

MASS MEDIA AND THE RECONFIGURATION OF THE NATIONAL PUBLIC SPACE IN THE CONTEXT OF EUROPEAN INTEGRATION

Research Project 2006-2007

The project covers the following research areas:

- 1) Analysis of the main media forms of debate and use of European regulations (how is the social actors' perception of the EU integration being covered by the media? how do social actors recontextualize the European norms and values in their professional fields and how is this process being media covered?);
- 2) New communication and commitment practices in the public space (the media construction of the public opinion's emotional climate; how is the moral pressure of individuals, groups, communities and/or "anonymous audiences" being activated through the mass media?);
- 3) The reconfiguration of "the journalist's mission" in the context of Romania's EU accession (How did the media coverage of European topics develop in Romania from the perspective of the journalist's assumed role? To what extent has Romania's EU accession on January the 1st 2007 marked the beginning of changes in terms of the journalists' positioning towards the public opinion and the political class?).
- 4) The social and cultural impact of the Internet in the Romanian society – the analysis of the students' and teenagers' consumer behaviors related to audio- visual programs and to Internet use.