

Abstracts

Anamaria FILIMON-BENEA - Discovering Web Documentary: Preliminary Issues

“The television, that insidious beast, that Medusa which freezes a billion people to stone every night, staring fixedly, that Siren which called and sang and promised so much and gave, after all, so little.” (Ray Bradbury) But things are not so anymore. The digital era and the internet change television industry fundamentally. Consumers have a choice of a lot of new TV experience. Interactivity and socialization are two of the basic terms of modern television, digital and online. Transience and linearity are each day closer to become a souvenir. Our research aims to present and analyses a genre created exclusively for online: *web documentary*. Web documentary is a documentary designed for the internet. It combines different elements: video, photography, sound, text, graphic design, comics, music, animation, info graphics, data journalism. That's because the web offers a wide range of possibilities. A web documentary is still a documentary! That means it's a movie set between journalism and creative, which contains the original perspective of the author on the world. We will try to identify the convergence between the traditional documentary genre and the web documentary and analyse how the internet and the new technologies are transforming the production of the traditional audio-visual documentary. Another objective is to suggest an analysis model of the interactive multimedia documentary.

Keywords: *journalism, internet, web documentary, new media, interactivity, non-linearity*

Lucian-Vasile SZABO – The Future of Communication: From New Media to Postmedia

How is the world going to change in the near future, say, the next five years? This question has several answers, each having a different nuance depending on the area of interest. As far as communication and communications are concerned, a few elements are extremely probable. In my opinion, in the following period we are going to witness at least major changes concerning human interaction: (1) Integrated electronic equipment will be employed; (2) Generalization of interconnection; Diversification of available services and applications; (3) Widening and generalization of the field of cloud computing. All components are in view, from the interpersonal to the global one, including mass-media and social media. The tablet and the mobile telephone will be used both for communication proper, as well as for content creation. In this case, they will be used to edit, store, process information, create communication products, modify and archive them. The new applications will prove useful in the processes of surveillance and control, activity monitoring, elements that are essential in intelligence. The area is wide, because there are already programs being developed that will boost the level in

media and technological integration. Health and education are top fields. Thus, the telephone and the tablet will be taking X rays, also supplying the first clues on possible diseases. Under these circumstances the online newsroom concept takes shape, there no longer being a need for physical work space. The notion can be generalized, tracing information from source to receiver, by typing, selecting and editing, in other fields, as well, such as education, public relations and information services (intelligence).

Keywords *new media, convergence, social media, surveillance, virtual communication*

Ioana Laura VID – **The Current Romanian Language of the Media. The Newspeak**

The written press benefits from the rhetorical and stylistic maneuvers that the literature benefits to describe the world around us and the multitude of events that occurred. In relation with the fiction zone one can say that there is a specific of media that does not lose sight of the conative and referential functions. The expression – the Newspeak – comes to describe the clichés used today. The phrase makes its way into the questions that are asked by the ones that detect common patterns in politicians' expressions, media people expressions or even in current verbal communication. Tatiana Slama-Cazacu says that “*the Newspeak was there outside communism*” and it persisted even after the political changes. Various authors from written and online media sustain that the Newspeak has gained new forms, phrases and clichés. There is an obvious concern to a particular type of communication that is based on characteristic formulas of Newspeak, as demonstrated by several studies and articles written by some researchers. Tatiana Slama-Cazacu makes a grouping of terms that “*distorted communication in Romanian language*” to support the existence of this new forms of Newspeak: fossils of the old Newspeak, verbal neofilia, keeping the old stratagem of the Newspeak, namely, mobilization and commitments, euphemisms, hyperboles and abbreviations. We will review the current Romanian language press in terms of Newspeak in several texts belonging to written and audiovisual media.

Keywords: *newspeak, language, written media, audiovisual, online*

Simona PLOPEANU – **Le chercheuse – The Man from Behind**

This article presents one of the lesser known professions of radio and television journalism in Québec: journalism researcher. Researcher's work is to gather information from documentary sources, but also on the ground, setting key dates and people involved in a certain broadcast or documentary series. Although very important in the production chain, its role is not well defined because there are big differences from one production team to another.

Keywords: *journalism, television, search, information, interview*

Oana-Roxana IVAN – **The University Library – A Suitable Space for International Academic Experience**

Libraries are part of the institutions that have multiple influences on a nation; they address everybody, assuring the need for information and leisure. The university library is

directly connected to the process of education in the most complex manner, providing the access to scientific information in the university and has an important contribution to increasing the level of competitiveness both internally and internationally. Thus, university libraries must become permanent and updated sources of information, actively present in the students' world, and those who run them should bear in mind the need for new ways and methods of working with a book, which should correspond to the process of modernizing the education. This modernization should meet the idea that the student must be well prepared for the future and that he must also become receptive to everything that is new, capable of studying and get informed on his own.

Keywords: *information, modernization, university library, academic research*

Maria MICLE – **Auto-Stereotypes of School Librarians**

In this paper we tried a reconstruction of the school librarian portrait from the Romanian space, based on some auto-characterizations because we considered relevant to know how the librarians think and feel that are perceived by their audience, especially by teachers and students, and if there are professional self-stereotypes different from those circulated internationally. To collect data on professional self-stereotypes we used the focus group method; we organized two focus groups attended by school librarians from Timis and Caras-Severin. The school librarian characterization is nuanced between “*teacher without catalog*” and “*handyman*”, “*guardian of collections*” from a school. Positive attributions – sociable, innovative, adaptable to the actual information in a “*knowledge society*” based on new technologies for knowledge - correspond to the user, but besides this, the school librarians feelings are also ignored, marginalized in a school team. Behind these negative attributions can be hidden less visible forms of discrimination.

Keywords: *stereotypes, professional self-stereotypes, school library, librarians (Romania)*

Carmen-Leocadia PESANTEZ POZO – **Communication and Intercultural Education Through School and Public Libraries**

Intercultural communication and education represent current themes of global society, where the school and info-documentary structures, in this case the school and public libraries, play an important role in opening the thinking and perception's horizon of the reality in which we live, and finally, for the mankind's evolution. It is a specific process to any democratic society and it must be accepted as a factor of dynamism and efficiency, a recognized and promoted concept at the European level. Intercultural education through school and through the public and school libraries aims to develop: a better understanding of the different cultures; the communication between people from different cultures; a positive attitude regarding cultures and groups diversity in modern society; the participation in the social interaction; to stimulate the creativity and the free access to information; to promote some key-values, such as democracy

and human rights respect, social justice, ecological balance, tolerance, peace, solidarity and cooperation; to accustom to the cultural heritage and to the national and universal cultural memory capitalization. To achieve these goals it is important to have intercultural abilities training and an integrating vision development for the pedagogues who, in their turn, should increase intercultural attitudes to the high-school students and to the community. Training programs in the intercultural education spirit are open to the change, allowing to those who are following them to acquire skills and tools for the cultural codes understanding, as well as their own identities and values understanding too; to improve the esteem for other's values; to develop the personal autonomy and the trust in society; to understand the social environment and the human relationships; to grasp the economic and political relationship; to comprehend the associations and the institutions with an educational and informational role. Together with the school, public and school libraries represent, by their mission and openness to the world, an integrating part of the instructive-educative process and of the lifelong learning, functioning as learning, cultural and information centres for the entire community.

Keywords: *cultural diversity, intercultural education, intercultural communication, public school libraries, cultural partnership library-school*

Mariana Rodica TROFIN, Delia Anca POTRE – Didactical Communication in the Info-Documentary Structures

Communication is the essence of human development, cultural and spiritual manifestations. In the age of communication, distance is not a problem, whether you're on top of the mountain or in the middle of the ocean and neither is the time, because the messages come on all imaginable ways, virtually instantaneously. Assaulted by the messages and became addicted to them as to the most dangerous drug, we lose, every day, the spirit of communication and its heart. Human communication is a specific way of interaction, it is an information exchange relationship between the partners and also a process in which they understand and influence each other. Didactical Communication assumes an interaction of feed-back type, looking of specific information and also at the adjacent ones, intentional or formed during the communication. Any educational intervention is based on didactical communication. Operating on the principle of feed-back, the communication process facilitates the task by sending and receiving information. Through the communication process are always pursued four main objectives: to be receptive (heard or read); to be understood; to be accepted; to provoke a reaction (an enrichment of interlocutor's knowledge, a change of behavior or attitude). When not achieved one of these goals, it means that you have failed in the communication process. Communication is based mostly on verbal and nonverbal language, focused on understanding utterances.

Keywords: *communication, language, feed-back, didactical communication*

Mugurel Gabriel DRAGOMIR – **Violence in Media-Culture and the Deviant Behaviour in Teenagers**

In the following, we try to present some of an evaluative investigation's data, made between 2005 and 2007, regarding the influence of mass-media on the behavior of teenagers, insisting on the case study that observed the way in which different teenagers' groups reacted at seeing a movie with violent scenes. What mainly concerned us, in this research, was the increase of the level of juvenile deviance under the influence of media-culture and, especially, the influence of commercial and violent movies on the teenagers' behavior.

Keywords: *media-culture, teenagers, juvenile deviance, difficulties of educational process, group creative activities*

Liliana DACHE – **Technological Education in the Knowledge Society**

Technological education is part of the general culture of the students helping to open horizon for knowledge and to stimulate creativity, to their integration in the social, economic and cultural society. Through its content, technological Education involves the student in discovering the environment in which he lives, it provides knowledge about the material world and spiritual, it initiates the production of simple, useful, necessary, a result of imagination and of his creative thinking. The paper deals with the importance of education and vocational training in the knowledge society by developing the relationship between knowledge-based economy and knowledge society. Investing in education is the most profitable way for ensuring qualified work force and retraining. Technological education is presented as a discipline that is found in all schools in European countries, being forced to keep pace with developing technology and new technologies specific to the knowledge society. In this sense, the work brings into focus the scope and general objectives of the technological Education of the knowledge society.

Keywords: *knowledge society, education, technology*

Ion DUMITRU – **Education Beyond Knowledge**

This paper presents a few ideas, reflections and interrogations regarding education and its relationship with science, in a knowledge-based society, seeking possible answers to questions such as: (1) Is education possible without cognition (scientific knowledge)? Or vice versa? The access to authentic knowledge can be achieved from outside the school? (2) What is the place and role of education and cognition in the contemporary society? (3) How can the school, as a fundamental institution of education, production and knowledge transmitter, be more attractive? (4) What should education (through school) offer beyond the release and assimilation of knowledge?

Keywords: *education, cognition, training*

Nicolae HURDUZEU, Ramona HURDUZEU – The School Museum as Educational Environment

A visit to the museum stimulates the need for exploration, the development of cognitive emotions and feelings. In order to get the attention of students during the process of teaching and learning of history the teacher must use some surprise elements of effect and contrast. It is recommended for the teacher to use what the history museum has to offer as a non-formal educational environment which can be visited with the students. The explanations given during the visit help the students in creating a very suggestive representation of a historic reality from a certain epoch and thus coming in direct contact with objects and historical, ethnographic and numismatic relics which, in fact, illustrate the reality and content of certain historical acts and events. When there is no museum in the area where the school is located, the teacher must obtain a few graphic representations together with the members of the school community, especially together with the students, collections which can be displayed at the school museum. Creating a school museum can determine students to become more active and responsible in relation to the community's cultural patrimony and thus leading to a series of advantages for the civic dimension of teaching history in schools.

Keywords: *School museum, museum education, non-formal education*

Ioana BACĂU, Geanina JURJ, Marius IGNEA – The Resistance Factors in Children with Special Educational Needs (S.E.N.)' Mainstream Within Some Schools in Timisoara

The virtual press articles indicate that some schools refuse enrolment in the 2012-2013 school year for children with S.E.N., a team of students from the West University of Timisoara, Department of Educational Sciences, specialization in Special Education, started a mini research project which seeks to identify certain factors facilitators, and phrenic integration of S.E.N. children within mainstream schools in Timisoara. Therefore, we resorted to interviewing 30 teachers from four schools in Timisoara. The results of this research indicated several factors phrenic than facilitators for the integration of children with S.E.N. in mainstream education. We can conclude that there is a pretty big reluctance by teachers surveyed about integration into mainstream education for children with S.E.N. We do not know with certainty reviews from other teachers about students with S.E.N., questioning their need for fresh would be useful, therefore we cannot draw universal conclusions based only on the responses given by the sample selected for the research project started by our team. We hope that the questioning of all teachers in mainstream education Timisoara results is quite different than those offered by this research.

Keywords: *children with S.E.N., integration, schools, facilitator factors, phrenic factors*

Lidia Giana IVĂNESCU, Emanuela LĂZĂU – **The Role of School and the Local Community in Preserving Identity in the Age of Globalization in Wales, UK**

The European Programs for Lifelong Learning offers opportunities to all interested parties to improve their personal and professional experience through visits/ courses/ contact with people – communities in other countries. CROCUS – Course CROCUS Cross-Cultural Workshop for Staff in Early Years Education (22-29 June 2013), funded by the Comenius program gave me the opportunity to see how different institutions and people, from a relatively small community, are involved in the preservation and development of local values in this period of globalization. Partnerships and projects in which every school is involved, the availability of many individuals to be actively engaged in all sorts of volunteering activities are all designed to create a permanent atmosphere of collaboration in order to support, promote and develop their own values in Crickhowell, a small town in Wales, and its surroundings. What particularly impressed me was, on one hand that volunteering is a lifestyle there and in this way every population segment (not like in our case the pensioners) is involved in a project or activity of longer or shorter duration with the supportive role of the community they belong to, and on the other hand, the multitude of projects, partnerships, activities involving schools and all of which lead to greater social cohesion in the community and promotion of the traditions, customs, language (which is absolutely fascinating and completely different from English) and so on, in a Europe of unity through diversity.

Keywords: *community, school, non-formal education, volunteering*

Anca LUȘTREA – **Assistive Technology for Mainstreamed Hearing Impaired Students**

Integration into mainstream education of hearing impaired students is a crucial stage of social therapy and a necessary step toward social inclusion. This study examined the main assistive technologies that can be offered to students with profound hearing impairment, and that can enable effective educational communication and the successful participation in the educational program. This study was aimed at investigating the assistive technologies for deaf students used in Timisoara's mainstreamed schools. Research objectives were to assess the types of assistive technologies used, the costs implied and the assistive needs of the deaf students. The results indicate that assistive technologies used in schools are not provided by the school, but by parents, and covers only what is absolutely necessary for their needs.

Keywords: *assistive technology, hearing impairment, school integration*

Cristian Gabriel VLAD – **Aspects of Church and School Activity in the Society and Culture from Banat in the Late Nineteenth Century and Early Twentieth Century**

In the progress of society in the historical Banat from the late nineteenth century and early twentieth century, school and church were the institutions involved in the community education in the spirit of modern society, characterized by numerous changes and scientific

advances without losing the moral and aesthetic values. Diocese has been involved in several plans in supporting Romanian school from Banat, through: financial support for schools and teachers, the defence by the school law promoted by the Hungarian government, which affect Romanian schools and national position adopted regarding Romanian denominational schools, meaning opposition to their Magyarization. Church involvement is felt on teachers conferences to. The Church, through its representatives in the territory, was mainstay from the cultural and educational activities (educational conferences); the commune and schoolteacher formed a unit with the same ideal - Romanian society progress. Also, the church, through the moral vocation and sermon which it spread in the community, was integrated into the great national cultural project - ASTRA (founded in Sibiu in 1861). In the strategy of moral and material lifting of the people thought by ASTRA, the priests and schoolteachers were those who held conferences and lectures on cultural and economic issues in their communes or those who disseminated popular brochures of agro-technical Knowledge. So, at the beginning of the contemporary era and nearly of achieve the dream of reunion of the Romanian state, in a period of great turmoil in economic, social, cultural and political plan, generated by the rapid progress of science in the European society, the society in historical Banat tried to connect to the society modernism without losing the identity given by traditions, customs, Christian faith.

Keywords: *church role, the school role, nineteenth century, twentieth century, Banat, Romanian culture*

Ioan BIRIȘ, Bianca DRĂMNESCU – Manipulation Techniques Analysis and its Effects in the Political Speech

This article aims at describing the theoretical concept of manipulation in relation to political speeches. Language plays a central role in the handling and power of the word that can change people's behaviour. Studies show that people, once they have taken a decision, they tend to maintain perseverance in decisions making reflection. Manipulation is a phenomenon that can be treated in several ways, but for the design of this study, we chose to include how the power of the word can affect the public mind. The most exciting and interesting interpretation of the concept takes place in an election campaign. Political discourse is an effective tool for analysis in which are used and adapted contextual manipulation techniques. The speech is a distinct type of speech because it respects both linguistic rules and policy rules. Its main goal is to direct the thinking, attitude and behaviour of voters creating differences of opinions and decisions. To highlight this phenomenon we performed an analysis of discourse candidate for the presidency of the Cluj County Council in the 2012 local election campaign. The overall message of his campaign was negative, but his speeches have highlighted several positive aspects. This paper is part of a broader study concerning manipulation of local election campaigning in Cluj-Napoca 2012.

Keywords: *manipulation, speech, language*

Ligia NICULAE – **High School Students’ Perception of the Romanian Communist Regime and Process of Dealing with the Past: Can We Generalize**

After more than 20 years from the bloody regime change, the ghost of the past still haunts us. Despite having all the reasons to go for a total break from the past, Romania decided not to go on the same pattern as the rest of East and Central European post-communist countries: second-echelon Communist party members were elected after 1989, the lustration law was not adopted and implemented, although there had been attempts, the disclosure of the files was faultily done and the criminal prosecution of the perpetrators started on the wrong foot. Still, which is the nowadays perception of what has happened and what the regime meant for this country, but more importantly, how do we present the communist past to our children? What do we tell them? Is what we teach them at school different from what their parents tell them at home? Having these questions in mind, this current presentation looks at high school students’ perception about the communist regime and on the process of dealing with it. I start from the assumption that most of the high school students have limited knowledge on both the past and on the de-communization process and based on this I focused on two high schools located in Bucharest. Asking 9 to 12 grade students questions related with the previous regime, human rights violations, lustration, disclosure and movies, I try to see if my assumption is right. And if my assumption is right, what can be done? Are high school students ignorant, or the system does not focus upon this topic? In the end, the main question is, can we generalize the findings from the two high schools at a national level?

Keywords: *Romanian communism, lustration, democratization, high school students*

Mihai Sebastian CHIHALA – **India – Pakistan: Never-Ending Tensions**

Starting with the security complex theory elaborated by Barry Buzan, this paper aims to provide an overview over an area long troubled by tensions and conflicts – South Asia. We are going to use an approach going from general to particular. After establishing a theoretical framework regarding the phrase security complex, the paper will focus on the South Asian security complex and more specifically on the two most important actors: India and Pakistan. The relations between the two countries, both born after the partition of 1947, have always been characterized by turmoil – religious clashes, failed peace talks, territorial disputes not to mention the numerous wars conducted. We will emphasize the sources that generated direct confrontation over the last 66 years (such as Kashmir dispute or cross border issues) in order to be able to identify some future scenarios and eventually outline solutions for regional peace and stability. Some special attention will be paid to the nuclear dimension that determined an escalation in the rivalry between the two powers. India obtaining nuclear weapons has started an arms race in the region, thus opening the path to more conflictual situations such as the Kargil War of 1999. Furthermore, an insight in the issue of terrorism that raises even more tensions in the dispute between India and Pakistan will be useful. Taking into account this

problem, we will discuss India's vulnerability to terrorism (pointing out some recent attacks such as the 2006 Mumbai train bombings or the 2008 Mumbai attack), its counterterrorism efforts as well as Pakistani ties with terrorism.

Keywords: *national security, security complex theory, nuclear capabilities, counterterrorism in South Asia, India – Pakistan rivalry*

Magdalena DUMITRANA – **Conscious Life Unconscious Living. Anthony de Mello's Practical Philosophy**

In spite of a general opinion, the source of philosophy cannot be found in the spiritual heights or in the need for an explanation beyond the common understanding. On the opposite, philosophy seems that it was born from a man's necessity, from his need to put order in his own life. He fulfilled this necessity by different means, laic or religious. But mainly, man was in search for a fulcrum point for a Master, a visionary able to see more clearly than him – a man blindfolded by the shades reflected by the cave walls. The most appreciated, most understood and utile – but not utilitarian, were the ones showing to people let's say, the right path. Both the Occident and the Orient bring, in different periods of history, guides who, starting from the daily existence topics, reach finally, a practical formula of life – a formula through which the average man re-cognizes his own spiritual nature. Anthony de Mello is such a philosopher. From the religious positions, being a Catholic priest, from the laic positions, being also a psychologist and philosopher but mainly from the position of the spiritual wisdom, being born in India, Anthony de Mello offers to the modern individual an inédit but also an intelligible form of philosophy. Utilizing the human imaginary and the literary-spiritual metaphors, he pleads for a life in accord with the goal it was created – an awake and conscious life, free from the different categories of slavery created by the political, financial and religious ideologies, under the umbrella of the offering comfort and happiness. Moreover, the use of the metaphor-stories in an Oriental style brings alongside of the surprise of the originality, a strong emotional echo, too, which reaches an understanding beyond the reasoning.

Keywords: *awareness, awakening, energy, liberation, independence*

Daniel Sorin DUȚĂ – **The Philosophical-Religious Dimension of the Human Personality at the Adolescence Age**

There is already a common place the affirmation that adolescence constitutes a crucial point for the human being in the process of development. The identity starts to take a certain shape; the youth becomes more aware in what concerns his relation with the world which is seen even at a cosmic level. It is the age which re-discovers the essential philosophical questions: Who am I? Where am I from? What is behind?... This behind is experienced by the adolescent on multiple planes, of which, he is seldom not aware. Depending on the cultural background which could be religious or laic, the developing personality searches for solutions, usually in

philosophy or religion. In fact, is actually the same domain – the field of spirituality? The paper presents the results of a research in this field and takes up the topic of the spiritual cooperation between the psychological counselling and the philosophical one.

Keywords: *development, goal, choice, counseling, adolescence*

Alexandru PETRESCU – The Theming of Imagination in German Idealism. Kant and Hegel: Comparative Analysis

In what follows, we have in view to consider some meanings of imagination in the German idealism, especially in the kantian and hegelian philosophy. As far as Kant is concerned, we refer to the following aspects: (a) the function of imagination in the *Transcendental Deduction of categories* (first edition, second section) and of the *transcendental schematism*; (b) the transcendental synthesis of imagination – understood as “self-affectation”; (c) meanings of imagination in the theory of sublime from the *Critique of judgement*. Further on, we try to precise some notions concerning “The Ontologically Revealing Function of Imagination in Hegel’s *Psychology*”. Ontology is the science of Being. The subject matter of ontology is Being in/ and its particular modes of manifestation. For Hegel, ontology is Absolute Knowing, Spirit’s own Absolute Self-Knowing: “*Ontology terminates in self-knowledge and self-knowledge is ontologically significant*”. Hegel’s attempt in the section on *Psychology* is nothing other than to reveal the moments or modes of manifestation of the Absolute Spirit in its own self-knowing process. The final moment will thus be Spirit’s own Absolute Self-Knowledge. Imagination is presented as *one of the necessary stages* towards this completion or self-realization of Spirit, namely as Theoretical Spirit (Intelligence).

Keywords: *imagination, transcendental schema, self-affectation, formal intuition, phantasy, intelligence*