

THE PUBLIC CONSTRUCTION OF THE EUROPEANIZATION. INSTITUTIONAL PRACTICES AND THE ADJUSTMENT OF EUROPEAN NORMS

CNCSIS Research Contract no. 303 / 2006-2007

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The project approaches the theme of Europeanization and the way in which institutional actors (from public administration and mass media) perceive and use European policies and norms in different public interactions. The project develops existing theories referring to Europeanization - theories that make the distinction between 'European integration' and 'Europeanization', between the spreading and the adoption of European norms and the varied social logics of adaptation to these. We intend to focus on the way in which political, institutional and media actors are constructing various forms of 'European identities' for themselves in public space, by drawing on and adjusting a range of identity discourses.

The project transforms the existent notion of cognitive Europeanization into an operative concept, meaning: within the application of community policies there are interlapping meanings that social actors attribute to these policies, as well as a whole public culture in which the actor formed himself and exercised his abilities.

We will address the following questions:

- To what extent do public actors draw on identity discourse in order to problematize various aspects that relate to Romania's integration into Europe? What public issues are thematized? What public issues are obscured or ignored? To what extent can we say that identity discourses are contributing to the emergence of a deliberative public space in matters of European integration?
- What types of identities (national, regional, cultural, civic, etc.) are politicians and the media privileging when they approach European integration issues? What identity stereotypes are selectively drawn upon, engaged with, and why?
- How is Europeanization built as a public issue?