



EU*Ro Media,

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

Newsletter no. 2 – May 2016

Dear friends,

*Welcome to the second 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 newsletter puts an emphasis on the three Open lectures organized by the Department of International Relations and Public Administration as part of the series of reunions with ambassadors of the European Union Member States' embassies in Romania, having the overarching theme **The rotating EU Council Presidency**.*

For further information on these events and the project, please consult the web page of the project.

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.*

** The selection process began in March 2016 and is now completed.*

*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 in the public sphere through their activity.*

*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.*

Preparations for the teaching content and methodology began in January 2016 and are, at the moment, almost concluded. The teaching activities will be coordinated by the teaching staff: Professor Iordan Gh. BĂRBULESCU, Phd.; Associate Professor Diego VARELA Phd.; Lecturer Oana Andreea ION, Phd.

List of courses:

1. European Affairs, freedom of expression and information: legal basis and practical application at national and supranational level
2. Making Europe News: Building a European Public Sphere vs. Framing the European Union in National Public Spheres
3. Strategic communication themes in the EU and its Member States
4. Institutional architecture and communication in the European Union

Open Lecture on the Polish, Slovak and Dutch Perspectives of the EU Council Presidency as part of the series of events organized in the context of the Jean Monnet Module "EU*Ro Media, European Standards, Romanian Application: The Media Roadmap for Romania's EU Council Presidency".

The events belong to a series of reunions with ambassadors of the European Union Member States in Romania, having the overarching theme The Rotating EU Council Presidency. The subject is of utmost importance for Romania, that will hold the Council Presidency in the second half of 2019 for the first time since its accession to the EU; DRIIE started the promotion of this subject during the fall of 2015 through the **Jean Monnet Module EU*Ro Media. European Standards, Romanian Application: The Media Roadmap for Romania's EU Council Presidency.**

The Department of International Relations and European Integration of the National University of Political Studies and Public Administration (NUPSPA), in cooperation with the embassies of the Republic of Poland, Slovakia and the Kingdom of the Netherlands to Romania, hosted the events on April 11th, April 25th, and respectively, May 26th on the premises of the institution.

The public profile of these events facilitated the participation of a diversified audience – students, representatives of the academic environment, mass-media and civil society – and fosters, on one hand, the debate on the opportunities and challenges of preparing and exercising the EU Council Presidency from a national and European perspective, through the lens of previous Member States' experience, and, on the other hand, the spread of concerning discussions outside universities.

For further information on the Open lectures and the Jean Monnet Module, please consult the link: <http://europolity.eu/euromedia-module/>