses to correct them. **Recommendations**: It is highly recommended the compliance with the three important stages in determining the significance threshold in audit, namely: Determination of the preliminary value of the significance threshold, Determination of the tolerable error, Evaluation of the misstatements identified during the audit and their comparison with the preliminary value of the significance threshold.
Key words: significance threshold, audit risk, turnover.

MANAGEMENT OF INTANGIBLE ASSETS, INSURANCE REQUIREMENTS FOR AN ADVANTAGE

BIRCEA IOAN

Bircea Ioan, University Petru Maior Tg Mures, Faculty of Economics, Administrative and Legal, Associate professor dr., Address: Tg Mureş, Pandurilor, 13/15, Phone: 0745644004, E-mail: ioan_bircea@yahoo.com

Premises problem: In a society marked by economic crisis, creating value and market competition becomes a heady company need. It is noted that, in the case of companies that have established management responsibility on intangible assets (intellectual capital), they recorded a value creation, superior financial performance and long- term development. In time, intangible assets have become the most important sources of competitive advantage. Consequently, this involves the identification, measurement, management and efficient development of these inputs (knowledge, information, intellectual property, skilled labor, etc.). This paper aims to identify these resources at the level of the Romanian companies, presenting the most appropriate methods for economic evaluation and estimation of surplus value generated by efficient management. **Method:** By studying a sample of 10 companies listed on BSE we shall can to identify the existence of this intangible asset and estimate its size by calculating some financial and non-financial indicators. **Results:** Based on the sample set, we evaluated the intangible asset both by using financial methods (which provide more reliable quantification) and methods based on scores that provide a more balanced approach, taking into account the non-financial aspects (hard to quantify). Although the sample is not considered representative, and the results cannot be extended at the level of communities (all companies), by using the tested evaluation methods, the level of this asset can be estimated, as well as the necessity of management at the level of each company. **Conclusions:** In Romania, building competitiveness, or rather obtaining competitive advantages has not been a priority for companies. This intangible asset - GW, unrecorded in accounts (because it cannot be assessed individually) and highlighted (ex post) in practice at the time of sale, division, merger, etc. of the company, has both domestic sources (financial and non-financial performance) and external ones. Consequently, following the example of competitive firms each company has the duty to identify, measure, manage and develop efficiently these inputs (knowledge, information, intellectual property, skilled labor, etc.) and where possible to implement an intangible assets management. Moreover, at the end of this crisis, those companies that are able to manage this capital better will have a stronger market position.
Keywords: intangible asset, value creation, competitive advantage, economic evaluation of intangible assets.

THE PERFORMANCE OF THE REDISTRIBUTION SYSTEMS - PREMISE OF THE WELFARE STATE: EVIDENCE FOR THE NORTHERN COUNTRIES

ANCA-MARIA BRAD (GHEORGHIOIU)

West University Timişoara, Faculty of Economy and Business Administration, PhD Candidate , Adress: Str. Armoniei, Nr. 23A, Sc.2, Et.3,Ap.23, Timişoara, Phone: 0724620672, E-mail: ancabrd@yahoo.com

The premise: In the context of the welfare state, the redistribution systems are applied in relation to a social criteria, being directed to life quality, high living standards and supporting the middle class. The Northern model is considered a benchmark, a common finding in the comparison of european states is that the Northern countries better succeed than other countries to combine efficiency and growth, developing a sense of fairness about the egalitarian ambitions of the welfare state (education, social policy). Within this study, the author argues that the welfare state does not mean considerable social benefits, but ensuring a high living standard through jobs created, a strong educational culture and fighting against poverty. Thus, the social protection concern is to promote active labor market policies, to provide social benefits based on eligibility criteria, ongoing training and prevention poverty. The aim of this paper is to asses the performances of redistribution systems, triggered by removing economic and social compromises. **Methodology**: for the Northern countries, the author applies the comparative analysis in order to study both the link between investments in human capital and high employment rate, with direct implications on unemployment rate and the interference between active labor market policies and social security measures. **Results:** The common features of the Northern countries are high employment rate and the providing of social benefits through needs testing. Compliance with this, the increased allocations for R&D and innovation are source of competitive advantage, the ongoing training and employees skills development trigger effects on the unemployment rate trend. **Conclusions:** The Northern countries represent a challenge of the european social model, the labour market flexibility and social security being not conflicting objectives. The social security policies are set so as to prevent poverty by providing income replacements such as: pensions, unemployment benefits and allowances for temporary disability, and by supporting the income of disadvantaged groups. **Key words: welfare state, redistribution systems, the Northern countries**

PERSPECTIVES OF MARKETING THEORY AND PRACTICE ON CORPORATE BRAND IMAGE IN EDUCATION

COSTINEL DOBRE

West University Timisoara, Faculty of Economics and Business Administration, Professor Ph.D., Head of Marketing and International Economic Relations Departament, Adress: 16, J. H. Pestalozzi Street, 300115, Timisoara, Romania, cabinet M15, Telephone: 0727 892 459, E-mail: costidobre@yahoo.fr

BOGDAN CRISTEA

West University Timisoara. Faculty of Economics and Business Administration, Marketing doctoral student, E-mail: bcristea@gmail.com

LAVINIA ȚIPLEA

West University Timisoara, Faculty of Economics and Business Administration, Marketing doctoral student, E-mail: lavinia.tiplea@gmail.com

Brands represent an all-around reality of contemporary life. They are instruments for consumers to create their identities, their social relationships and share their experiences. Brands are also

unifying elements for communities that help their members express their attachment in various forms. Even more, brands represent valuable cultural resources by which consumers build their social identities, being at the same time a immaterial form of capital in the informational society. From an economic standpoint, brands are assets or capital elements for the corporate, bringing value to the services provided by them. Image is a component of brand value, «brand equity» being the term that best describes this concept. Building brands of high value assures the company remarkable competitive advantages. Research regarding image in marketing date back to the 1950s. Back then an interest regarding the importance of image as a decision making factor for consumer emerged. Marketing research regarding brand image focused on three objects of mental representation for humans: the product brand, the corporate brand and the store brand in retail. In this paper we approached the subject of corporate brand image of in the higher education sector. Brand image is a new subject of interest for European Universities, and even more so in the case of Romania. An orientation towards entrepreneurship and the market of both the European and the Romanian Universities, the accepting of competition as a core value for their activities, all generate a paradigm change in both the marketing and the management of Universities. University brands come into contact with both internal and external stakeholders – according to the thesis regarding the brand and marketing efforts as communication tools. In order to fulfill the above mentioned we undertook a critical literature review regarding corporate image in general and the forming of image for universities. Based upon this review of the specialized literature we elaborated a conceptual model and created the hypothesis for our own research. From the conceptual model we created a questionnaire to aid us in the quantitative research.

Our conclusions are:

1. The image of a University is variable and multidimensional
2. A University may have more images depending on the researched stakeholders
3. The formation of the image in the case of Universities is of a particular nature compared to the formation of corporate image in other areas

Keywords: marketing, corporate brand, image.

MANAGEMENT VERSUS LEADERSHIP

ALINA STANCOVICI

„Eftimie Murgu" University Reşiţa, Facultatea de Ştiinţe Administrative, asist.univ.drd., Piaţa Traian Vuia, nr.1-4, Reşiţa, 320064, Telefon 0745346275, Adresa de e-mail: a.stancovici@gmail.com

The present paper aims to present the concepts of management and leadership, along with the interdependencies between the two leading strategies as well as their independent application in practice. The theoretical part of the paper contains a description of the development process of what we call today "new management" as well as the attributes specific to this new approach. The symbolic leadership constitutes a new issue explaining the operation method and its applicability. The various leadership types will be illustrated in the theoretical part of the paper accompanied with examples presenting the application of these methods. There has always been, is and will be an **economic present** that invariably includes an **enterprise present**, a **transcendental present** in which every *today* has its own values developed within some

determinations given by eternally valid economic laws and legislations. The values of the moment are characterized by competition, market and business globalization, the rhythm of technological changes, and the high price paid by the society is for the information, the use of technology, the product quality, the customer service quality and the speed. A good practice stands for speed and according to Niels Bohr "a good practice is founded on a good theory". The organizations management has nowadays become a good practice, based on a very good theory given by the systemic approach of the systems theory. In this approach, any organization, regardless of its nature is a complex, cybernetic, self-controlled system characterized by a large number of subsystems and elements that are permanently connected to the external environment. We may say, but within another approach, that the link between the system and the exterior is so fluid and intimate, that any fraction of the external environment, attached to the system, will result in a new system. In a world of competition, the management focuses on the competitive advantage of a system, to the other or others. The competitive advantage represents the use of "key skills" that clearly places an organization towards its competitors, giving it an advantage over all the existing market actors obtained from products, service, report cost-efficiency and quality or any other possibilities. The competitive advantage offers the organization the ability to obtain something substantial, something that competitors cannot obtain. The competitive advantage can be achieved only through permanent scanning of processes and events that take place "around", i.e. the external environment.

Keywords: management, leadership, organization, entrepreneurial culture, organizational environment.

DECISION TREES AND CLUSTERS: AN ANALYSIS OF STUDENTS' ACTIVITY ON THE ROMANIAN LABOUR MARKET

VASILE PAUL BRESFELEAN
Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration ,Lecturer PhD, Adress: Teodor Mihali Street, 58-60, 400591, Cluj Napoca, Phone: 0745857726

MIHAELA BRESFELEAN
Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, PhD. Candidate. E-mail: {bresfelean, miha1580}@yahoo.com

CALIN-ADRIAN COMES
Petru Maior University Târgu Mureş, Faculty Of Economics And Administrative Sciences , Lecturer, Adress: Nicolae Iorga Street, nr.1, 540088, Târgu-Mureş, E-mail: calin.comes@ea.upm.ro

Statement of problem: The current research status at national and European levels and the prolonged economic crisis, confirm the necessity of studies on the correlation between labour market and higher education, an opportunity for both universities and companies, but especially for students. Through the work we have performed in our institutions and research projects, we desire to go beyond the simple presentation of social patterns and gaps in education and employment, by providing and testing hypothesis and patterns of the studied phenomena. This is a main disadvantage of the present investigations, which are post-hoc, and had a modest

success in the prediction or the theoretical integration of the last decades' socio-economic events. For this reason, we turned our attention to the "data mining" technologies, which arose as a direct result of explosive growth in the types and amount of stored information, and the need to obtain effective and useful results after processing it. Data mining is a set of comprehensive analytical processes that allow the exploitation of very large databases and the discovery of complex relationships and unexpected knowledge, without previous hypotheses formulation. We strongly believe that these processes are particularly important due to the possibility of using the results for decision-making processes. **Methods:** a sample of 140 employed undergraduate and master degree students, were invited to fill out questionnaires about their studies and the activity on the labour market. **Results:** The questionnaires were processed and transferred into a central database, following proper encoding procedures. We then applied various data mining methods, such as classification learning and clustering, so as to obtain: decision trees - which offered forecasts on students' trajectory on the labour market; and clusters that divided students into segments with different behaviour patterns, students belonging to the same segment had the closest behaviour, and those belonging to different segments - the farthest. **Conclusions:** The development and application of modern analysis methods are indispensable in addressing the complex relationships between higher education, students and employers. Understanding and predicting the trajectory of students in the labour market and building a profile typical for them, are complex and continuous processes, anchored in both the past and present through the data collected from various surveys and the research information derived from data mining experiments. The study that we have conducted is at the beginning, opening further directions on larger samples of undergraduate and master degree students from Romanian university centres.
Key words: labour market, students, data mining, decision trees, clusters.

THE TOPING OF INTELLECTUAL INVESTMENT THROUGH PRODUCTIVITY OF MEDICAL SERVICES

MARIA TOTH

The West University of Timişoara, Faculty of Economics and Business Administration, Student Phd, Adress: Petre Ispirescu Street, nr. 7, ap. 3, 300094 Timişoara, Phone: 0741.023.790, E-mail: toth.maria86@gmail.com

ALEXANDRU JIVAN

The West University of Timişoara, Faculty of Economics and Business Administration, Professor, Adress: J.H. Pestalozzi Street, nr 16, room 101, Timişoara, Phone: 0721.114.801, E-mail: alexandrujivan@gmail.com

Statement of problem: The essence of medical services based on human relationship, social that is established between doctor and pacient, but at the same time an important role have also the social and economic context in which this services operate within national economies. This essence must be based on service definitions made by Peter Hill, Jean Gadrey and the concept of „human services" introduced by Daniel Bell. On this basis aims at summarizing the most important theoretical relationship between human capital, productivity, intellectual investment, moral, faith, desire to contribute to healing (in terms of both doctor and the patient's

perspective) and health services. The aims is to highlight the impact of immaterial investment, intellectual investment to increase the productivity of health services with examples for Romania and adequate multidisciplinary approach to this category of specialized benefits. **Research method** used is the comparative method, by which highlight specific aspects of potential investments and their impact on intellectual development and improving quality and productivity of health services. **Results**: main results consist in identifying the most important elements of health care in our country, correlated with quality components characteristic (the latter is often ignored in traditional economic approaches), as faith, dedication, morality, quality. In this mode is outlined a comprehensive definition of health services and their productivity. **Conclusions and recommendations**: Adoption of hasty decisions in recent period has led to damage of Romanian's human capital and productivity medical benefits. Situation of Romanian medical system requires proper attention to intellectual investment, and, particularly, those related to health, taking into account some wider implications in society. To this end, optical economic strictly be enlarged to include qualitative and social aspects identified in the paper.

Key words: human capital, health services, intellectual investment.

CREATIVE ACCOUNTING, PART OF THE OUTCOME MANAGEMENT

MANCIU ANDRA

West University Timisoara, Economics and Business Administration Faculty, Adress: Blvd. Republicii, bloc 5, scara 2, etaj 1, apartament 5, Telephone: 0763 60 17 26, E-mail: andramanciu@yahoo.com

The accounting policies gave the managers of companies the liberty to choose the methods of determining the results. The increase and decrease of the company's outcome may be considered informational limits of the profit and loss account, the latter providing the external information users, investors or creditors, with the capacity to generate cash flows. In practice we encountered several cases in which the accounting experts issue predictions or perform estimates resorting to creative accounting. The use of creative accounting techniques leads to the distortion of the true and fair view of the results reality, moreover the true and fair view is fundamental in the present economic environment marked by increasingly complex changes. The existence of a company depends on its capacity to generate profit. If this does not happen for a long term, dividends will not be distributed, shareholders will be discontent and moreover, the investors will stop their investments in these companies. These are some of the reasons for which the approached topic represents a major interest for the accounting infomation users and not only. The big accounting scandals of the last years could have been avoided if the creative accounting practices had dominated the deliberately drafted financial statements, or if the use of these practices had been discovered in time. Thus, our objective is to restore the confidence of the information users in the data contained within the financial statements.

Keywords: management, accounting, economic environment, company.

NEED DETERMINATIONS OF THE CULTURALS AND SOCIALS FACTORS INFLUENCES ON GDP/CAPITA

LIVIU SPĂTARU

Faculty of Economics, University "Eftimie Murgu" Reşiţa, Professor university, Reşiţa, Traian Vuia Square, 1-4, Tel. 0742106900, e-mail: spataruliviu@gmail.com

This paper starts from an idea widely discussed in an international scientific conference, that GDP / capita today is no longer a consistent indicator of development and welfare, due to a distribution seriously disrupted by crisis generated by speculative finance. Without fully rejecting this idea, the paper proposes models in which the analysis take into account the social factors.Recently (May 12, 2012), an event was held in Brussels with great sounding scientific, economic, political and cultural - religious. In the benefit of the European Parliament, who hosted the event "Together for Europe - 2012", was held an international conference with acute scientific touch, attended by over 300 economists, academics, politicians and men of letters and culture of European countries, Russia, China, USA and Africa. There was discussed the economic, social and environmental crisis that we live and we have not found solutions for it,yet. Among many other assertions of indisputable scientific value, it was said there very clearly and unequivocally, even vehemently, that GDP per capita today is no longer an indicator of wealth and that this report, once (just yesterday!) fetishized as the main indicator of development and welfare, barely provides some information on the disastrous accumulation of capital.
Keywords: Gross Domestic Product, indicator, capital, finance, crisis, profit.

SOCIAL VULNERABILITY: A MULTIDIMENSIONAL ANALYSIS ON THE DEVELOPMENT REGIONS OF ROMANIA

MARIANA BĂLAN

Institute for Economic Forecasting - NIER, Romanian Academy, Prof. PhD, Senior Researcher, Address: Calea 13 Septembrie no 13, 050711, Bucharest, Academy House, floor.3, office 3350, Phone: 0746145305, E-mail: dr.mariana.balan @gmail.com

GHEORGHE-STELIAN BĂLAN

S.C. ALSTOM-Transport S.A Bucharest, Dipl.Engineer, PhD Student., Phone: 0746145305, Avenue Preciziei no 17B, floor1, e_mail:sbalan_ro@yahoo.com

Description of the problem: Social vulnerability is often defined as a life-situation characterized by a multi-dimensional combination of factors. Its distinctive characteristic is that the weak and unstable integration in the main mechanisms of human resources distribution in contemporary society places the people in a situation of uncertainty and high exposure to the risk of poverty and, eventually, of social exclusion. Social vulnerability is difficult to be captured due to its temporary nature. Different from the notion of poverty, social vulnerability includes aspects that are not connected exclusively with income level, but also with housing conditions, employment, the management of care for children and dependent persons, the family difficulties in the different phases of the life. Also, social vulnerability does not concern

individuals facing severe hardship or social exclusion, but people who are permanently exposed to instability and poor in society. Purpose: Analysis of various aspects of social vulnerability and the structuring of the main elements of which it is constituted in the development regions of Romania. The analysis focuses across the family structure, exposure to poverty (temporary or permanent), housing conditions, the family/work system (the presence of unemployed and temporary workers in the household), the ways in which work and childcare are reconciled and the presence of dependent persons in households in economically compressed situations. **Method:** labour market, the population of the revenue expenditure and consumption, security and social assistance across the Romanian development regions were selected using principal components method. **Results:** the map of geographical distribution of social vulnerability across developing regions of Romania, its distribution by family type and its association with poverty. **Conclusion:** The analyses have shown that in addition to people with severe difficulties, there are a large number of households affected by ordinary difficulties that do not necessarily turn into social exclusion or poverty but still expose them to vulnerability and uncertainty.

Keywords: social vulnerability, principal components method, social risk, social exclusion.

OBSERVATIONS REGARDING THE IMPACT OF THE IMPLEMENTATION OF EUROPE 2020 STRATEGY ON QUALITY OF LIFE IN ROMANIA

CĂTĂLINA - LIVIA POPA
West University of Timisoara, Faculty of Economics and Business Administration, Address: J.H. Pestalozzi Street, No.16, 300115 Timisoara , Phone: 0726 – 491669, E-mail: popa.catalina@gmail.com

ALEXANDRU JIVAN
West University of Timisoara, Faculty of Economics and Business Administration, Professor Dr. , Address: J.H. Pestalozzi Street, No.16, 300115 Timisoara, office 101, Phone: 0721-11 4801, E-mail: al.jivan@feaa.uvt.ro

Problem premises and papers aim: In the context of economic and financial crisis worldwide, the European Commission has developed a ten-year strategy called Europe 2020, which aims to revive the economy and to enable sustainable growth, through better coordination national and European policies. Part of extensive research, the paper aims to discover and present as many analytical aspects of the social impact of economic measures and forecasts for the economy on the implementation of the Europe 2020 objectives for Romania. The central objective of the analysis is the quality of life of Romanians. **Methodological aspects**: In terms of methodology, research starts from the analysis of the implementation report on Europe 2020 targets for Romania, continuing with the synthesis of the main guidelines of the Convergence Programme 2012-2015, with emphasis on presenting the economic outlook and macroeconomic scenarios. Research adds presentation and analysis of forecasts for relevant economic indicators. The entire analytical approach aimed at highlighting issues that are or may be related to quality of life theme in our country and identify possible influences on quality of life dimensions. **Results**: Following the analysis results, among others, highlight some trends and directions of development of economic policies in Romania needed to implement the Europe 2020 targets.

These directions economic forecast will be correlated with the relevant dimensions of quality of life. Also, the study presents some analytical aspects of the impact of the measures and economic forecasts on the quality of life dimensions in Romania. **Conclusions and recommendations**: Development an approach of economic issues at european level in relation to the relevant dimensions of quality of life is essential in shaping the impact of economic measures on quality of life measures at national level. This paper captures the relevant aspects regarding the impact of measures and economic forecasts on quality of life dimensions for Romania. Although are presented only some issues regarding the impact of economic measures on quality of life, results opens the way for action to expansion this approach in the future.
Keywords: quality of life, Europe 2020 for Romania, Convergence Program of Romania 2012-2015, directions of economic development.

THE PERCEPTION OF THE ECONOMIC RECESSION IN JIU VALLEY

CORNEL-CRISTIAN RESMERIŢĂ
University of Oradea, Faculty of Social Humanistic Science Ph.d Address: Blvd. Pacii 9, apartment number 54, Lupeni, Hunedoara Phone: 0721121175
E-mail: cabinet.deputat.resmerita@gmail.com

Statement of problem: The paper deals with the results of a sociologic research conducted on a number of 1.078 subjects (employees, unemployed, and management staff), regarding the socio-economical situation of Jiu Valley, considering the economical crisis and reorganisation of the mining activity. Considering a continuous degradation of the standard of living and the lack of viable alternatives to the main economic activity of the area, i.e. mining, the population strongly feels the need to maintain into operation the existing mining capacity, considering as well that this is the only solution for the area to survive. **Methods:** Sociologic research. **Results:** The worsening of the interpersonal relations within the family, at the work place or in the community, the population getting old as a result of the immigration of youth, the increase in number of deviant cases, the decrease of the education and training level are just some of the effects of the economic recession the inhabitants of the area have highlighted. The economical crisis has also affected the socio-economical environment of the region, i.e. the extraction activity of black coal is on a continuous downfall, out of 12 mines which were operational in 1997, only 4 of them are still considered to be viable which will soon be part of an energetic joint. **Conclusions:** The possible solutions for rectification are based on keeping the mining activity active, as well as on the development of tourism as an alternative long term development solution and a more serious implication of the authorities in dealing with the problems of the community; although the chances for Jiu Valley to develop economically in the absence of mining are far away the optimist respondents hope such a development will take place in the following 20 years.
Key words: Sociological research, unemployed, mining activity, economic-social strategies.

CRITICAL ANALYSIS ON THE COMPOSITION AND ALLOCATION OF THE SOCIAL SECURITY BUDGET OF ROMANIA (2001-2011)

ALEXANDRU POPA

West University of Timişoara, Faculty of Law and Administrative Sciences, Department of Privat Law, Senior Lecturer, Phd, Adress: Timişoara 300557, 9A Eroilor de la Tisa, Cab. 8 Phone number: 0723001141, E-mail: alexandru.popa@drept.uvt.ro

Problem premises: Increasing number of retired persons, the diminution of the number of the contributors to this specific budget and the reformation of the retirement legislation influenced the composition and allocation of the social security budget of Romania. In this review I`ve sought to understand what was the impact of various factors like implementation of the *EU aquis*, jurisdictional Courts decisions and demographic statistics on the political and economic decisions issued on this matter. Between 2001 and 2011, Romania became an EU member state and the economy faced a dramatic evolution and that forced the state to change the policy regarding this particular budget. **Results:** The social security budget represents the annual financial plan showing the creation, distribution and use of funds necessary for protecting pensioners, insured employees and their family members. The development and implementation of state social security budget is done separately from the state budget and allows its resources to be used entirely for the protection of citizens, and any excess is carried forward to subsequent years. The incomes of the Romanian social security budget consists in contribution of the insured persons, interests, penalties, amounts allocated from the general budget and other incomes. The outgoings of this system consist in the costs of the social security benefits such as: pensions, costs of the administrative public system and investments. A special outgoing represents the formation of the reserve found created to supply the budget in time of recession. Income and social security expenditures have evolved over the analyzed period, but the share of expenditure in GDP remained relatively constant, which certifies that although there have been some increases in pensions, they were supported by the achieved economic growth. However, these increases in expenditure on account of pensions were partially offset by realized inflation in the analyzed period. **Conclusions:** We believe that the social security budget in Romania, will suffer a significant increase in pension costs due to aging population, demographic decline and not least because of economic problems, making it imperative to accelerate reforms in the state pension system.
Key-words: social security budget, pension.

SOCIAL NETWORK ANALYSIS OF RECADD WITH PETRI NETS

CĂLIN-ADRIAN COMES
”Petru Maior” University of Tîrgu-Mures, FSEAJ, Lecturer, Address: Nicolae Iorga 1, Tîrgu-Mures, MUREŞ, Romania, Phone: +40 0745399337, E-mail: calin.comes@ea.upm.ro

VASILE PAUL BREŞFELEAN
Babes-Bolyai University Cluj-Napoca, Faculty of Economics and Business Administration Ph.D. Lecturer . Address: Str. Teodor Mihali, Nr. 58-60; 400591, Cluj Napoca, CLUJ, Romania, Phone:+40 0745857726, E-mail: paul.bresfelean@econ.ubbcluj.ro

Problem premises: Country Nuts is a realistic project, specifically - for those of us who are or begin to be perfection conşienţi purpose - stimulating a different attitude towards work using

the current House of Parks Joy human development and training (PaDUP) consimţăntului and getting involved in our home camps. **Method:** ReCADD generated positive effect on short, medium and long for that use: - Innovative flexible work organization, new work practices - occupational disease prevention, health promotion and safety, ensuring a friendly work environment and encouraging reconciliation of work and family life - information and awareness campaigns to change social attitudes and stereotypes towards vulnerable groups - effective training in new methodologies, ICT, environmental protection and pollution control - promoting trans-national exchange of experience regarding increasing adaptability - quality certificates for companies that promote flexible work organization and facilitate reconciliation of work and family. Petri nets are a mathematical representation of discrete distributed systems. Carl Adam Petri defined by the 1960s in his dissertation, Petri networks have the ability to generalize the theory of automata, by their high expression in competitive events. Using this method is a pioneering social **Results:** 1800 eligible people participating in applications supported / guided, where acquire and consolidate their new skills, develop group activities that create new and useful insights for the organization of work, 99 people involved in three professional courses of specialization in resource management human, Project Management and production Management, 1300 people developing applications in 60 clubs, based on common priorities or complementary - with specialized support teams for creative applications, using local synergies - 5 projects of network structuring applications for new members, including online with access and facilities benefiting the IT network. **Conclusions:** The development of tools for creating valid social networks to support entrepreneurship. **Keywords:** ReCADD, social networks, Petri Nets

THE NECESSITY OF BASIC PRINCIPLES IN ECONOMICS

VASILE DOGARU

West University of Timisoara, Nicholas Georgescu-Roegen Interdisciplinary Platform, Researcher PhD, Adress: Blvd. Vasile Parvan 4, 300223 Timisoara, Office 704C, Phone: +040 733 290 427, E-mail: vdogaru@feaa.uvt.ro

Statement of problem: The basic principles of Economics are made separate, partially and sometimes tacitly assumed. The necessity of a social economy is in analytical science a normative issue, formulated a priori, from that may arise later positive consequences regarding the evolution of communities. The principle of equity is in this situation, being extended by differentiating ideal principle of equality, and validated at the social communities. This principle ensures social consistency of any real economic processes. Extending of this principle on the time arrow, tackles the issue of resource scarcity. Systematic observation of empirical positive reality (what is) is further pursued in understanding of human behavior by other five basic principles: of selfish and collective interest, of rationality, of minimum effort, of individual and collective comparative advantage and of cooperation. Any elementary/simple principle should be subordinate through its analytical borders and through validation by any basic principle. An addition of another new basic principle can be done by identifying the need, of the ability of synthetic and of analytical filling a gap created by evolution of social and economic inside of framework of basic principles in the context of environment changing. Other principles of other sciences, such as those of thermodynamics, can validate the existence of analytical principles in a (social) economy, the idea of Asocial or antisocial economy is impossible to formulate strict (denial of initial hypothesis of human individuals as social

beings). **Methods**: The research has used the Roegenian method of the Whole and the differentiation between theoretical and scientific levels. There were defined the boundaries of concepts and principles, was identified the overlaps and links between basic principles. **Results**: Some basic principles are positive and permanent, as the principles of individual interest and minimum effort, some principles are normative and permanent, as principles of (intergenerational) equity, collective interest, rationality and cooperation (partially). The principle of comparative advantage can be modified in monetary non-nominal economies. The basic principles provides scientific compression for other elementary principles, numerous, relatively chaotic and sometimes made formal/ephemeral. **Conclusions**: Defining a set of basic principles, that can be relatively easily extended inside of other social sciences (Sociology, Political science), provides a relatively contrary analytical expression – dialectical appearance of quality transformation into quantity related to the essential attribute of measurement in Science –, but non-contradictory. It simultaneously provides an opportunity to present some homonymous cohesion criteria, which form a continuous knowledge surface, without analytical goals.

Keywords: basic principles, Economics, cohesion criteria, thermodynamics principles, Georgescu-Roegen

PUBLIC DEBT DETERMINANTS: CASE OF ROMANIA

MARILEN PIRTEA
West University of Timişoara, Faculty of Economics and Business Administration, Professor, PhD, Address: J.H.Pestalozzi Street no. 16, 300115, Timişoara, Phone: +40(256) 592 300, E-mail: marilen.pirtea@rectorat.uvt.ro

CRISTINA NICOLESCU
West University of Timişoara, Faculty of Economics and Business Administration, Lecturer, PhD, Address: J.H.Pestalozzi Street no. 16, 300115, Timişoara, Phone: +40(256) 592 557, E-mail: cristina_nicolescu81@yahoo.com

Considering the human resources that the development process requires, the need to have a minimum standard of living, to escape poverty and the importance of creating new jobs, infrastructure and housing, governments can, often, make excessive expenditures exceeding income. In those situations, the resources the governments need are acquired from external sources. This is the moment when public debt is created. Increasing public debt and budget deficit have become a crucial issue in many industrialized and emerging countries. In recent decades, many countries have accumulated large stocks of public debt, usually followed by ncreases in public sector size and imprudent fiscal and budgetary policy. The need for coordinating fiscal and budgetary policies in Economic and Monetary Union, the awareness that accumulation of large public debt threatens future generations, increasing tax burden on a globalised market and the impact of population aging process on public finances has lead to controversial opinions. Continuously borrowing resources and maintaining them consistently over time means to have a sustainable public debt, an important objective of any state fiscal policy. A sustainable public debt is the result of market and fiscal policy and budgetary decisions. To be able to analyse the fiscal and budgetary decisions, it becomes important to understand debt to GDP ratio and factors influencing debt to GDP ratio sustainability. Our

study is focused on analysing the factors determining public debt`s sustainability in Romania, using quarterly data in the period 2000 to 2011.
Key words: public debt, sustainability, determinants, fiscal policy.

CASE STUDY CONCERNING THE AUDIT OF FINANCIAL STATEMENTS

MORARU MARIA

West University of Timişoara, Facultaty of Economics şi and Business Administration, Lecturer Phd., Adress: Iancu Flondor Street, Bl.A32, Ap.7, 300359, Timişoara, office M02, Telephone: 0723843283, E-mail: mariamoraru2002@yahoo.com

DUMITRU FRANCA

Tibiscus University, Facultaty of Economic Sciences, Lecturer Phd.., Adress: Zarand Street, Nr. 5, Bl.22/B, Ap.5, 300510 , Timişoara, office 517, Telephone: 0728013463, E-mail: francadumitru@yahoo.com

Any administrator of an entity wants to know, at any time, its patrimony status in order to adopt the most appropriate decisions. This can be done using the internal control system, but for greater credibility with business partners is necessary that the business activity is controlled by another external control structure commonly known as financial audit.

The role of financial statement audit is to minimize the risk that the entity's financial statements contain material misstatements. This paper presents elements regarding the financial statements audit indicating the audit's objectives and procedures on each component. The paper also includes a case study, presenting the actual content of the financial audit report to a joint stock company based on the analysis of its financial statements.**The purpose of this paper** is to enhance the specialized information useful to the financial auditor's activity.**The methods** used consist in analyzing the specialized literature, its interpretation and calculation of indicators.**Results** the highest percentage of working capital claims is held by recoverable value added tax, the company has accounts in lei and foreign currency at several banks and the Treasury, the short term debts of the company at the end of the year are 211% higher than those at the beginning of the year, the legal reserves at the end of the year have a balance higher than the values registered at the beginning of the year, the financial profitability rate and the of financial return and the profitability rate on advanced capital decreased significantly.**Conclusions** The Company drawn up financial statements in compliance with the business continuity principle, it did not apply IAS 29 for reporting in hyperinflationary economies and in preparing the profit and loss account for the ended financial year.
Key words: financial audit, audit objectives, audit report.

PARTICULARITIES OF FINANCING NONGOVERNMENTAL ORGANIZATIONS. THE CASE OF ROMANIA

NICOLAE BIBU

Faculty of Economics and Business Administration (FEAA), West University, Timisoara (Romania), Head of Management Department, 16 J.H.Pestalozzi Street, 300115, Timisoara, Romania 40 745 405 500, nicolae.bibu@feaa.uvt.ro

LAURA BRANCU

Faculty of Economics and Business Administration (FEAA), West University, Timisoara (Romania), Associate Professor, 16 J.H.Pestalozzi Street, 300115, Timisoara, Romania, 0256592564, laura.brancu@feaa.uvt.ro

MIHAI LISETCHI
Faculty of Economics and Business Administration (FEAA), West University, Timisoara (Romania), PhD candidate, 16 J.H.Pestalozzi Street, 300115, Timisoara, Romania, 40-722-218 204, lisetchi@gmail.com

MARIAN NASTASE
Faculty of Management, Bucharest Academy of Economic Studies, Associate Professor, Cladirea Ion N. Angelescu, Piata Romana nr. 6, sector 1, Bucharest - cod 010374, Romania, 40 723 637 233, nastasemarian@yahoo.com

Statement of problem: Nongovernmental nonprofit organizations are becoming more and more prominent social actors in today's world. Their relevance is increasingly visible especially in the sociology-political and economical arenas. This coagulation and development of the nongovernmental sector, as an alternative to the market and public institutions, prompts the need of an analysis of the functionalities and eventual dysfunctionalities featuring their financing process. And, also, its particularities compared to commercial, for profit, organizations. **Methods:** The research involving a combination of library and Internet searches for relevant materials was conducted. **Results:** In the first part, this paper covers an inventory of the main financial resource categories available to nonprofit nongovernmental organizations today. It also presents an overview of the sources of financing accessible to the nonprofit nongovernmental organizations, complemented by brief details of potential problems that might be encountered. Where relevant, examples and data reflecting the current situation of these organizations in Romania were included. **Conclusions:** In relation to the assumed social task and their role in terms of coverage of social needs, we can draw some conclusions on financing non-profit organizations:

1. though the need for funding, often they do not give enough importance to financial preparation of the proposed activities;
2. NGOs have access to specific funding sources. However, as in the case of public institutions or for profit companies, available resources are not sufficient to cover the assumed organizational task;
3. they can address financing by specific methods, but methods used are not always adequate to pursued funding objectives;
4. often, NGOs act in a rather emotional, intuitive manner, at the expense of a systematic process of planning;
5. they need a certain expertise in handling activities. Most of the times, however, they do not have sufficient internal resources or do not pay enough attention to developing necessary expertise by training the staff.

Key words: Financing function, funding sources, grant, nongovernmental organizations, nonprofit organizations.

THE MANAGEMENT TEAMS ARE A UNIQUE BUSINESS POTENTIAL THAT CAN INITIATE, IDENTIFY AND MANAGE CHANGE WITHIN THE ORGANIZATION

ELIZABETA MITREVA

Faculty of Tourism and Business Logistics, Goce Delcev University, Shtip,assist.professor PhD, Address:Krste Misirkov" b.b. P.O. Box 201,Stip,2000,Macedonia, Phone:+38975281 690, E-mail: elizabeta.mitreva@ugd.edu.mk

VESNA PRODANOVSKA

Faculty of Philology Stip, Goce Delcev University, Stip,teaching assistant MA, Address: Krste Misirkov" b.b. P.O. Box 201,Stip, 2000, Macedonia, Phone:+38976462909, E-mail: vesna.prodanovska@ugd.edu.mk

Statement of problem: Many of the Macedonian educational institutions are based on the traditional approach of management and therefore the need and necessity of reorganization / reengineering work is necessary as well. In terms of free and open market economy the problem of requiring management teams is increasingly present, especially in countries of transition. This paper surveys the Macedonian educational institutions in terms of building a working atmosphere, creating management teams, improving business processes, fostering innovation and certain conclusions that are to be based upon them. **Methods:** The data received from the research are processed with adequate mathematical-statistical methods. Pareto analysis was used for frequency as well as for analysis in order to calculate the involvement of certain answers in percentages. **Results:**The survey is stating the fact of malfunctioning of the teams in the surveyed institutions, issues with the Macedonian mentality that appears as emphasized individualism, the issue of demarcation between old habits and participation in solving problems as well as the improvements of the innovations. **Conclusions:**Barriers in the work of management teams are different from team to team, but the barrier is a crucial psychological moment, which can be linked to misconduct of the following: cooperation, work motivation or vanity. Furthermore, it can also be linked to an inadequate financial support, lack of interest for continuous learning and improvement or inadequate program for training.Hence, the conclusion that a successful operation of the company is only possible with well-functioning management teams, good cooperation with employees, having clear standards of reward and punishment, clear and precise instructions to the employees follow inevitably, and it is only possible with the existence of managers who develop TQM (Total Quality Management) strategy.However, the most important aspect in developing the new TQM philosophy is based on the learning organization approach.

Key words: learning organization, innovation, management teams, reorganization, reengineering and TQM strategy.

13. INTERNATIONAL RELATIONS AND EUROPEAN STUDIES

DESIGNING SECURITY IN SOUTH-EASTERN EUROPE COUNTRIES IN THE PROSPECT OF TAKING OVER THE CONCEPT OF HOMELAND SECURITY

DĂNILĂ VALENTIN-BOGDAN

National Intelligence Academy „Mihai Viteazul", PhD. Candidate, Bucureşti, Bld. Iancu de Hunedoara nr. 25, bl. 2, sc. A, et. 4, ap. 39, sector 1. tel. 0725527345; danila.valentin.bogdan@gmail.com

The problem of transforming the national armed forces is a subject on the agenda of almost every European country, whether belonging to the European Union or NATO, or not yet a member of any one of the two organizations. In the past 20 years, major geopolitical changes in Europe and new perceptions - as failed states and terrorism within the military, have caused a shift from the traditional tasks of homeland defense to peacekeeping operations, crisis management and creating security networks. Although the transformation of armed forces is a problem, detecting only the one happening in the South-East European states, this region must also cooperate with some additional challenges in terms of military issues. In this reality of expanding and diversifying threats, the concept of Homeland Security can make its appearance, its reason lying precisely in mastering these undesirable phenomena. Slowly but inevitably, all security strategies in the field, including Homeland Security's strategies will have to be " layered", in order to be taken into account for increasing security roles in the multiple operations carried out at many levels. Briefly, the present theme is pursuing both the exposure of the threats that the South East European countries are facing, and also the international and domestic components of the concept of Homeland Security, including specific issues that cross all the borders.
Keywords: „Homeland Security", „security strategies", „peacekeeping operations", „cooperation"

NATIONAL AND ETHNIC MINORITIES IN CENTRAL EUROPE AND THE EU INTEGRATION PROCESS: THEORIES AND CONSIDERATIONS

ADRIAN LIVIU IVAN
CLAUDIA ANAMARIA IOV

Universitatea Babeş-Bolyai Cluj-Napoca, Facultatea de Istorie si Filosfie, Prof.Univ.Dr., Doctorand, Adresa: Str. M. Kogalniceanu, Nr.1, Etaj 3, Birou 305, Cluj-Napoca, Telefon: 0745 208 190/0747 817 226. E-mail: adrian_ivan2007@yahoo.com , claudyayov@yahoo.com

The EU integration is a complex process, with multiple political, economic, cultural and identity dimensions, which does not stop with the accession of a state. The finalization of the negotiations, accomplishing the three criteria established in 1993 by the Copenhagen summit, was followed, in the case of Central Europe states, by an accommodation period to the EU Single Market challenges and the exigencies of the European governance. The EU integration process of these countries was accompanied by a legislative approach regarding human rights and protection of

national and ethnic minorities. The compatibility of the central European legislations with the EU exigencies was noticed by Günther Vereugen, European Commissioner for Enlargement, in April 2002, months before the Copenhagen European Council (December 2002), which celebrated the EU enlargement strategy towards ten candidate states.[8] The accession of the ten states, on the 1st of May 2004, completed with the accession of Romania and Bulgaria, on the 1st of January 2007, meant not only the integration of twelve economies, twelve democracies, twelve new European actors, but also the integration of various nationalisms. The debates concerning issues such as identity, relations between majorities and minorities, the dialogue between the European institutions, the national ones and those of minorities wanting their autonomy, represented and still represent a problem of the European security. With this study, we intend to illustrate and analyze the consequences of the dialogue and negotiation between the EU and the four Central Europe states (The Czech Republic, Slovakia, Poland and Hungary) regarding the protection of national and ethnic minorities and their quantification in national policies. Choosing these countries isn't aleatory, each of them has a specific character, and the national policies concerning national minorities are unique, depending on the problems they faced, the percent of the minority and the administrative capacity of the state's institutions. The question we start from is related to the impact of the enlargement process upon the minority policies in the four Central Europe states. To what extent the legislations on minorities had effects upon the relations between state- minorities and majorities? What is the effect of state policies on the preservation of the identity of minority groups? From our point of view, it is difficult to draw final conclusions at this moment, mostly because less than 10 years have passed since the accession of these countries to the EU, there is a difficult period for the European community due to the economic crisis, the issues regarding migration or the debate enlargement vs. European political integration. The monitoring of the EU and other international organizations concerning the policies of Central Europe countries indicated that there is a political will for the integration and participation of minorities to the decision process. It is difficult to achieve an empirical research in all four states, therefore our analysis is based on official EU reports, on documents released by the countries involved, such as statistics, declarations of central authorities, minorities, or on documents of some non-governmental organizations.

Key words: EU integration, national and ethnic minorities, state, security.

EUROPEAN UNION CONDITIONALITY AND DEMOCRATIC CONSOLIDATION IN ROMANIA: JUDICIAL REFORM

MIHAELA RUXANDA
EMILIA (TĂNASE) CLUCERESCU

University of Bucharest, Faculty of Political Science Phd. Candidates Address: Spiru Haret Street, No.8, 010175, Bucharest   Phone: 0740021179   E-mail: ruxanda_mihaela@yahoo.com; emilia.clucerescu@yahoo.com

Statement of problem: This article explores the general theme of how international actors, such as European Union, influence new democracies from Central and Eastern Europe. The

---

[8] Günter Verheugen, „*Entering the final stage*", speech 02/602 delivered at the Economist Conference, Vienna, 2002.

assertion that as long as the EU requirements regarding domestic aspects of the post communist member states are high, the reform and change at the national level are low, demands evidence and explanation. Therefore, a major task of this study is to present a clear and detailed account of the impact of EU conditionality on the process of democratization in Romania. In order to establish a link between the two variables, the status of the judicial system was addressed in depth. The choice of this case-study resides from several empirical and theoretical motifs. One of these refers to the importance of the juridical power in the institutional architecture of the new democracies, which is also certified through monitoring the justice reform in the political agenda of European integration. The second reason is based on the assumption that studies regarding democratic transition in South-East of Europe emphasizes the existence of a intrinsic connection between the degree of consolidation of a democracy and the degree of independence of the juridical system. **Methods**: In order to evaluate the manner in which the European Union influenced the process of democratization in Romania, this research project comes to the fore as a cross-national study, analyzing the period before and after EU accession. Thus, the inductive approach would be applied so as to answer accurately to the research question. **Results:** A noteworthy observation is that little consideration was given to "democracy from outside" as compared to the vast literature. The present study identifies the main internal institutional gaps which negatively influence the way the European conditionality is applied in Romania. **Conclusion:** In the Romanian case, it is concerned that the EU conditionality registered little or partial success. Though progresses were registered in terms of structural aspects, when it came to substantive change, a certain reluctance to commit to the full implementation of reforms has led to numerous failures in complying with the EU requests.

Key words: European conditionality, judicial reform, democratic consolidation.

EUROPE 2020: A STRATEGY FOR TRADE UNIONS OR FOR THE BIG CORPORATIONS? A NEO-GRAMSCIAN CRITIQUE.

MIHAIL CARADAICĂ

National School of Political Studies and Public Administration, Department of International Relations and European Integration Phd. Candidate. Adress: Str. Povernei, nr. 6, Bucuresti, office 316Phone: 0748566171 E-mail: mihai.caradaica@gmail.com

This paper belongs to the area of critical studies of European Integration and attempts to analyse the nature of the Strategy "Europe 2020". My theoretical approach is neo-gramscianism, and I will focus on two aspects: firstly, the social forces agency that determine the economic structure and its internal arrangements; secondly, the super-structural dimension of European Single Market represented by neo-liberalism as a hegemonic project. Since 1980, the interests of the big capital, gathered in the European Round Table, shaped a neo-liberal dimension of the European economy, adapting it to the context of globalisation. Nowadays, even during the economic crisis, the neo-liberal measures are still a pillar for European Policies and they are reflected even in the Strategy "Europe 2020" that pretends to have an important social dimension. Regarding the actors involved, we have on one hand the European weak trade unions that are still trying to define themselves in the new economic environment of the 21 century and on the other hand, the influence of European corporate lobby, reflected by the document called "2025 Vision" which belongs to the European Round Table of Industrialists.

Thus, my purpose here is to analyse this strategy by trying to understand the influences of the social forces involved in its emergence and the neo-liberal elements that compose the purposes of the document. In other words, I am trying to answer to the following question: "Whose interests are promoted by the Strategy Europe 2020, and what is the nature of those interests?"
Keywords: neo-gramscianism, Europe 2020 Strategy, neo-liberalism.

TURKEY AND EUROPEAN UNION: HISTORICAL AND PSYCHOHISTORYCAL CONSTRAINTS

DUMITRU-CĂTĂLIN ROGOJANU
"Babeş-Bolyai" University of Cluj-Napoca, Faculty of History and Philosophy Ph.D. in History
Address: Slt. Corneliu Bordei Street, No. 7, Bl. 7, Sc. 1, Fl. 3, App. 11, Târgu-Jiu, Gorj County
Telephone: 0757240753, E-mail: rogojanucatalindumitru@yahoo.com

CLAUDIU-LAURENŢIU ŢABREA
"Babeş-Bolyai" University of Cluj-Napoca, Faculty of History and Philosophy Ph.D. Candidate in International Relations and European Studies, Address: 1 Decembrie 1918 Street, Bl. 99, Sc. 1, Fl. 2, App.6, Petroşani, Hunedoara County, Telephone: 0727719712, E-mail: claudiu_tabrea@yahoo.com

Although most writings dealing with the issue of a possible accession of Turkey to the European Union have made a significant contribution in terms of providing historical course of this process, many of them, at least in Romanian historiography, have superficially treated or omitted some topics that were related to psychological motivations of Turks and Europeans: identity - alterity, emotions, anxiety, fear, the cultural - religious pressures and differences, etc. The analysis we propose takes into account the outlining of the difficult process of Turkey's accession to the European Community / European Union surprising, in the first instance, the historical evolutions, and then bringing into the national and international academic debate some psychohistorical and cultural – civilization elements, that have contributed to delaying and even limiting the Turkish state accession to EU, so far. Regarding the research methodology, we opted for an interdisciplinary investigation, that starts with a brief descriptive and historical presentation, but we mainly focused on the deductive-interpretive method when we tried to analyze the psychological and cultural issues. Through the present research we looked to emphasize the fact that the problems of mutual perception between Turks and Europeans, along with the ethno-cultural differences have been a decisive factor of Turkey non-integration to the EU, and also we pursued to propose a more complex and profound analysis, not only in political-economic and strategic terms, as well as one at the intersection of history and psychology, identity and culture.
Keywords: Turkey, European Union, accession, history and psychohistory, identity-alterity.

THE POLITICAL CHEMISTRY OF THE INSTITUTIONALIZATION OF HUMAN RIGHTS IN ASEAN

CRĂCIUN ROBERT MARIUS

Central European University, Budapest, Department of Political Science, Phone: 0040 726703649; 0036 703098260, E-mail: rm_craciun@yahoo.com

Statement of problem: The Association of Southeast Asian Nations (ASEAN) - a regional integration unit composed of ten member states - inaugurated the ASEAN Intergovernmental Commission on Human Rights (AICHR), in 2009, the first regional institution of this kind in Asia. It is puzzling how this happened in a unanimity rule driven group which also contained at the time states with very little if any respect for human rights, such as Myanmar, Thailand and Philippines. At the time of the analyzed decision, the political regimes included an autocratic military junta (Myanmar), attempts of democracies (Philippines, Indonesia, Malaysia, Cambodia, Singapore and Thailand), a monarchic sultanate (Brunei) and communist states (Vietnam and Laos). The association is heterogeneous also on cultural, economic development and international trade lines. Thus **the research question** is "Why did the ASEAN member states unanimously decide to form the AICHR?" **Methods:** A suited, compatibilistic version of new institutionalism, provided by S. Bell in 2011, is used to pursue the answer. Margaret Archer's 1995 cyclic frame of the (dialectical) cohabitation of actors and institutions guides the analysis of: each member state's initial circumstances (in the first phase of the cycle), the domestic-level interactions within each member state and the regional-level interaction between the ten states (in the second phase of the cycle), and finally the regional crystallization of institutions (i.e. the elaboration of the third phase of the cycle). **Results:** This paper succeeds to provide a theoretically consistent explanation for each veto powered member states' agreement to institutionalize human rights in the ASEAN. The employed framework allows for case-fit explanations that are more precise than what the international relations doctrines of realism, liberalism and constructivism provide (in their strongest forms). Furthermore, while these doctrines fail to explain every member state's pro-votes, this framework reveals the causes for a. Singapore's shift from the role of protector of Asian values to its compromise to form the AICHR and b. Myanmar's successful persuasion by its fellow member states (apparently a successful case of the method called *flexible engagement* by ASEAN), as a slight evolution of the non-interference principle of the ASEAN integration unit. **Conclusion:** The ASEAN marked the beginning of the journey to the regional promotion and protection to human rights. Besides the intrinsic value of human rights, this should allow for the growing compatibility of values necessary for political decision making in the integration unit.
Key Words: AICHR, decision making, regional integration.