

**OVIDIUS UNIVERSITY
ANNALS**

**ECONOMIC SCIENCES
SERIES**

**Volume XIV
Special Issue**

Economy and Society

Year 2014

OVIDIUS UNIVERSITY ANNALS

ECONOMIC SCIENCES SERIES

Volume XIV
Special Issue

Economy and Society

2014

EDITORIAL BOARD

EDITOR in CHIEF:

- Professor, PhD. **Elena Cerasela Spătariu**, Dean, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania

MEMBERS:

- Professor, PhD. **Paolo Andrei**, Università degli Studi di Parma, Italy;
- Professor, PhD. **Stefano Azzali**, Università degli Studi di Parma, Italy;
- Professor, PhD. **Grigore Belostecinic**, ASEM Chişinău, Republic of Moldova;
- Professor, PhD. **Jacky Mathonnat**, L’Universite D’Auvergne, Clermont1, Clermont–Ferrand, France;
- Professor, PhD. **Viorel Cornescu**, University of Bucharest, Romania;
- Professor, PhD. **Mykhaylo Postan**, Odessa National Maritime University, Ukraine;
- Associate Professor, PhD. **Rose-Marie Borges**, Université d’Auvergne, France.

SCIENTIFIC COMMITTEE:

- Professor, PhD. **Ion Botescu**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Professor, PhD. **Elena Condrea**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Professor, PhD. **Paula Diane Corina Vancea**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Associate Professor, PhD. **Sorinel Cosma**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Associate Professor, PhD. **Cristina Duhnea**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Associate Professor, PhD. **Marian Ionel**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Associate Professor, PhD. **Simona Utureanu**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;

EDITORIAL SECRETARIES (Secretary Editor, Translator, Technical Editor):

- Lecturer, PhD. **Gabriela Gheorghiu**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Lecturer, PhD. **Silvia Ghiță-Mitrescu**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania.
- Lecturer, PhD. Student **Victor Jeflea**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania.
- Lecturer, PhD. **Andreea-Daniela Moraru**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Lecturer, PhD. **Cătălin Ploae**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Lecturer, PhD. Student **Ionuț Antohi**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;
- Teaching Assistant, PhD. Student **Dorinela Nancu**, Faculty of Economic Sciences, “Ovidius” University of Constanta, Romania;

TABLE OF CONTENTS

Section I: Current Economic Aspects

1.	Ciurlică Răducu-Iulian	Religion and Economic Development	2
2.	Codău Alexandra	Printed Media in Romania, Between Communication Exigencies and Economic Needs	5
3.	Dănilă Alexandra, Horga Maria-Gabriela	The Importance of Environmental Responsibility in Firm Financial Performance	11
4.	Dediu Magdalena	Development of the Railway Freight Transport System – Evolutions and Perspectives regarding the Transport Corridors	16
5.	Dediu Magdalena, Radu Riana Iren	Economic Evaluation of Policies for Creation of Railway Transport Corridors in Europe – Case Study for Micro-level Corridor A	21
6.	Horga Maria-Gabriela, Dănilă Alexandra	Tax Evasion within European Union - VAT Fraud	26
7.	Juganaru Mariana, Juganaru Ion-Danut	Research Concerning the Way the Community Perceives the Influence of Culture on the Economic and Social Life of a City	32
8.	Moraru Camelia, Popovici Norina	The Effect of Public Debt on Economic Growth	38
9.	Muntean Mihaela-Carmen, Alexa Ioana-Veronica, Toma Simona Valeria	Testing the Ricardian Model: Do the Data Confirm the Assumptions?	43
10.	Nițu Oana, Nițu Claudiu Valentin, Tileagă Cosmin Virgil	Competition Internlization in the European Market Economy, as an Objective of Romanian Economic Programs and Strategies	49
11.	Nițu Oana, Nițu Claudiu Valentin, Tileagă Cosmin Virgil	The Controlling Function by Means of a Performance Management System	53
12.	Ploae Cătălin	The Influence of Business Simulation on Students' Entrepreneurship	57

13	Popovici Norina, Moraru Camelia	A Perspective on the Quality of Banking Services	65
----	------------------------------------	--	----

Section II: Fundamental Social Values

1.	Boboaca Iuliana- Valentina	The Woman as a Product. A Case Study On	72
2.	Bogdan Alina	Diferences in Society Outlined Through Stand-up Comedy	78
3.	Chifane Cristina	Historical, Political and Ideological Influences in Translating Literature for Children	82
4.	Ciobanu (Niță) Janeta	The Religious Ethics of the Ecclesiastical Community in the History of Romanians	87
5.	Ciobanu (Niță) Janeta	Social Work and Spiritual Therapy in the Salvation of the Modern Man from moral collapse	92
6.	Ciornea Carmen, Pantazi Doru- Emanuel	The A.S.C.R. Member Sandu Tudor and the Christian Paradigm	97
7.	Ciurlică Răducu- Iulian	The Social and Misionary Role of Ortodox Church	103
8.	Coisin Marius Marcel	Asceticism and Spirituality in Modern Times	106
9.	Coisin Marius Marcel	Ecumenism - Ecumenical - Orthodoxy	111
10.	Crează (Cornilă) Liliana	Theories about Fashion as an Influential Factor in the Society	115
11.	Crează (Cornilă) Liliana	Romanian Symbol - Costumes, Traditions and Inspirations	119
12.	Croitor Ecaterina	From the Need for Responsibility as Philosophical Investigation to Responsibility as a Product of Moral Conscience; Methods of Operationalization	125

13.	Dîrmină Mădălina-Violeta	The Scandal of the Goncourt Prize - Vintilă Horia	131
14.	Dumitra (Manea) Alina Ramona	The Publicist Ion Vinea's Literary and Economic Directions	136
15.	Dumitrache (Vârlan) Cecilia-Iuliana	On Style and Language in Arthur Schopenhauer's Philosophical Writings	141
16.	Ganea Marcela, Udrescu Mircea	Peripheral Lives and Riots in Modern Europe: 3 Case Studies- Paris 2005, London 2011, Bucharest 2012	147
17.	Lazăr Mihaela-Cristina	Gendered Geographies and the Economy of Bodily Topographies: The Representation of Border, Body and Space in Jeanette Winterson's <i>The Passion and Gut Symmetries</i>	153
18.	Lazăr Mihaela-Cristina	Narrativizing Disease, Consuming the „Other”: Food, Illness and Gender Stereotypes in Jeanette Winterson's <i>Written on the Body</i>	159
19.	Malciu Mihaela Denis	The Genesis of a Compressed Society Ruled by Dictatorial Forces thru Terror Installment	165
20.	Malciu Mihaela Denis	Self Identity Tension onto Compensation, Secret will Mythology (Gnosiology Study upon Night Knowledge Novel theme)	169
21.	Moldovan Anda-Elena	The Political Speech in the Play <i>O scrisoare pierdută</i> [<i>A Lost Letter</i>]	174
22.	Moldoveanu Mirela	Anton Holban's Refuge through Prose during the Communist Regime	179
23.	Murariu Marius Constantin	The Origins of Byzantine Music	183
24.	Murariu Marius Constantin	Psalms in the Primary Church Neotestamentary and Patristical Testimonials	188
25.	Onofrei Margareta	A Paradoxical Destiny and a Paradoxical Era	194

26.	Pantazi Doru- Emanuel, Ciornea Carmen	The Relationship between Church and State throughout History	199
27.	Parpală (Dumitrescu) Maria Magdalena	Literature under Communism	204
28.	Parpală (Dumitrescu) Maria Magdalena	Postmodern Anticipations during Communism	208
29.	Pascu Alina Oana	Fictions that Kill in Man in the Dark	212
30.	Pascu Alina Oana	Intermediality and Identity Metafiction in Paul Auster's and Jonathan Safran Foer's Novels	218
31.	Pefțiți-Dobre (Ciobotaru) Anamaria	The Theme of Death and of the Self in Max Blecher's Works	224
32.	Pefțiți-Dobre (Ciobotaru) Anamaria	The identity of paratopie in Max Blecher' s novels	228
33.	Pleșca Gianni	Bodily resurrection and the mystery of the bodily transformation in 1 Corinthians 15	232
34.	Pleșca Gianni	Καὶνὴ Κτίσις: The Vision For A Life in Christ In The 2 Corinthians 5:17	238
35.	Praisler Alexandru	The Translator behind the Scenes	244
36.	Săvescu (Ghenghea) Elena	The Role of Media in Society	248
37.	Vizante Dan	The concept of man in ancient Mesopotamia	251
38.	Vizante Dan	The Spiritual Being and Communion of Man with God, His Fellow People and All of Creation	255

The Role of Media in Society

Săvescu (Ghenghea) Elena
Stefan cel Mare University of Suceava
Letters and Communication Sciences Faculty
liana_savescu@yahoo.com

Abstract

Our study will analyze, in a quite light manner the media roles in society. Of course, a throwback in time, at the moment of appearance of the first newspaper, was necessary.

The second part of the study comprises a series of items related by the current passing transformations regardless of media type. Thus, nowadays, the press is more interested in getting the financial gains, than in its role as a main source of information.

Key words: Newspaper, media, information, society, people

Introduction

Considered to be a reflection of the society, media has become extremely necessary for almost everyone. Media has always played a significant role in the society, because its main purpose is to inform, to offer the latest news, to facilitate connections between people all over the world.

Newspapers - one of the most important tools of democracy

From historically point of view, the most common form of the distribution of information was word of mouth, which is still one of the most powerful tools in the sharing of information today.

Things have changed the moment when the first newspaper appeared, because the newspaper is one of the initial communication tools of the society. They've been the most usual and a generally received medium to be used in conveying the local, regional, national and international news to readers. The need for information is one of basic data of the whole social life. Searching for origins of the newspapers, we might be able to find equivalent to journalism of some

civilizations which have not known the pattern.

First code of public information has been Acta Diurna a Roman form of newspaper, which occur daily, starting from the year 59 B.C. Displayed in the city in public places where people used to gather, this newspaper was established by Julius Caesar and not much different from the nowadays tabloids.

Thus, in the newspaper were inserted social and political news, details of the criminal trials and executions, announcements of marriage, deliveries and deaths, and even sports and cultural news what were taking place at circus maximus and the Colosseum.

At the beginning of the 17th century, newspapers had reached in a form close to the one we know today. First sheet considered to be a newspaper in the true meaning of the word, an initial marketing bulletin circulating among the merchants of Antwerp and Venice, was News of Antwerp, published in The Netherlands year 1605.

The 17th century marked the publishing of newspapers in many countries. However, despite its content and the considerable increase of its audience, the press did not yet get the consideration on which its important novelty imposed.

The accelerated development of world market and the revolutionary periods have increased the importance of the press related events and the people's curiosity of what it meant breaking news. These are the most important reasons that conferred on press the title of the fourth power.

At the beginning, the newspapers helped people to get informed and today they are doing the same. Most of them inform people about the incidents, they write about any fact or event happening all over the world and they help in developing public opinion. Newspaper informs about the political activities, the new laws or the sports and activities happening in the society. Also, the newspapers are one of the

most important source concerning job vacancies and admission in school or colleges, about things that can be bought or sold. Nowadays, the role of newspapers is very significant in the promotion of trade, commerce, and business.

Living nowadays means to confront with lots of texts, as far as the short-lived, as invading: advertising messages, phone books, newspapers, posters, tourist guides, e-mail advertising ... These statements over which we take a look, we turn over or consult, but seldom we read them in the real meaning of the word.(Maingueneau, 2007)

But newspapers have many other roles. For example, most of the modern day papers have a section for the readers' opinion about any event in the society. This is an important way to keep in permanent contact with the readers and to support the development of the public opinion.

The modern media

We are surrounded by media and that's why media plays a very significant role in our society today. Newspapers, magazines, shows on TV, the music on the radio, news on the internet, everything means media and we can not live without it. Media facilitates the access to the information and it fully contributes to the formation of people's opinion.

Using any of the methods mentioned by Carl Hausman, the normal pyramid, the up side down pyramid or the combined one any journalist provide six areas of information: who, what, where, why, and how because these are the most important things the readers are interested, concerning any fact or event. Because society is influenced by media in many ways, the media has to help people to get informed about almost everything and also to form opinions and make judgments regarding the related facts. So, media has to be done in a responsible way which means to keep balance between good and bad.

In a democratic society, media has to be a real locomotive, to act like a guardian who work to keep that society well informed from all point of view. The media has to watch permanently that the democracy to function and trigger the alarm when something goes

wrong, because the media has to speak for the people.

Journalistic texts must have a number of special features. When we open a newspaper, we expect to find in its pages certain types of texts. We hope that we will find exciting titles, consistent texts that inform us about current facts, or events that might interest us. We expect also to read texts in a specific form, because the journalistic texts do not offer brute information. In the case of journalistic texts, information is filtered by the journalist so as to meet the public's expectations.

The sociologist Abraham Moles defines information as *"the amount of originality, unpredictable that bring a message"* (Moles, Abraham, 1967). Filtering information in mass media is not an endeavor done at random. It depends on the nature of the information, the transmission channel (printed press, radio, television, internet) but also on the type of text file that the author wants to achieve (news, reportage, interview, survey, comment).

As a mean of transmitting information, journalistic text is printed in a publication or broadcast of a radio/television program and it respects the graphical and ideological code of publication or the program format of the station in question.

It is also a merchandise (a product meant to be bought and consumed) but a support for the required or desired information. As a result of these constraints, the information will be structured taking into account both of the references or of the public, as well as the functional elements of the related event.

The evaluation of information depending on the degree of involvement of the public often offers to the journalist arguments for choosing the genre publishing activities and the space or the time granted by the respective media information. The information could affect a wider audience or smaller, can involve immediate reactions, removed or not stirs any echo. For example a transport Bucharest strike involve immediate reactions to the inhabitants of the capital, while a strike in the CFR involves the entire population of the country.

In the modern society media has many other roles besides informing or making connections between different parts of the society. Education represents, also an

important role of media. The young people can be easily influenced by media. Most of the teenagers try to be like the role models media has presented, to act like them because they simply need attention, or affection, or love. Sometimes, media even affects young people's perception about life, by getting into their mind, disturbing them or changing their behavior, in a good or bad manner.

Entertainment and advertisement are other two very important media roles. There is no doubt media has played significant roles in connecting people all over the world but modern media has become more interested in making money, centering on the news which are hot and good at selling. Thus media these days had to change to draw the readers' attention on the fact considered to be important for each type of media channel. One of the most important reasons media has to have such an attitude is due to the fact we live in a world strongly connected with money, so quite often, important figures in the society are targeted just for the media to earn as much money as it can from publicity and selling.

But, using a correct editorial policy, trying to be honest with their readers, listeners or viewers almost all types of media will continue to be able to change the society, the way people think and they can easily become a very powerful social tool.

Conclusion

The article has offered a short description of the roles that media has played and continue to play in society. Of course, there are many aspects which can be analyzed more profound and the results of the former analyses will be different enough from that in these article.

It will be a chance for other researchers to try to find other roles that media played or plays and I hope that the study will represent an important source of information for them.

References

- [1] Mangueneau, Dominique, „*Analiza textelor de comunicare*”, Editura Institutul European, Iași, 2007, pp.13
- [2] Hausman, Carl, 1992, “*Crafting the News for Electronic Media*”, Wadsworth Publishing Co, 1992, in *Journalisme textbook. Essential*

techniques of writing, coordinated by Coman Mihai

- [3] Moles, Abraham, 1967, “*Sociodinamica culturii*”, Ed. Stiintifica, Bucuresti

This work was supported by the project "Sustainable performance in doctoral and post-doctoral research - PERFORM" co-funded from the European Social Fund through the Development of Human Resources Operational Programme 2007-2013, contract no. POSDRU /159/1.5/S/138963