



# EU\*Ro Media, European Standards, Romanian Application: The Media Roadmap for Romania's EU Council Presidency

Newsletter no. 9 – August 2018

*Dear friends,*

Welcome to the *ninth* newsletter of the Jean Monnet Module **EU\*Ro Media, European Standards, Romanian Application: The Media Roadmap for Romania's EU Council Presidency**, co-financed by the European Commission through the Erasmus+ Programme. In this issue you will find information regarding the background and rationale of the proposal, the participants, the objectives, activities and the upcoming events hosted by the National University of Political Studies and Public Administration, in order to promote the project.

The current edition contains information on **the summer courses of the Jean Monnet Module EU\*Ro Media, European Standards, Romanian Application: The Media Roadmap for Romania's EU Council Presidency**, as well as on the organization of the **Closing Conference of the Project**.

1. **The Summer School EU\*Ro Media, European Standards, Romanian Application: The Media Roadmap for Romania's EU Council Presidency**

Organized in the format of a **summer school (June 4<sup>th</sup>-15<sup>th</sup>)**, the interactive courses offered **young specialists from the mass-media, public institutions and private companies in Romania**, who had not previously benefited from thematic training related to the European Union, the opportunity to enrich their professional expertise by introducing a thorough insight into the functioning of the Union and its impact on the citizens of the Member States in order to extend and strengthen the social and media coverage of European themes in the Romanian public space in the context of the EU Council Presidency in 2019.

*During the training, the participants were involved in fruitful debates and interactive exercises that clarified their concerns about the functioning of the EU and the actors involved, while also filling in the informational gaps regarding the obligation arising from the status of Romania as a Member State to exercise the presidency of the EU Council. The participants have also shown a real interest in understanding and deepening the most popular topics on the European agenda presented by trainers, which are also covered by the Romanian media. Last but not least, the dynamic and relaxed environment in which the courses took place facilitated the exchange of opinions on the information provided by the teaching staff, the exchange of good practices in the field of communication and journalism, but also the constructive critique related to the solving of the related course exercises and homework between both participants and trainers.*

*The diplomas proving the participation in the EU\*Ro Media Summer School and the competences obtained were awarded to the participants during the closing event of the Module.*

## **2. The Closing Conference of the Jean Monnet Project The Media's Outlook over the Romanian Presidency of the Council of the EU - Perspectives for 2019** **June 18<sup>th</sup>**

*The National University of Political Studies and Public Administration hosted the closing event of the Jean Monnet Module "EU\*Ro Media. European Standards, Romanian Application: The Media Roadmap for Romania's EU Council Presidency ", a project that took place between 2015-2018 and was co - funded by the European Commission through the Erasmus + Programme. The event also marked the completion of the "EU\*Ro Media" summer school, organized in the context regarding the preparation of the Romanian Presidency of the EU Council. The role of the Summer School courses was to popularize Romania's taking over the presidency of the EU Council in the first half of 2019, and to improve the way the media influence and is in turn influenced by European themes. The June 18<sup>th</sup> meeting was marked by the presence of communication specialists in Romania, such as Mr. Alexandru Giboi, Agerpres General Manager, Mrs. Flavia Durach, Communication Expert, and Mihai Sebe, Expert at the European Institute of Romania.*

*The event was open to the general public, the debate being attended by participants in this year's EU\*Ro Media Summer School, academics and representatives of the central public administration, as well as students. The media coverage of the event was provided by [Agerpres](#) and Newsroom DRIIE via [eucouncilsim.snsapa.ro](http://eucouncilsim.snsapa.ro), while the dissemination of the press materials (event reviews) written by the Agerpres and Newsroom DRIIE's contributors was carried out with the help of [stiripesurse.ro](#), [ziarelive.ro](#), [jurnal-actualitati.ro](#), [nmedia.ro](#).*

*For a detailed account regarding the content of the debate of June 18<sup>th</sup>, please access the following URLs: <http://eucouncilsim.snsapa.ro/viziunea-media-asupra-pres%CC%A6edint%CC%A6iei-roma%CC%82ne-a-consiliului-ue-perspective-pentru-2019/> or <https://www.agerpres.ro/politica/2018/06/18/flavia-durach-snsapa-perspectiva-media-determina-o-anumita-raportare-la-ue-ea-va-influenta-si-presedintia-romana-a-consiliului-ue--129472>.*

*This project responds to a need identified in Romania, namely that the postgraduates who have embarked media and media-related careers influenced by the EU (journalism, communication, sociology, history, philosophy, economy, business) do not have direct contact with EU studies and therefore can encounter different obstacles on the EU labour market or while performing their day to day professional activities.*

*Our proposal is designed to cater for the needs of the media professionals, opinion leaders and opinion formers who lack the capacity to accurately reflect the developments at the European level in the Romanian public space and influence the public sphere to undergo a process of Europeanization. Thus, through our project we intend, by helping media representatives, to raise awareness among the public opinion regarding the implications of the 2019 moment for Romania as a Member State of the EU.*

*The project's target group consists of young journalists, opinion leaders and opinion formers, with the set goal of contributing to the overall Europeanization of the Romanian media environment. The participants will be selected in an objective manner, with great care for good practices. The candidates will be **reached** with the help of the academic contact network of NUPSPA, collaborating institutions and organization and through social networks.*

*Through the means of the proposal, our **objectives** are to offer our participants the opportunity to experience a high-quality learning environment, where we wish to intertwine their background academic knowledge with courses and information about European affairs, in an interdisciplinary and multidisciplinary manner, from the perspective of political sciences. In order to boost their career expertise in dealing with EU related issues and instruments, we provide them with tailor-made courses, simulation exercises and several other activities which will answer to their professional needs. Upon completion, the participants will have the knowledge necessary to disseminate European subject*

*The **courses** offered are designed to answer the specific needs of the target group comprising 60 participants for the three year duration of the project (20 participants/year). The host institution-NUPSPA is determined to bring European studies into the attention of a target group generally unacquainted with this domain through cost and time efficient methods of teaching, which combine intensive in-class learning with on-line interactive exercises and debates involving both teachers and participants; a virtual study environment ensuring exclusive academic content sharing, secure information upload and download, peer to peer network formation; multidisciplinary synergies aimed at combining study disciplines familiar to the participants' earlier academic background with EU studies-related content.*

*The courses in the III<sup>rd</sup> year of the project are taught by the teaching staff represented by Prof. Iordan Gheorghe BĂRBULESCU, Phd. and Lecturer Miruna TRONCOTĂ, Phd.*

### **1. European Affairs, freedom of expression and information: legal basis and practical application at national and supranational level**

"European Affairs, freedom of expression and information: legal basis and practical application at national and supranational level" is a course aimed at outlining and assessing the regulatory framework both at EU and domestic level regarding the rights, liberties and obligations characteristic to the media professionals' activity; identifying the connections and synergies between EU affairs and Member States' public affairs; highlighting the importance of journalists' professional education in a EU context; analyzing the Member States' progress on internalizing EU media legislation and the obstacles preventing it; and last but not least, providing an overview of the media performance in the newer Member States of the European Union and making predictions over the development of the Romanian media coverage of EU Affairs themes.

### **2. Making Europe News: Building a European Public Sphere vs. Framing the European Union in National Public Spheres**

The course aims at providing the tools and knowledge necessary for a deeper understanding of the media professionals' role in engaging and consolidating the Romanian public sphere. The first step is to identify and define the characteristics of the public sphere on a European and domestic level and to compare the two. Afterwards, the main goal is to highlight the importance and the impact of their activity in shaping the public sphere. Lastly, after providing the theoretical context regarding the making of European news, the participants will be able to take part in a case-by-case study on the topic of mass-media content analysis.

### **3. Strategic communication themes in the EU and its Member States**

"Strategic communication themes in the EU and its Member States" is a course aimed at offering participants an in-depth understanding of the political processes and major topics of the EU; to introduce them to key debates on EU cooperation and involvement at an international level; to present the current state of the integration process in correlation with the support and opposition to this process; and last but not least, to acquaint the participants with the recent and major events which influence the EU's position in the international arena.

### **4. Institutional architecture and communication in the European Union**

"Institutional architecture and communication in the European Union" is a course aimed at introducing participants to the complex dynamics underpinning the existence and functioning of the European Union as a unique political structure since its inception and up to the present. The first stage of the course presents the fundamentals and evolution of the European idea which laid the foundation for the EU we acknowledge today, more than six decades ago; the nature, values and actors of the EU and last but not least, the main theories, critical to the understanding of the integration process and the institutional architecture of the EU. Furthermore, the second stage of the course is complementary and participants are given a comprehensive overview of European decision-making following the legislative cycle, from initiation through decision-making to implementation in accordance with the Lisbon Treaty provisions. Finally, the third stage of the course brings to completion the overview on the EU's political system by outlining perspectives with regard to the future of the European project.

*The debate The South-Eastern Perspective on the Presidency of the Council of the European Union. A conversation with the media was organized on December 7th 2017 by the Department of International Relations and European Integration as part of the Jean Monnet EU \* Ro Media Module event series. The event, moderated by the project director, Mrs. Miruna Troncota, Lecturer Phd., brought together representatives of two Balkan states, their Excellencies, Mr. Todor Ivanov Churov and Mr. Davor Vidiš, ambassadors of the Republic of Bulgaria and the Republic of Croatia respectively, together with the Secretary of State of the Ministry of Foreign Affairs of Romania, Mr. Cristian Winzer, and media representatives from the South-East area with expertise both on European affairs and on the Western Balkans.*

*The event was a good occasion to discuss the opportunities that each country identified in taking over the presidency of the EU Council in 2018 (Bulgaria) and 2020 respectively (Croatia), as well as presenting scenarios to address the challenges affecting the Union at present and which could have implications for Member States and their citizens, at least in the medium term. Thus, an outline of the vision of the two Balkan countries on the EU's future and welfare that will be implemented during the six-month mandates of the Council Presidency, as well as an outline on how Romania will support the two neighboring states during their own mandate to ensure continuity of the agenda. This overview was the starting point in the debate on public communication and the role of the media in addressing topical issues on the European agenda at national level, but also on the involvement of journalists in the discussions regarding the organization and running of the Bulgarian and Croatian Presidencies in the public space. The discussion also addressed the possibility of shaping the common themes of the agenda that can be taken over by Romania during the exercise of the Presidency in 2019.*

*The working language of the event was English and it was attended by a mixed audience, with representatives from the diplomatic corps of countries such as Georgia, Montenegro, Norway and Hungary as representatives of press agencies such as Agerpres, academics, students, as well as representatives of NGOs with a European outlook, such as Europuls.*

*A detailed look at the discussion which took place during the event can be tracked by accessing the following [link](#).*