

**MINISTRY OF EDUCATION  
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**SUMMARY OF THE PhD THESIS**

**CONTENT AND PARTICULARITIES OF  
COMMUNICATION IN MASS MEDIA**

**Scientific leader:**

**PhD. DUMITRU OTOVESCU**

**PhD Candidate:**

**IONEL COSMIN GAGIU**

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Communication is a permanent research theme for specialists from different scientific fields. Communication is omnipresent and, in many cases, it makes a difference in the public perception of a person, institution or any other type of body. The quality of public communication creates the premises for a positive image among the citizens of a society. Thus, trust and security are often transmitted through quality public messages, inspired, which generates the sympathy of the population. On the other hand, neglecting the relationship with citizens will have negative consequences: regardless of the quality of public services or goods provided on a given market, we will face the indifference of the target public potential. Increased competitiveness in modern markets involves an effort to communicate the results of the activities that are carried out. Thus, over a single day, we are dealing with various contexts where communication predetermines our actions, influences our state of mind, or provides us with a minimum of comfort waiting for the fulfillment of our desires. For communicators, there is always a stake, and for recipients there is always the interest of information.

The communication takes many forms, such as “communication through the media (radio, newspapers, television), interpersonal communication (conversations between people), intrapersonal communication (communication with ourselves, such as making a shopping list), extra-personal communication (with a computer that has installed a text editing application).”<sup>1</sup>

Research in social sciences is related to the way in which values, opinions, ideas, descriptions or events of the past are communicated. Interpretation and deciphering of codes contained in different forms of communication allows measuring the efficiency and permanence of some value systems or the intentions and attitudes of some social actors. We find

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<sup>1</sup> Agabrian Mircea, *Strategii de comunicare eficientă*, Institutul European, Iași, 2008, p. 10

that media and rhetoric are closely related to political science, while semantics and rhetoric enrich the study of law.<sup>2</sup> Thus, communication in the public space is permanently correlated with certain dimensions.

The transmission of messages has become an art used in various fields of activity, where transmitters seek to exploit to a satisfactory level the main tool for processing the communicated messages: the perception of the interlocutors. This psychological skill is carefully analyzed by psychology and psychiatry specialists, two sciences that pay great attention to communication.

Sociology, as a science that studies complex human interactions, has great benefits by understanding the meanings of communication in the conduct of social relationships.

The communication process, which is based on the notions of “transmitter” and “receiver” that change between them “signs” and “codes”, is restricted in terms of the clarity and efficiency of the coding and decoding capability of the messages by the actors involved. Researches on communication has highlighted the importance of studying communication and the context in which it can be improved.

In choosing the research theme for the PhD thesis I was influenced by the current profession and the interest for the scientific research of communication. The media is invaded by news and information that do not add value to society or bring real information to citizens. Personal empirical analyzes have revealed that substantive information contains many technical, precise data that can serve as prerequisites for clear, unequivocal views that guide the thinking and action of the target audience. In the case of the Romanian society, information on the way European funding is being carried

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<sup>2</sup> Waltman, John, „Communication” in William Darity Jr. (editor in chief), *International Encyclopedia of Social Sciences*, 2 nd edition, Volume 2: Cohabitation-Ethics in Experimentation, The Gale Group, 2008, p. 31

out has been neglected. Moreover, the time accorded to this type of communication is compressed, so that the detail information is transformed into information of a general nature without a significant impact on the population. Such research also reveals the weaknesses of past communication, which allows corrections and improvements in messages. European funding is understood from different perspectives of citizens. In some cases, it is understood as something intangible and untouchable, and in other cases it is regarded as the future solution for most areas of activity in Romania. The multitude of assessments reveals a relatively low degree of knowledge of the conditions and modalities of European funding. It draws attention to the communication and impact of the various means of communication in society. Here arises the main question of this research: *Does the media transmit real and useful information to the population or just news on certain aspects of social life?*

This question can be supplemented by other helpful questions: *What is the level of depth of information that people accept? Who wants information about the running of projects funded by European funds? How important is European funding in the opinion of the population? Are there differences of understanding between different social categories?*

The list of questions may continue, but we stop at those which, in our opinion, are relevant and with a degree of generality sufficient to provide the most complete answers. In order to get answers to such questions, a series of objectives have been established in relation to the objectives of the Romania-Bulgaria Cross-border Program, available to the stakeholders in three of the five counties of Oltenia (Mehedinti, Dolj and Olt):

1. Measuring the degree of correct information of the population;

2. Identifying views on the economic and social impacts of funded projects and the added value of community assistance in the eligible area, including its role in the development of the border area;

3. Measuring the impact of the program's information and advertisement tools and activities, addressed to the general public;

4. Identifying preferred information channels;

5. Identifying the type of information that the general public wishes to receive in the course of future information and advertisement activities.

Data processing and interpretation are intended to outline the main guidelines of a future media communication strategy for project outcomes and milestones. Membership at U.E. of Romania requires support and assistance in development and an increase in the quality of life. European citizens are the main beneficiaries of projects implemented through European funding, and knowledge of the efforts and support they have is designed to increase solidarity and cohesion among citizens, as well as trust in European bodies and this continental entity. In order to achieve the general objective of knowing the level of information of the population in the three counties regarding the European funds through the Romania-Bulgaria cross-border program, the present paper was structured in five chapters supplemented by a section of conclusions and recommendations. The analytical set included two dimensions: theoretical and practical. From the combination of the two perspectives, we drew conclusions and recommendations that could fundament the development of an effective public communication strategy for the new European funding horizon from 2014-2020.

In accordance to the topic and objectives of the research, the assumptions are the following:

1. The degree of information of the population is proportional to the number and type of information channels used;

2. The degree of information of the population is influenced by certain characteristics of the population;

3. The appreciation of the program is influenced by the perception of a link between the European funds and the solution of the immediate social and economic problems;

4. The individual characteristics of the respondents influence the opinions expressed;

5. The type of information sought and the preferred information channels is influenced by the characteristics of the population.

The assumptions will provide detailed information, according to the data collected by each item, as well as conclusions from the understanding of the whole. The research was carried out on a group of 343 people, consisting of three sub-groups: 114 persons from Mehedinți County, 114 persons from Dolj county and 115 persons from Olt County. The structure of the batch is based on distribution by gender, age group, residence area and level of education, which allowed a high degree of representativeness ( $p = 95\%$ ) and an error margin of  $\pm 2.7\%$ . The research method was the survey, and the research tool was the questionnaire. Preliminary information was provided by studying the official program documents. Also, in order to organize the research, sampling and methods of research of the media in a documented and scientific manner, a series of studies for media communication and analysis in Oltenia, conducted under the aegis of the University of Craiova, the Social Institute Oltenia, the Department of Studies and Sociological Surveys in Craiova, coordinated by PhD Dumitru Otovescu.

The paper is structured in two parts: the first contains the theoretical and conceptual framework that provides the scientific foundation of the whole approach, while the second part has a practical character, including field research.



The first chapter is dedicated to the theoretical framework of the paper, to the identification of the way in which the public relations in the specialized literature are analyzed. In accordance with the theoretical aspects, it is desirable to highlight the importance of public relations in a modern society. Here are the advantages of commercial, political relations, international collaborations and, in some cases, even interpersonal, that can be achieved through the organization of communication systems by those interested.

The last chapter of the paper presents the personal contribution to the analysis of the public's knowledge of public communication by the specialists who participated in the implementation of some projects through this program. The collected data is configured in an empirical cognitive structure that has a double role: the first refers to the theoretical knowledge and the second is applicative, as the information obtained becomes the element underlying the recommendations that can increase the efficiency of communication. The research method is the opinion survey conducted in Mehedinți, Dolj and Olt counties.