

EU*Ro Media,

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

Dear friends,

Newsletter no. 6 – August 2017

Welcome to the sixth 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 contains information about the event on 25th of May with regard to the preparation of the Romanian EU Council Presidency in 2019 and also on the outcome of the courses held at the SNSPA headquarters from June 12th to June 24th.

First of all, in what concerns the event of 25th May with regard to the presentation of the Romanian EU Council Presidency, the EU*Ro Media team organized it as part of the **Reconstructing Europe Summer School** for students seeking to broaden their knowledge of EU politics and finding out more info about the MA programmes of the Department. Although the Summer School targeted students on the BA and MA level, the event dedicated to the 2019 Presidency of the Council was open for attendance to the general public who had the opportunity to engage in a vivid dialogue with the representative of the Ministry of Foreign Affairs, Ms. Doris Mircea, the director of the InfoEuropa Centre. Ms. Mircea talked about the developments regarding the communication strategy of the Romanian Presidency, including the visits to partner member states such as Estonia (the current chair of the Council) for the exchange of good practices. Overall, by including the event among the activities of the Summer School, the project's objectives, activities and past results have been further disseminated outside the target group to approximately 40 people. Moreover, the event attracted the attention of the media which was present on site through the news agency Agerpres which subsequently issued a communiqué and photos of the meeting. Finally, the dialogue regarding Romania's EU Council Presidency in 2019 was not aimed at replacing the annual conference of the Module that will be organized in November at the SNSPA HQ with a focus on the Balkan perspective of the EU Council Presidency where official representatives of Bulgaria (upcoming Presidency in 2018) and Croatia (trio partner of Romania in 2020) alongside Romanian journalists are expected to attend.

*Second of all, the courses were attended by 20 participants with a professional and educational background in journalism/communication, economics or law who have engaged in fruitful conversations and interactive exercises during the in-class and online lectures. The dynamic and relaxed environment where the courses were carried out facilitated the exchange of opinions related to the information provided by the teaching staff, the exchange of good practices in the field of communication and journalism and constructive criticism related to assignments among the attendants. In addition, the participants have worked in teams of four people and managed to produce five policy papers comprising recommendations on the communication strategy the coordinating institution for the preparation of the 2019 Council Presidency should take into consideration. For dissemination purposes, the aforementioned contributions will be available on the Eurosci platform, the Facebook page of the project and the website dedicated to an [academic simulation](#) of the Council Presidency run by the Department of International Relations and European Integration. Furthermore, due to the participants' personal contacts, the policy papers and general info about the EU*Ro Media Jean Monnet Module will be made available on several online websites such as Europunkt.ro and Observatorul cultural.*

For further information on the lectures 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.*

*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 teaching activities are coordinated by the teaching staff: Professor Iordan Gh. BĂR-BULESCU, Phd.; Associate Professor Diego VARELA Phd.; 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.

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.