

Platforma de idei ACUM 2011

o. Opening

0.1. Roșia Montană: a problem of systematic elusion of responsibility

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Roșia Montană is one Romania's most important places of cultural significance, comprising a rich stratification of heritage values, starting with the ancient level, eminently represented by the vestiges of one of the most extensive and complex underground gold extraction systems known throughout the Roman World, and the surface elements that testify to a intense habitation of the area, continued by the medieval, the Renaissance and the modern levels, attested by consecutive sequences of the system of galleries, extraction chambers, paths, waste piles, reservoirs, water channels, processing installations and, amidst everything, the mining town, all set against the spectacular mountain backdrop. To these add the intangible elements, the particular social structure, determined by populations originated in diverse ethnic and cultural milieus, or the local traditions, beliefs and practices, but also associated elements, such as the remarkable literary or cinematographic portrayals of the place, owed to Ion Agârbiceanu, Geo Bogza, Dan Pița, Mircea Veroiu, Nicolae Mărgineanu.

Altogether, Roșia Montană stands for an outstanding cultural landscape, under threat from an open cast mining project. This latter would entail the excavation and definitive destruction of the largest part of the site, with grave consequences both to cultural heritage and the environment as a whole – be it natural, social or economic.

The present situation at Roșia Montană is an outcome of extensive or even systematic elusion of responsibility – civil, professional, administrative, and legal. Which were the strategies and mechanisms of elusion? Which are the consequences of this situation, regarded through the lens of cultural heritage? And which are, to this day, the actions meant to recover the situation and to promote the integrated conservation of the site? These questions, followed by a few answers, may provoke a wider reflection on the actual fate of the cultural heritage of Romania.

Key words: *cultural landscape, historic mining, heritage values, integrated conservation, responsibility.*

0.2. [Un]forgotten Monuments

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Started in 2008, the project originated in the need to investigate a subject on which there is little information – the manor houses of the nobility, ensembles located inside the Carpathian arch, dating from the 16th to the 19th century. The purpose of the project is to create an on-line free archive which would meet the curiosity of the public and provide a coherent source of information for specialists.

The first phase of the project was to experience architecture through direct contact with the built heritage and through gathering of on site information. The following step was organizing the information and creating the on-line database. Today, the project continues with the updating of the photo archive and the gathering of information relevant for the understanding of the historic, socio-politic, economic and artistic circumstances that led to the development of the country houses.

These over 300 residences bear witness of the architecture and lodging of the nobility from the former Austro-Hungarian Empire. They are local interpretations of the European artistic and architectural movements and consist of a residence surrounded by a parc or garden and anexes (stables, granaries, greenhouses, etc.). They were the heart of the rural communities. Following the expropriations of the 50's, these residences were transformed into headquarters for the local collective farms, hospitals, schools, etc. and continued to be local social poles. After 1989, most of these ensembles were abandoned and entered into a process of rapid decay.

The purpose of the project is to testify about these presently forgotten monuments, in order to reach the public and to make a first step towards their preservation and rescue.

The archive of the project can be found on www.monumenteuitate.com
and www.monumenteuitate.blogspot.com.

Sections:

I. Ethics and Social Justice

I.1. Social justice revisited: we may not like it, but we need it !

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One of the most important obstacles in the process of knowledge is the *ideologization of reality*. Metaphorically speaking, this means that the epistemic subject is putting the cart before the horse: he interprets reality according to a given set of ideological claims instead of extracting his ideas from the reality itself. Hence, my paper aims to challenge such an ideologization that distorted the idea of *social justice* in various ways. Social justice as a value is rejected from the neo-conservative perspective, a perspective that originated in the United States and which claims that the welfare state is dead. Unfortunately, right after the fall of communism, the criticism of planned economy and bureaucratic socialism was perverted by dogmatism, polemical vehemence and ideological blindness, which led to the loss of any notion of common good which, in turn, led to the decline of the idea of *social justice*. However, nowadays we need to provide ethical and epistemological foundations for a new discourse about social justice, about a more fair and humane society.

During the 1990's, the question was whether a *pragmatic approach* to social justice is possible, that is an approach that countervails the various types of idealistic speculative humanism. This question is ever more important today than two decades ago. In order to answer this question, I have employed the conceptual distinction between *finality values* and *high-efficiency values*, a distinction developed by Jean Piaget and tested for the first time in Romania in 1983-1985 at the Department of Social Science, University of Braşov. We shall see that the duality proposed by Piaget becomes useful in explaining several social phenomena – from the day-to-day behaviour of the ordinary individual to the conduct of large social groups. Among these, *the response to injustice* is presently of the greatest interest, given the current crisis and, particularly, the ways by which the heads of late capitalism are interpreting and handling this crisis.

Key words: *social justice; finality values; high-efficiency values; interesată interested; the response to injustice.*

I.2. Modern Business Corporation and the Logic of Natural Ethics of Property: Some Resolutions

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Conventionally, it is admitted that “the global modern capitalist world” is (also) the institutional result of the productivity in spatial and various expansion of corporate businesses. Corporations are, apart from the embodied idea of “distinct entity” that would define them (meaning “juridical animated person”), only a particular associative, interpersonal, structures. Somehow ironic, the detail which explains both the virtues and de vices of corporations is identical: the limited liability “privilege”. Thus, the obtainable capital of a corporation becomes superior to that of any other juridical associative form (potential profits being unlimited, with the limitation of losses), and the risks of limited

loss incite to technological innovations, alerting the general productive dynamics. But corporatism would somehow usurp the market spirit: it increases speculative instability, the ownership of assets is separated from their management, and the responsibility, melted in an impersonal vacuum; it increases concentration of power in the market (through productive scale effects and the inter-firms acquisitions and mergers mechanism), resulting in “a few” controlling the scarce resources in economy; it paroxysmally increases the managers obsession to dedicate profit to shareholders (for not to be replaced as result of “hostile takeovers”) and the capitalist ethos becomes much too materialist and much less CSR oriented; it increases the temptation to lose the personal moral spirit in corporatist entourages, because, it is said, where responsibility becomes limited, morality tends to follow suit. In our paper, armed with reasoning resulted from the libertarian ethic of private property rights (a logically and rigorously reconstructed extension of the precepts of classical liberalism, with its Lockean vision regarding natural property appropriation), we tried to enable the idea that in the corporation organization framework there is, ipso facto, nothing which make it to be seen as an abusable license offered by the state (through the “limited liability” mechanism), as we have acknowledged, in the light of this theoretical retesting, the corporation “which strictly acts in the market”, and so respecting, in the societal dynamic of labor division, third parties’ property rights (not abusing etatist privileges – monopoly, customs protection, public subsidies etc.), as structurally social benign.

Key words: *corporation, private property, limited liability, natural law ethics, statist privilege, moral hazard.*

I.3. Technocracy and Milenarism: The Impossibility of Moral Neutrality in Public Governance

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This paper attempts to analyze the consistency of the perspective that promotes the idea that there may be apolitical governance. Such a perspective, which is criticized in this material, has been formulated by numerous political scientists, sociologues and economists who advance the belief that public administration can operate without making value judgments. That means, without engaging in ideological debates. În present days, the core philosophy of the governmental act in the Western World starts from such a belief. It promotes the image of a public servant and of an entire professional administration with no political bias. The modern state is a „*problem-solver*” institution, a bureaucratic organism that „*manages things*” but does not „*govern people*”.

The present paper argues that this is an utopian position. Political governance is fundamentally a political act that engages ideological options and that cannot be amoral. The myth of apolitic technocratism, usually associated in the public discourse with extraordinary public choices, has the semblance of a milenarist faith. Reviewing the

international experience leads to the conclusion that the promotion of an independent technocracy is nothing but a step towards state aggrandizement and moral exoneration of public interventionism.

Key words: *technocracy, governance, state, morality, ethics.*

I.4. The Ethics of Environmental Protection

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Environmental problems are currently receiving more and more attention, not only from the general public, but also from the state authorities. Perhaps the most important question in this case is whether or not these environmental claims are consistent with a basic set of fundamental ethical principles.

The main objective of this paper is to analyze, from an ethical point of view, the environmental legislation, which is the main legal instrument used in regulating the environmental aspects of daily activities. The analysis will be conducted in accordance with five basic principles: *the principle of respecting private property (1), the nonaggression principle (2), the principle of individual responsibility (3), the principle of proportionality (4), and the principle of strict causality connection (5)*. Furthermore, the article will propose a possible legal alternative to environmental legislation.

The applied methodology consists of literature reviews and critical analysis. In particular cases, I will also use a transdisciplinary approach regarding the economic consequences of specific legal mechanisms.

The results of the current study underline the need for an alternative legal framework necessary for treating pollution as an interpersonal conflict between two or more individuals, who are trying to use the same scarce resource.

Keywords:

Environmental legislation = the sum of laws regulating aspects regarding environmental protection; necessary distinction between *administrative legislation* and *natural law*;

To take proceedings against the polluters = the possibility of private individuals to bring polluters to trial;

The principle of proportionality = principle according to which an individual (the aggressor) is liable to another individual (the victim) for the damages he has caused;

The principle of individual responsibility = principle according to which an individual is liable strictly for the results of his own actions;

The principle of strict causality connection = principle according to which the plaintiff must prove „beyond any reasonable doubt” a strict causal connection between the defendant and his aggression against the plaintiff.

I.5. Emancipation of Labor versus Human Emancipation; Hannah Arendt: Karl Marx and the Equivocals of the Emancipation Theory

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The theme of this study is the emancipation of labor and the contribution it can have on human emancipation. The thesis of the paper is that the labour emancipation represents the way by which man is able to retrieve their own humanity. But this article is mainly a criticism to the marxist theory of labour and human emancipation, a critique by Hannah Arendt to Karl Marx.

If Marx wanted through the communist revolution a labour emancipation, who will lead, in the end, to the emancipation of the human being, Arendt accounts that the emancipation of labour already occur and it didn't lead to freedom, as Marx believed, but in the enslavement in necessity and consumption.

Arendt sees in the communism theory a typical german attempt to accomplish a civic ideal of ancient Athens. This is why Marx does this three equivocal concepts: labour-work, property-welth, public-private. These equivocal leads to a contradiction in his theory, namely that, although he says the most important human activity is work, an activity that leads to complete fulfillment of human essence, also he adopts as his philosophical teleology the human emancipation from work. So despite all the promises to freedom for everyone Marx, in fact he denies it, because if he would provide freedom, according to his theory, he denies them the very condition as people.

Finally, Hannah Arendt attains this conclusion: the contradiction that Marx reaches is due to an ambiguity that has a deeper clear theme, namely: Marx's desire to return to ancient Greece, but in modern social conditions.

Key words: *emancipation of labour, human emancipation, critique of marxism.*

I.6. Ethical Guidelines in Modern Romanian Economic Literature. A Short Critique from the Austrian School Perspective

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Utilitarianism has not succeeded in the so called demonstration that it tried to make with regard to the value free character of its own principles and deductions. The *arch* under which are often found *economic* propositions together with those of *ethics* has two antagonistic names: free market vs. interventionism. In the inside of this *arch* different statements are made regarding the goals that it is supposed the society would generally

and undoubtedly follow: *efficiency* and *welfare*, but also regarding those who would avoid: *poverty*. The categories of subjects disputed both in free marketers camp and in interventionists camp are similar. We encounter statements on property rights allocation, private and public goods allocation, inequality vs. social equality, efficiency of resource allocation, macroeconomic policies (wages, inflation, unemployment, rate of exchange) and many others. In a way or another, all these statements are *means* for the same *end*: to be more *efficient* and *prosperous*. The present paper brings in discussion few modern romanian economic publications with the purpose of putting in light the pretense value free positions of their authors and, furthermore, to prove that their theses fail the universality test and thus, fail in an essential benchmark of the ethics discipline. The argumentation line is based upon an methodological individualistic and praxeological perspective, in the tradition of austrian school of economics.

Key words: *efficiency, welfare, property rights, utilitarianism, praxeology, ethics.*

II. The Patrimony of the „Bucharest Sociology School”

II. 1. Fagaras Country Small Boyars from the Perspective of Historical Sociology. Case Study: Dragus Village

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In this study we aim to reveal how small boyar families from Dragus area (Fogoros, Trambitas, Rogozea, Sofonea, Tataru, Jurcovan) were able to gain access, over time (since the eighteenth century, through the interwar period and up to 2011), to the most prestigious trades, occupations or professions in the political (mayor, deputy mayor), educational (teacher), spiritual (priest), economic (craftsmen, merchants, tavern-owners or owners of various „capital goods”) or traditional fields („Neighbourhood Father” – traditional leader of the local community organized on the basis of neighborhood, „Small Bailiff and Great Bailiff of the Christmas Procession” – traditional leader of the young unmarried men of the comunity) available at the local level.

The situation of the small boyars in the Dragus village (former Fagaras county, currently Brasov county) of the Fagaras Country, has been documented for the eighteenth-century period by means of tax assessments or land records drawn up by the Austrian government in Transylvania. For the interwar period, the works published by the Sociological School of Bucharest as a result of the monographic or documentation campaigns conducted in this locality in 1929, 1932 and 1933 have been consulted. The situation for 2011 has been drawn up following a documentation stage conducted by the author of the study this August. On this occasion several people were interviewed and a series of documents, made available by the extreme generosity of some of the locals, were collected.

Another point of interest of this study is the analyze the conflict observed in the interwar period (absent today) between traditional, legitimate and functional structures of

organization and local government (as was the case of the „Neighbourhood Father” and the „Small Bailiff and Great Bailiff of the Christmas Procession”) contrary to legal and constitutional rules of operation of the modern interwar Romanian state (following the recent, at that time, addition of Transylvania to Romania).

Keywords: *Small country-boyars, Dragus village (in Fagaras Country), monographic campaign, social development, Sociological School of Bucharest.*

II. 2. Mircea Vulcănescu – the economist

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Mircea Vulcănescu is nowadays better known as a cultural or religious philosopher and sociologist than as an economist. Nevertheless, his concernment with economics - started from either scientific research or institutional constraints – materialised in a long series of writings of extraordinary quality.

In our research we propose ourselves to deeply analyse this dimension of Vulcanescu’s personality. Our undertaking is still even more complex and we do not plan only to build a simple biographic profile, even from an intellectual perspective. Our method of choice will be the one of micro-history, meaning we will basically try to reshape his profile based on „clues” of historical realities which are so far „missed” or scarcely highlighted by „the big History”.

Goals: On one hand, deriving a well constructed picture of Mr. Vulcanescu, „the economist”, will help us better explore his engagement in the gustian School. In the end, his most solid sociological contribution was a study about the right research method to study the economic life of the village.

On the other hand, the identification of Mr. Vulcanescu, „the economist”, will rather serve as a mean and focal instrument to allow us a focus over some less discussed aspects of the interbelic social history: how was the Great Romania affected by the Great Depression, the cleavage between the city and the village, the economic profile of the homestead and the impact of the agrarian reform, the economic context prior to the 2nd World War.

The goal is to derive not just instrumental information useful to replenish an ideatic history from the economic space but also to build a realistic re-enactment of the economic history of the Great Romania.

Keywords: *micro-history, interbelic social history, gustian School, homestead, the Great Depression.*

II.3. H.H. Stahl – from Social Research to Social Monarchy

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In the '30s, during the economic crisis, the Sociological School of Bucharest divided, while the Legionary Movement became more and more successful among intellectual elite. After 1934 some of the monographists got hired at the Royal Cultural Foundation, together with the founder of the School, Dimitrie Gusti, and other sociologists entered the cultural circle from *Rânduiala Magazine* in 1935 and joined the Legionary Movement after a short time.

Henri H. Stahl belonged, together with Octavian Neamțu and Anton Golopenția, to the group of „old” monographists, who conducted research and cultural work in the villages. At the Cultural Foundation, Stahl was in charge with the *Direction for studies and documentaries*.

As a social investigator and author of the *Sociological Monographic Technique* (in 1934), Stahl wrote in 1939 *A series of advices about Social Service for the academic youth*, encouraging students and graduates to perform the mandatory work of Social Service in the villages to support the nation modernization.

Using the methods of representative bibliography, memories and oral history interview, the hereby study provides a description of Stahl's thinking system, which combined social-democracy, social research in the villages (Monography) and work in the service of Social Monarchy.

Key-words: Monography, social research, Social Monarchy, Nation

II. 4. 'Draga maichii, după tine îmi pare *și* rău *și* bine'- Rural transformation in the early writings of the Bucharest School of Sociology

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This paper examines the debates over social change in the Romanian countryside as represented in the writings of sociologists in the late 1920s and early 1930s. Founded in 1925 by Dimitrie Gusti, the Bucharest School of Sociology pioneered fieldwork expeditions as a means of producing knowledge about the rural population for governmental reform. The school brought together people with diverse backgrounds, objectives and political views offering them an opportunity to undertake field research in rural areas. After a period of intensive data collecting between 1925 and 1931, the scholars started to publish their findings both in academic journals and in the press. Despite their common background, conflicting readings of the countryside and its transformation emerged in this period of international crisis and socio-economic unrest. By integrating their voices in the fragmented and antagonistic media of the time, the sociologists used their field studies to support individual interpretations of what they saw

and heard in the countryside, often taking opposing positions. Analyzing the published materials of the Bucharest School of Sociology, I identify several the key categories through which change in the rural world was conceptualised. Following Bruce Mazlish's distinction between 'breakers' and the 'lamenters', I map opposing groups of texts - that mourned for the loss of tradition and the inevitability of change and those who supported it and tried to influence it – onto the wider debates of the time. Thus, by concentrating on this group of intellectuals, this paper sheds new light on the way rural transformation was conceptualised. Furthermore, it demonstrates how the 'new science' of sociology became implicated but also fundamentally altered the political debates around the future of the peasantry.

Key words: *rural, social change, sociology, interwar, Romania, Dimitrie Gusti*

II.5. The Relations between the Romanian and the Hungarian Sociologists in the Interwar Period

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The Hungarians living in Transylvania, who had to accept, after World War I, the status of ethnic minority, needed time to adapt to the new state of affairs, which they saw, at first, as extremely painful but temporary. It was only towards the end of the Twenties that a new generation of intellectuals, who lived through 'the Great War' as school children and have learned the Romanian language, firmly formulated the need to confront the new realities and to build new ideals, in accordance with these realities.

Leading representatives of this generation were the young intellectuals grouped around the periodical *Erdélyi Fiatalok* (The Transylvanian Youth), published in Cluj between 1930 and 1940. The magazine was written by students and young graduates of the Cluj universities. The writers were highly interested in Transylvania's Hungarian villages, the scientific study of which they saw as imperative. In this context, the young Transylvanian sociologists established scientific cooperation links with professor Dimitrie Gusti's sociology school in Bucharest, whose research they held in high esteem.

To explore the subject matter of the relationships between the Bucharest Sociology School and The Transylvanian Youth, our main research method is document analysis. We also employ other research tools, such as those used by the sociology of organizations and the sociology of communications, social network theory, content analysis and comparative study. Our starting hypothesis is that the Gusti School has strongly influenced the thinking and the conceptual world of the Hungarian intellectual elites between the two World Wars, and we are going to conclude that this influence extended to the Transylvanian Hungarian Society in its entirety.

Keywords: *Hungarians, Transylvania, young generation, sociology, village;*

II. 6. The Second Marginalization of the Bucharest School of Sociology

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In this paper I tackle a largely overlooked topic: the process – initially barely discernible – of limitation of sociological research during the 1970s in Romania. Within this process, I explore the reinstatement of the Bucharest School of Sociology. I analyze the reasons for the communist party's decreasing interest in sociological research, both before and after the demise of the 're-founder' of sociology, Miron Constantinescu, in 1974. Against this background of growing suspicion, which led in 1978 to the massive reduction of sociological education, the first revision signs regarding the 'opening' towards the Gustian school surfaced. For instance, following the strengthening of the 'national communist' trend within the leading party in the 1980s, a volume of Romanian sociology produced by the members of the Gustian school was banned from publication. However, at the same time, another book was promoted and its content and approach drastically restricted the importance of monographic sociology. Moreover, the works of the most important sociologists were not reprinted and H. H. Stahl, the most prominent member of the Gustian school, was refused publication of new works. So in this paper I analyze the background of these largely subtle politics and I believe the relevance of this investigation to be in the emphasis of continuity with regard to particular politics and approaches of some academic and cultural institutions even after the 1989 regime change.

Key words: Bucharest Sociological School; sociology in communist Romania; history of social sciences; political mechanisms in marginalizing social sciences.

II. 7. History and Sociology; a "Genealogical" Perspective

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What could we learn from reading correspondence dating back 70 years to the years of the Second World War, having the knowledge of the subsequent historical development? The sociologist is interested in seeing the way an event is produced, how it generates other actions, what motivations or strategies actors pose and how they interact. The present paper intends to identify those sociological concepts which could produce explanations in the geopolitical sphere related to the way Germany built its hegemony, starting from a "genealogical" perspective, by identifying the logics of a situation and comprehending a decision's underlying reason by using discursive analysis. We notice the way in which the "severe" peace treaty imposed upon Germany, led to large surveillance costs, which could not be supported by the winners, because of their "path dependency", which led to sacrificing the good for the sake "comfort". We understand how military success was the "test of truth" for an ideology and legitimized Nazi leaders, generating a "collective phantasm". We identify in the relations between Germany, Soviet

Russia and the Franco-English tandem every element defining a triad and hence all elements of power, which the game based on imposing/ accepting uncertainty generates. This is proof that sociological notions and concepts can produce revelations, when they territorialize new spaces, such as geopolitics and war.

Key words: *interdependency, surveillance costs, path dependency, power, uncertainty;*

II. 8. Among Dimitrie Gusti's Sources of inspiration: Women's and Feminist Organizations as (possible) precursors of Gustian monographic and interventionist activities

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In this paper I situate, from an organizational and social perspective, women's participation in sociological monographic campaigns and in social intervention activities initiated and/ or coordinated by Dimitrie Gusti. The main questions that have guided my inquiry are: What are the general social contexts and the contexts specific to social intervention and to organizational endeavors that contributed to the participation of a significant number of women in sociological research, voluntary royal student teams that performed "cultural action", and in the preparation for the implementation of the Social Service Law? What are the organizational and social interventionist antecedents that would better explain the inclusion of some research interests predominantly associated with women's lives and work – hitherto situated outside "legitimate" scholarly consideration – in the sociological examination and social intervention undertaken by the Bucharest Sociological School?

Thus, in my paper, I first show that women's involvement in studies tackling the living and working conditions of Romania's poor, especially those of women and children, and in education and social work activities was constant starting in the second half of the nineteenth century and particularly persistent during the first two decades of the twentieth century. This fundamental characteristic of women's and feminist organizations from the Romanian provinces and later Romania, on the one hand, shows that the inclusion of women students and researchers in the Gustian school did not occur in a vacuum and that there was a history of social research undertaken by women, and, on the other hand, supports the argument that Dimitrie Gusti took up or, at least, was aware and integrated in his sociological and interventionist system research topics, objectives and strategies – at least in the areas of family, women's lives and work, raising children, domestic industry – previously initiated and carried out by women's and feminist organizations.

The sociological monographic campaigns, the work of voluntary royal student teams and the preparations for the implementation of the Social Service Law constituted, from the beginning, a part of a broad project of social change wherein nation building was an essential component. Thus, sociological research represented the scientific foundation, based on unmediated field investigations, of a set of social activities and interventions that was targeted at the betterment, first and foremost, of the living and working

conditions of the rural population, and, to a lesser degree, of the urban one, especially towards the end of the 1920s. Conceptually and organizationally, the research and interventionist concerns of the institutions created and/ or coordinated by Dimitrie Gusti were, on the one hand, influenced by analogous activities and organizations undertaken in other countries. On the other hand, they were determined by the Romanian social, economic and political contexts and were inspired by previous social change activities carried out in the territories inhabited by Romanians. Within these latter approaches, I argue that women's and feminist organizations and activities constituted an important source of inspiration. This aspect has so far neither been observed, nor examined in the research on the Bucharest Sociological School.

Key words: *history of women's and feminist movements; women's history; history of sociology in Romania; Bucharest Sociological School; Dimitrie Gusti.*

III. „Organization and the Problematic of Work”

III.1. The unemployed, an „employed” without salary

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In this analysis I will try to describe the mechanism of an unemployed person once he leaves the machine-production. He is considered an anti-production agent but in reality upon the jobless person folds up an assemblage of economical production. The unemployed is a jobless person which can be defined as a body without organs who still produce financial resources. Here we have to deal with transgression of the surplus value concept which means a refuse of suffer and frustration and in the same time with an implantation of guiltiness upon the unemployed. First of all, the unemployed cannot have demands regarding financial resources result from all activities in which he is involved (e.g. courses, professional training, recruitment, etc), and on the other hand the unemployed is guilty because he cannot pass his condition. This way the unemployed can reterritorialize himself by finding a job or by opening his own business and becoming a power for himself, which is the mechanism of absolute power and control. None of the above situation is a problem of morality, life or destiny but is only a matter of flux production and making the unemployed a part of this flux.

Key words: *machine-production, anti-production agent, assemblage of economical production, body without organs, transgression of the surplus value, flux production.*

III.2. Fear in the post-socialist Romania

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Governed by mistrust, cold and hunger, the communist Romanian society experienced fear up to its highest intensity, in every aspect of social existence. Twenty years later, the world economic crisis is threatening to re-stage a similar play centred on one of the primary human emotions, fear. Despite what could eventually lead to an identical aftermath, the two scenarios differ in a variety of ways. The fear factor is now economic, rather than political, and the new hierarchy of fears is governed by material loss, rather than by the loss of freedom.

This paper aims to present a snapshot of the current map of social fears. What is fear? Which are its functions and dysfunctions? What creates fear, who could benefit from it and why? With a view to answering these questions, this paper is based on the interpretations of a questionnaire-based social survey conducted on various top and mid-level civil servants.

As this research will show, the present fears are level-sensitive, as managers perceive fear factors differently from lower level staff. The data obtained was confronted with a 2009 CURS research in order to better describe the evolution of fear from communism to the present social setting. As a result, compared to communist-era fears, the new fears appear as money-driven and cash-dependent, with greater emphasis being placed on efficiency and profit. In the light of these conclusions, fear is seen as a motivational tool, manipulatively used by managers to their personal or institutional benefit, but detrimental to the employees.

Keywords: *fear, public institutions, communism, emotions, workplace.*

III.3. Paths and Strategies of Professional Careers in Romanian Creative Industries

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The purpose of this paper is to analyze two aspects of the Romanian creative industries' labor market. First, I focus on the way creative workers build their careers in this economic sector. Thus, by using the standard / nonstandard distinction of employment relationships, I follow various career paths in order to analyze how a certain production system influences the individual careers and the organizational behavior. Second, I consider the strategies that creative workers adopt to manage with times when the job offer is restraint. In this case, since the changing employment relationships (from a standard form of work to a nonstandard one) implies that most of the risks related to economic failure are transferred to individual level, I will give a special attention to nonstandard workers (e.g. freelancers). This paper is based on a research conducted along the years 2009 and 2011, consisting of semi-structured interviews carried with individuals who work in the creative industries. The conclusions reveal an unbalanced

development of different Romanian creative sectors, which in turn has an impact on the various dimensions of individual careers (e.g. the role of education or the relation between monetary and non-monetary earnings) and on the distinct strategies adopted by creative workers in order to deal with risks caused by the fluctuating job offer.

Keywords: *creative industries, nonstandard work, standard work, career strategies, job offer fluctuation*

III. 4. Labor Market Perceptions of Accessibility of Vulnerable Groups*

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Research target is the disadvantaged groups in terms of employment opportunities (women, young people without work experience, unemployed over 45 years) to promote special measures for the implementation of a program of strategic objectives by eliminating situations severe social exclusion and improving opportunities for social inclusion - the insertion incentives and create new jobs and stimulate entrepreneurship. Since most of the policies of (re) insertion in active life started from the existing political power at a time in Romania, this study starts from the premise that the proposal of such solutions should take into account how obstacles and opportunities for vulnerable groups define their access to employment. In this case, the interest was to opinions, findings and opinions of groups with a difficult labor market (young unemployed, long-term unemployed, unemployed persons over 45 years, inactive) in relation to the application of the principle of real plan equal opportunities and treatment in employment. To explore the images already formed among the target groups on experience and opportunities to access the labor market compared with the level of qualification were used mainly by questionnaire survey and focus group interview. Research provides an insertion system active life of vulnerable groups and proposes concrete recommendations for action to increase accessibility to the labor market, the ultimate goal being a better match between training programs and real needs of the economies of the two counties.

Keywords: *unemployment, disadvantaged groups, social exclusion, employability, social inclusion.*

* This study is part of the research trends and skills needs of the labor market in Galati and Braila counties in the project development core competencies for integration and reintegration into working life of unemployed, inactive people and people looking for a job in the counties Galati and Braila, funded by European Social Fund, Operational Program Human Resources Development 2007-2013, POSDRU/100.2/5.1/G/77923.

III.5. Towards A Pan-European Identity: A comparative research project on the national anthems of European Union member states

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This letter is both a description of a comparative research project proposal and an invitation. In a complete version the project should have two main components. One of them concerns a basically sociological comparative research program on the national anthems of the EU countries and additionally of the other European countries, as well as the anthems of non-European countries which are considered relevant for the subject. The second component comes as a follow up and consists in a communication and Public Relations program, whose basic predicates are inferred from the results of comparative research.

The complexity of this undertaking requires an international, interdisciplinary team. Its most demanding version would imply that each research team should work upon each national anthem studied. It would be preferable but not mandatory if the teams are native to each country taken in consideration. The members of this team should come from different fields, such as sociology, linguistics, literature, history, musicology, anthropology, political science, PR event design and TV producers. There is always the possibility that the consequences of this letter may reveal that other skills are necessary.

At the present moment there is an explorative research team, ready to generate and to contrive this project. The team comprises teachers and students from both the Faculty of Sociology and Communication and the Faculty of Letters from “Transylvania” University of Brasov, Romania. But the achievement of this project requires an appropriate international research team, one that can also attract European funds. Therefore, with the most sincere friendship and the highest expectations, I invite you through this letter to become members of this team.

Keywords: *invitation, comparative research program, national anthems, national identities, pan-European identity.*

III.6. Intensive/Excessive use of internet and risks of internet addiction among specialized workers - gender and online activities differences

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The research’s problem was to find out if the amount of time the nowadays specialized workers spend online is a stronger indicator of an internet addiction compared with the types of internet activity they perform.

Method: Participants in the study were 100 professionals from Bucharest, Romania (57 male, 43 female, aged 23 - 55 years, $M = 32,70$, $SD = 8.28$). The data were collected by Young's Internet Addiction Test (IAT) (the English version, translated and adapted by Chang and Law, 2008) that assesses three dimensions of internet addiction (withdrawal and social problems, time management and performance, and reality substitute) and by a questionnaire related to the participants' gender, internet experience, the amount of time they spend online, types of online activities they practice.

The results confirmed the research's presuppositions. One Way ANOVAs revealed that the scores of measures of usage of five of 14 types of internet activity are differentiated by the participants' level of the internet addiction's dimensions. The correlation analyses showed: 1. positive correlations between the measure of usage of online social networks, blogs, real-time information networks, online shopping and the participants' level of withdrawal and social problems and of the reality substitute; 2. negative correlations between time management and performance and the measure of practicing of above mentioned online activities. Multivariate and univariate tests showed that the participants' level of withdrawal and social problems is differentiated: 1. by their internet experience in interaction with the internet usage, 2. by the internet usage in interaction with the measure of accessing online forums.

Conclusions: The findings support the idea that the functions of the internet are related to the excessive internet use but that this fact did not necessarily imply an internet addiction. This study provides an empirical foundation for the adults' counseling practices according to the nowadays people's tendencies to use intensively/excessively some of types of internet activity.

Key words: *internet addiction, internet activity, internet usage, internet experience, online activities.*

IV. Identity and Urban Subcultures

IV. 1. Situations of Communication in Advertising Discourse nowadays

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Our article starts from the premise that the situation of communication within the contemporary advertising discourse is a special one, influenced by many factors such as: the nature and specific of the interlocutors, the type of verbal interaction established between them, the situational context of communication. We focus our attention on analyzing the nature of the communication relationship established within the Romanian contemporary advertising. We have been equally interested both in the process of

`saying` and in the `attitude while saying` (that is the mechanism of building the proper verbal act and the attitude of the speaker during conversation (gestures, mimics, smiling, silence, raising or falling intonation, and so on). This is why we made use of two types of working tools: linguistics (more exactly, vocabulary) and pragmatics. Here you are a brief list of pragmatic concepts taken into consideration: verbal acts (types of verbal acts, particularities), units of micro-pragmatics, deictic elements, rules of communication. The results of our research are classified in accordance with the nature of the working tools made use of: linguistic or pragmatic.

Keywords: *advertising discourse, interlocutors, verbal act, deictic elements, expressivity.*

IV.2. Semiotic Recovery of Romantic Travels - Reflexions on The Tourist Discourse

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Constructing the tourist space as symbolic social space by making appeal to romantic signs and significances as well as casting the ‚romantic, nostalgic’ travelers in the roles of adventurers and explorers are the aspects that the current research aims to approach in order to answer the question on which the analysis is grounded, i.e. how the tourist experience is anticipated in the tourist discourse. The promotional tourist discourse, in the light of the Western tourist discourse, the romantic discourse particularly, pre-establishes the roles the travelers are to perform within the tourist space, constructing in this way an imaginary experience in a particular destination. The theoretical support of the research is the mythological system developed by Roland Barthes and the theatrical frame proposed by Erving Goffman. Likewise, the research addresses the concept of ideology which, approached within the mythological system of the social production of significances, enables the further use of the concept of ‘interpellation’ developed by Althusser in order to understand how travelers are invited to play the role of romantic adventurers. The research method is the semiotic analysis, i.e. theatrical semiotics, of promotional sites of ecotourism, emphasizing the extraordinary semiotic potential of texts to anticipate the tourist experience in a particular destination.

Keywords: *semiotics, ideology, interpellation, theatrical frame, romantic discourse.*

IV.3. Urban Configurations in the City of Braşov. Representations of the Centre

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The urban configuration of Braşov’s centre is comprised out of a series of streets, intersections, landmarks, historical buildings and limits, with special significance for

students. In this paper I intend to highlight a range of meanings of the city's residential shape and structure. In order to achieve this goal, I have analysed the mental maps drawn by students that live or are residents in Braşov. The mental maps were drawn individually. After comparing and combining them, I was able to obtain a composite map of the centre of Braşov. My approach is based on the classical theoretical theses of Kevin Lynch (1960) regarding one's ability to mentally represent a city (i.e. *imageability*). I have also considered useful the theoretical perspective provided by Peter Gould and Rodney White (2002 [1974]) regarding *spatiality*. By identifying the way the city is seen by students, I was able to obtain certain information regarding their behaviour, values and adaptive pattern. Likewise, I have analysed the *missing sections* from the students' mental maps, and the way this "blank sections" influence their daily activity.

Keywords: *mental map, imageability, spatiality.*

IV.4. Brasov People's Fears After EU Accession. Study Carried Out at the Level of Brasov Municipality

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This study is part of a wider research, a compared type based sociological survey using the questionnaire, applied in Brasov during January 2010 and June 2010: "Effects of the EU integration perceived at the level of Brasov community and its implications on life quality and styles." By trying to explain precisely these effects of European integration (as research objective) it was found that, in the scientific literature, the subject of the EU integration effort was oriented by means of the utilitarian theory (Gabel, 1998). Other international studies have also put in evidence that public opinion on EU integration matters, is determined by economic considerations and personal calculations such as cost-benefit (Anderson, 1995; Eichenberg and Dalton, 1993; Gabel, 1998). Using secondary analysis of the 2010 database and by following the proposed model of Ioan Mărginean, Iuliana Precupeţu and Ana Maria Preoteasa (2004) regarding the development of a measurement model of the post-accession EU fears, adapted to the Brasov realities and based on three dimensions (the sphere of private life, the sphere of social life and the relationship between the individual and the society), the statistical analysis provides new clues upon the types, the categories and the attitudinal fears profiles found in Brasov and their correlation with a new global factor - the economic crisis.

Keywords: *European integration, the evaluation of EU integration effects, the liberalization of the European economic market, types of fears, cluster analysis.*

IV.5. Study of religiosity and the Bucharest Sociological School. A comparative approach with the nowday model for the study of religiosity

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This approach consists in a brief overview of the monographic study of religion and religiosity proposed by the Bucharest Sociological School. We will examine several aspects: the definition and the operationalization of the of religion and religiosity concepts, establishing the paradigm within which they can be integrated. Also, the relationship between religion and magic will be developed as it appears in the religious customs, the main object of study in research on religiosity.

We consider that inherent limitations of the religion approach of the Bucharest Sociological School have the main cause the lack of the Christian religiosity definition. The starting point of monographic research was the definition and operationalization of the religious phenomenon in general. The strict reference to Christian religiosity is reduced in the data collection instruments. The emphasis on ritual and folk beliefs, on mythologic-magical dimension to the detriment of religion dimension, had as result a low visibility of the pure religiosity phenomena. Therefore, the religious phenomenon is dissolved in a solution of spiritual phenomena with a few elements of Christian religiosity. An ideal type in a weberian sense will help to diminish these limits. This will allow the measurement through comparison of the religious reality.

As a possible alternative, we associated a model of monographic analysis of the Romanian Orthodox religiosity, starting from the fundamental concepts of Gusti sociological system.

Keywords: *The Bucharest Sociological School, European Values Survey, the orthodox religiosity, ideal-type of religiosity, methodology.*

IV.6. Urban Identity: Ghosts, Practices and Values

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A spectrum haunts our cities and their administrators: it is the spectrum of urban identity. This spectrum, as any other spectrum, neither dead nor alive, neither material nor ideal, both discourse and practice, reaches us under the form of a question: Why is, if there still is, urban identity a value? Its haunting does not happen in an accidental moment: it comes after 50 years of incomplete urban modernisation and after 20 more of chaotic postmodernisation. It comes when our cities, just like their inhabitants seem to be less sure of their identity than ever. An identity neither dead, nor truly alive, neither anchored in architecture, nor solidly cast into images or common shared symbols, an identity that mobilises discourses on behalf of the administrations, experts, cultural animators or on duty ideologists, but being less interesting for the people who construct material identities, e.g. the architects.

Adding the question of urban identity on the daily agenda raises at least two types of interrogations and involves two approaches that must derive from these interrogations: on

one hand, an interrogation about the terms and the vocabulary we operate with: what does identity (still) mean, what does urban (still) mean, what does urban identity (still) mean? The approach will be a purely theoretical one and, without pretending to exhaust it, it will occupy the lines that follow.

On the other hand, an interrogation of its pertinence or opportunity in the context of the Romanian cities; the approach that accompanies it is one of sketching the most adapted urban policies in order to give content and continuity to the questions of urban identity.

Keywords: *identity, urban space, public policies, urban culture, generalized urbanity.*

IV.7. Barriers in the Evolution of Social Space -Evaluation of Public Management

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Fundamental pillars of this paper concern the qualitative and quantitative effects of the ongoing process of public administration reform in Romania, in line with the dynamism of social evolution. Thus, focusing on the public management literature and representative studies inroads, all of current reference, it has been made remarkable the influence of a new paradigm of public management focused on building a culture of public sector performance, characterized by efficiency, effectiveness and high quality services public, the replacement of hierarchical organizational structures, highly centralized, the decentralized structure, where decisions on resource allocation and service delivery are taken closer to the place of delivery, flexibility to explore alternatives to direct public provision and regulation of results that emphasizes cost efficiency.

Moreover, the findings of this study highlights three important issues: the persistence of an incomplete decentralization and deconcentration of public services, an inefficient correlation between initial organizational integration and monitoring and continuous improving of the civil servant, and although available the European Union funds does not stand yet as a a priority for a significant number of local government.

Considerable effects on the optimization of the basic elements of social space, in the current social uncertainty, the three output variables of the study are indwelling a central spot in the project proposal.

Keywords: *public management, the qualitative and quantitative evaluation, performance culture, cost efficiency, dynamism of social evolution.*

IV.8. Virtual Space and the diversification of Student Protest Forms

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Long Abstract Celebrating forty years since the protests of '68 and twenty years since the clash of communist regimes would be suitable pretexts to ask: are there anymore reasons in the "civilized world" to expect such mass protests or we can declare for the first time in history that the youth is pleased with the establishment of the welfare state?

I chose University of Nanterre (the place of initiation of '68 movements in Paris) to conduct my research as participant observer during my 2008-2009 postdoctoral fellowship. In addition to classic methods, I employed the visual techniques, which enriches the information and can induce a direct empathic state between the viewer and the author.

This diachronic comparison also lead to a discussion about the influence of virtual space over public attitude, to prove how website forums, socialising sites and blogs become the main place of gathering for youth in present time and stimulate their creativity in promoting new forms of protest (as die-in or brain-drain).

Keywords: *social movement, virtual space, visual anthropology, urban youth.*

IV. 9. Social representations of Irrational Behaviours of Crowds as Shown on Television News

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The paper wishes to constitute itself as an analysis of the ways in which irrational behaviours that occur during events involving crowds are represented in the Romanian mass-media, i.e. in news journals on television. These feature reports or comments on the behaviour of the masses usually hold facts and images with informational value to the minimum and choose to use those images that present uncontrolled or disorderly reactions of the participants.

Through the repetition of this single type of images representational patterns of individual and collective behaviour occur within the television news journals which cover celebrations, concerts, sporting or religious events. The news emphasises and labels those reactions and actions which are thought of as a contravention to behaviour norms, such as aggression, panic, loss of consciousness etc. Using Serge Moscovici's association of social representations and diffusion, one can support the idea that through the latter, through mass media, the social representations (of the irrational) receive a visual component. The television news appropriate the common standards for thought, behaviour, feelings, agreed that they are necessary for a stable social order. Thus, the media will also hold the standards for an acceptable irrational behaviour. This attitude comes in addition to the inherent search for drama within reality practiced by media and

enriches the effects of televised images. Also, it offers a ready-made perspective on the irrational behaviour and stands as a normative instance.

The study wishes to identify and interpret visual clichés and their frequency by analysing television news' feature reports that deal with two current events involving masses of people.

Key words: *social representations, diffusion, mass media, crowds, irrational behavior.*

V. Social Policies. , *Public Health and Interventions in the Social Space*

V.1. The Couple Relationship Decalogue

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A certain degree of conflict is inevitable in human relationships and it is impossible not to occur in family and couple relationships. Ignoring or denying the existence of conflict may increase the problems we face. In fact, creative and positive use of conflict can lead to some progress in the evolution of family relationships. Through dissent and conflict reveals flaws in our relationship. Ideal would be not to come here, but as this is not possible, then, by the principles we apply regularly and with perseverance we can diminish the negative consequences of help us strengthen our couple.

This work is the result of solutions offered during the family and couple counseling sessions but also by the contribution of the literature.

Keywords: *couple relationship, conflict, taking responsibility, consequences.*

V.2. Considerations on the Intensity and Structure of Mortality in Romania, an in the European and the Global Context

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The author emphasizes, primarily, an analysis of mortality in recent years, in Romania, highlighting the differences in overall mortality and mortality by age and gender, using life expectancy at birth and at different ages, and specific mortality rates by ages as indicators. Secondly, the article provides a frame for the position of various medical causes of mortality by gender and age. Thirdly, specific features of population mortality in Romania are highlighted and related to the situation of other European countries and of other areas of the world, by case. The purpose of the whole approach is delineating strategies of health policies in our country for its approaching to the standards of more developed countries.

V.3. Smoking Prevalence in Romania. a Secondary Data Analysis

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This article presents the results of a secondary data analysis regarding the smoking prevalence in Romania. The research stake: In the public health policies smoking is nowadays considered the biggest avoidable threat. The efforts to monitor this phenomenon and the interventions to reduce smoking prevalence are part of European Union public health strategies. The analysis objectives: Identifying relevant indicators that measure the prevalence of smoking in Romania, analyzing their evolution over time and comparing them with data from other European Union countries. Methodology: The secondary analysis used data from Eurobarometer 2006 (the first Eurobarometer on smoking which recorded data about Romania) and Eurobarometer 2010 (the latest published). The indicators selected for the analysis are the following: the proportion of smokers, the proportion of ex-smokers, the average number of cigarettes smoked per day, the frequency of quit attempts, the smoking cessation motivation, the places where people smoke and the perception about anti-smoking campaigns/policies. Main results: Romania is very close to the European average in terms of basic indicators of tobacco consumption. The proportion of people who quit smoking from 2006 to 2010 is significantly lower than in Europe, but it follows the same upward trend. Contrary to the European trend in Romania has increased the average number of cigarettes smoked per day. Romanians have a higher tendency for smoking cessation in relation to the European average but the smoking cessation has the same type of motivation as in the most European countries. Romanians smoke more at home or at work compared with the European average. Romanians consider that the most effective anti-smoking measure is putting picture health warnings on all packages of tobacco products.

Keywords: *smoking prevalence, secondary analysis, Eurobarometer, anti-smoking policy.*

V. 4. „Pro Adopt” – A Good Practice Experience in Adoptions

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Social Assistance and Child Protection**

In Romania, as in most countries, the child social protection system has the best interests of its main purpose. Adoption is an act of love that the adoptive family made for the child. Through adoption, each child is given the chance to enjoy his own permanent family. The Covasna "PRO ADOPT" project, was developed by Holt Romania Foundation Consulting and Social Services for Children and Families, funded by World Learning and in partnership with DGASPC Mures, Covasna, Suceava, Iasi, Bacau, Alba, Dambovita, Ilfov, Braila, Ialomita, Giurgiu, Constanta. By organizing meetings, the association aims to provide a framework in which adoptive families to communicate, to discuss problems encountered and to share each other`s experience, and at the same time, to create an environment in which children interact and to promote understanding and to develop confidence in themselves and others. In 2006 the association, together with parents, formed the three areas of the county for support groups. At the support groups were invited to participate judges, psychologists and a pediatrician and a specialist in the County School Inspectorate. Currently, the Association of adoptive parents counts over 100 families and the large number of participants in the activities we have organized reflects the interest that exists for such meetings, resulting in the conviction that the association can contribute to knowledge and understanding issues involved in adoption and to achieve a balanced climate, favorable for children development. For all the activities that we conduct, the financial mechanism is supported by adoptive parents.

Key words: *adoption, "Pro Adopt" project, association, adoptive family.*

VI. Recognition and Memory: in Honour to Petru ILUȚ

I.1. The Identity "Crisis" at Third Age – Truth or Myth?

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This paper purpose to talk about an actual theme: third age identity transformings. I shall bring into discussion the concepts regarding "self" and "identity" (notions which are discussed and developed fully on professor PhD Petru Ilut in his books: "*Self and his cognition*" and "*Social Psychology and Sociopsychology*"), through the plurydisciplinary perspectives description point of view and these concepts are interpreted depending on the persons age. The theorists notice that, on the third age level there are some identity transformations, which, usually, begin with the entrance in the retirement period, when the identity "crisis" appears and at this it add some third age' problems. These concepts were integrated into a research which I was effectuated during April 2008-May 2009 and was published in my PhD thesis "Elderly as a resource in the family and society", which

was coordinated on professor PhD Petru Iluț, research which analysed, inter alia, identity transformings of elderly people from Brasov city.

Keys words: *self, identity, the identity “crisis”, the “empty nest” syndrome, self-esteem.*

VI.2 Interdisciplinarity in Petru Iluț Sociopsychology

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Professor Petru Iluț promote in his papers concepts and notions that covers the territory which is disputed of two sciences – psychology and sociology. Such a configuration is created with its own semantics and most psychologists take and reproduce it.

The stake of my lecture is to explain concepts such as:

- psychosocial illusions/optical illusions;
- emotional capital/ emotional intelligence;
- self esteem – not as a panacea;

based on interdisciplinary problematization and also pluri, trans and multidisciplinary debate in sociopsychology field.

Basic principles applied in the proposed approach:

- view the above mentioned concepts from different perspectives (eg. optical illusion is explained on the laws of perception - illusions of length, shape, contrast, movement specific to general psychology, while psychosocial illusion involves different interpretations of social realities, such as causal and correlational illusions specific to social psychology);
- creating explanatory schemes that goes hand in hand with theoretical interpretations of experimental data, transferring information from one area to another, or methods from one discipline to another (for example, explicit self-esteem have been used in clinical trials psychology and sociometric tests in social psychology).

The final result of interdisciplinary action involve the production of new abilities, skills, ideas, to create a global perspective on the phenomena of different levels of significance (eg. intelligence seen from all perspectives: emotional, social, cognitive).

In my presentation I will try to explain to what extent these assets meet interdisciplinary concepts.

Keywords: *territoriality, interdisciplinary, sociopsychology*

VI.3. Petru Iluț and the paradigm of costs and benefits in approaching family

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In his efforts to investigate and explain the various dimensions of family, Professor Petru Iluț has focused his attention on the cost-benefit paradigm, while drawing on other classic and contemporary sociological perspectives. The method of cost-benefit analysis has been used in addressing issues such as the choosing of marital partner, the dynamic of roles in family, organization of family budget, family panning as marital partners' decision, divorce, remarriage, nonmarital alternatives. This perspective is the founding to a „scientific discipline” in the sense that we understand that a scientific discipline is based on the ability to produce a system of rules, which, in turn, are capable of producing knowledge, accepted by the scientific community as a valid system, a system able to generate new sentences of truth, but also to produce errors that are not residues or foreign bodies, but are inextricably connected with the truth production. This intervention will indicate the sentences of truth which the cost-benefit perspective can assume, but also its limits. In other words, we affirm that the professor Iluț is the founder of a „scientific discipline” and his works will be used by those who base their research on cost-benefit analysis in the field of family and marriage, but also will be used by all those who contested this perspective. Does not Popper sustain the idea that the progress of a science consists in the ability to indicate the limits and errors that appear in scientific research?

Key words: *costs, benefits, capital, rational strategies.*

VI.4. Sociopsychology of canonization: Petru Iluț in the structure of sociological memory

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Disciplinary canonization is understood as the process by which a prominent member of the community of specialists is installed into the structure of institutional memory administered by that community. After a short introduction to the sociopsychology of canonization, this paper pleads for the propulsion of Professor Petru Iluț into the structure of sociological memory, invoking as arguments both the textual contributions published under his signature, and especially the ideational repertoire constituting the conceptual armature of his works. Then, the paper proposes an intellectual portrait of Petru Iluț, analyzing in the same time the positions taken by him in the disputes that generated controversy in the (psycho)sociological community. The final section examines the forces of inclusion and exclusion that fashion the composition of sociological memory, arguing that Petru Iluț has earned his place in the structure of sociological memory, so that his recognition as such remains a mere formality.

Keywords: *sociopsychology of canonization; sociological memory; community of controversy; epistemological obscurantism; academic show; proximity paradox.*

VI. 5. "The qualitative approach of the socio-human" or equivocal, particular, emotion and understanding in social knowledge

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My speech will turn us back in time in 1997 when, on the Romanian market appeared the first Romanian sociologist' book treating qualitative research: "The qualitative approach of the socio-human", author Professor Petru Ilut. Although it should be, in my opinion, a reverberation moment for the Romanian sociology, the qualitative research continues even today, 14 years after it was brought in Romania and more than a half century after it was constantly used internationally, to be not just neglected, but also hardly accepted by many Romanian sociologists. My speech is a pleading for qualitative research (although I present, equally fervent, some of its limits). Why is it a more adequate approach for social sciences? Why do we need it? Which are its use advantages and effects? These are questions to which I try to answer in my speech. I will not miss critical remarks to social scientific approach. My speech is conceived in a corresponding qualitative approach style: personal, subjective and provocative. It is a discreet curtesy to Professor Petru Ilut.

Key words: *qualitative research, scientific research, Romanian sociology.*

VII. Sesiune dedicată absolvenților cu cele mai bune lucrări la ciclul „licență”

VII. 1. Organizing special events as a public relations' activity. Selecting the most appropriate venue and arranging it

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Nowadays, events represent an important communication tool in the area of public relations. Special events are unique moments in everyone's life celebrated through different ceremonies and rituals in order to satisfy certain needs. I have chosen this theme for this paperwork because of the special feature of this domain of organising events and because its opportunities: turning dreams into reality, creating some unique and memorable experiences. In this work I have emphasised the venue because it represents an important part of an event, it is the mean of communication between an organization or a person and its audience. The venues play an important role in the transmission of the objectives of an event and determine its success.

I have structured my work in three chapters, each one representing an objective of this research: theoretical framing of special events, how to select the most appropriate venue for organizing an event and how to arrange the venue, taking into account some elements related to interior design. At the end of this work I annexed some charts representing the necessary documents of creating a special event, images with distinctive venues from Romania and abroad, venue plans and some questionnaires with specialists from this domain which helped me find out more information about this theme.

The materials that I used for writing this work were varied: specialized books, dictionaries, articles from specialized magazines, Internet sites and questionnaires used for interviewing the specialists (from Romania and abroad), applying the “snowball technique” in order to clarify some details and to gather more information.

Compared to the other works which present all the stages and the items of a special event, leaving the location in the background, this paper increases the importance of the location in setting up an event, presents the basic rules of selecting a suitable place and decorating it, with examples from Romania, because a special venue should communicate to the participants important details about the person who initiates the event and about the space itself. Through creating a particular décor, each venue represents a point of interest for the audience because it is the connection between the organization and its public.

Keywords: *special event, venue, interior design, improvement, public relations.*

VII.2. Communicative practices in banking agencies: the emerging context of Romanian neo-liberalism

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My study describes the modality through which in banking environments discourses are structured using criteria as: spatial, hierarchical relationships, gender performance and temporality. More specifically, the aim of this paper is to synthesize the way in which communication is staged in the corporate environment. I use my field research as a device through which I see how the general and abstract concepts can be put under an magnifying glass with the help of the local, of particular situations. Therefore, in order to understand the contemporary neoliberal discourse on communication I was focused on making references to different ways of interacting among employees and the manner in which communication is perceived by each individual. My approach regarding the perception of communication in an enterprise goes beyond the mechanical approach that accounts communication as a simple exchange of information. Consequently, I began with the premise that different types of interaction create different division lines in the company, and communication transgresses those lines, which makes the company provide communication on multiple levels. In addition to this, the diversity of interactions, doubled by the singularity of perception of every individual, creates specific

types of communication concerning the way they see each other in various communicational situations. The analysis of "communication about communication" is an interesting item that can reveal, not only the connections among individuals or among individuals and the company/enterprise, but through which one can identify problems/difficulties regarding the internal structure of that organization and give solutions for solving those problems. My thesis disputes that the specificity of organization regarding space, hierarchy, gender performance and temporality lead to various forms in which employees refer to communication, but their personality can go beyond this specific trait reshaping it.

Key words: *communication, discourse, neo-liberalism, interaction, individuals, space, hierarchy, gender performance, temporality*

VII.3. Christmas Theme Park – Staged Authenticity and Experience

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Through the work „Christmas Theme Park – staged authenticity and experience“ I want to project my own business idea namely constructing a „theatre“ – Santa Claus’ Village, in which the authenticity is staged for tourists, as Dean MacCannell asserts, based on Erving Goffman’s idea of social drama.

Santa Claus’ Village starts from the description of Christmas and Santa Claus as products of popular culture, designed to produce meanings and pleasures, grounded in the idea that they contain resources to which people attach their own meanings in the light of their relationships and social identities. Christmas is a product of popular culture distributed in two types of economies: cultural economy and financial economy. More precisely, Christmas is a cultural product produced and distributed to people and also one that produces pleasures and meanings.

Santa Claus’ Village is a closed universe, whose fantasy is particularly aimed at post-tourist, namely that tourist who finds his delights in the multiplicity of tourist games. In other words, the post-tourist knows that he gets no authentic tourist experience, but there are texts and games that can be interpreted, accepting thereby performances and simulations.

Regarding the authenticity, Santa Claus’ Village provides existential authenticity for the post-modern tourist, which includes feelings of pleasure, relaxation, spontaneity and control and at the same time, includes experiences that differ from predictable everyday life.

Keywords: *staged authenticity, product of popular culture, financial economy, cultural economy, post-tourist.*

VII. 4. The Solution of „Transactional Analysis” in the Coaching Process

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Coaching, as one of the less know domains of the personal development area, it's analyzed in this paper in correlation with a series of innovative concepts from the psychology domain, gathered under the umbrella of the Transactional Analysis. The Transactional Analysis is a theory of 'personality, communication and interpersonal relations based on the concepts of observable behaviors and of interaction between people', and it has been developed in the '60s by Dr. Eric Berne.

As a result of documentation and research, we demonstrated three hypothesis from a total of five. The first confirmed hypothesis is the development of the Adult state that mediates the manifestation of the other states of the ego. Therefore, the Adult should be seen as a mediator not as a tyrant. With this step becomes clearer the affinity of the coaching for the life position '*I am Ok, You're Ok*', (+, +) because this state can manifest properly only from this position. The second confirmed hypothesis states that miniscripts are experienced by the client and developed by him since childhood. The last confirmed hypothesis aims the contract (or the contracting) and the OK-OK, two techniques that cannot be omitted from a coaching session, while the drivers solution, or the desconsideration model are decision that should be taken by the coach depending on the situation.

The Transactional Analysis, as is presented in this paper, can represent a coaching solution as long as it enriches the tool-box of any practitioner, with what he can analyze the client and ask essential questions that can pull out the client from his comfort zone.

Keywords: *coaching, transactional analysis, ego state, Adult, life position, miniscript, driver, desconsideration model.*

VII.5. Study based on group software substructure; case study: Forums

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In virtual communities, more exactly in forums, social interactions and exchanges depend on the replies of online users. That highlights the element of reciprocity in the unwritten social contract between members of virtual community. Thus, the speech arises, with exchange of lines, blocking, prohibitions, enforcement, arguments. These exchanges of words derives from a matrix of speech or individuals, through their interactions create

discourse matrix. These were the research hypotheses. The significance of the first hypothesis leads to a question of power, who defines the matrix that shapes the discourse has the power. The second hypothesis supports the idea of freedom, namely that every man with his personality creates a certain matrix of discourse.

Taking into consideration the first hypothesis, the problem that appears is how we build the matrix, and if you enter it, how you can resist in it and what do you have to respect.

In the second case the question is what kind of people enter the speech matrix. Can any person enter the matrix only for generating a specific interaction? Or those who are not complying with the rules are excluded from the matrix?

The research's practice purpose was to see how the speech gets a shape on the online forums based on assumptions made.

The objectives of the research are:

- a) which are the elements that contribute at the creation of online forum speech? (M. Foucault's vision)
- b) how can we evaluate the type and the interaction degree of the forum users?
- c) which is the instrument with the help of which we can evaluate the type of analytical through of the individuals that came to the on-line forums?
- d) how can we evaluate the type of critical thinking of individuals that enter the on-line forum?
- e) what is the instrument with which we can evaluate the type of critical thinking of individuals that enter the forum?

Key words: *interactions, discourse, matrix, replay, forum.*

VI.6. Infidelity and stigma: how the love triangle is socially constructed. "Love has no limits, but people do"

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Changes in the last decades regarding public life have also affected the private one. Infidelity, as a social phenomenon, remains at the border between public and private, and is seen as a relevant element and a source of sociological information about these areas of life. Therefore, I have initiated this research, trying to determine whether, according to Erving Goffman's theoretical frame, infidelity is a stigma of character. Moreover, I have sought to outline the social perception on infidelity and the attitude regarding the social actors involved in the love triangle created by infidelity.

I have chosen a qualitative approach and, using the netnographic method, I have examined the discussion of an online community concerning an authentic case of infidelity. Considering this online conversation a social document, I have analyzed it using specific techniques and the observation grid as instrument. This being an

exploratory research, it suggests a new perspective on infidelity and on the method of study, which has never been used, although it has been proposed.

The research has revealed that the members of the love triangle form three distinct groups (the lover, the unfaithful partner, the primary partner) to which a stigma of character is attributed in different intensities. Consequently, despite the modern broad limits of fidelity, monogamy is still the main norm in a couple. I have highlighted the particularities of stigma attribution, and also the characteristic features of interaction inside an online community within a discussion on such a sensitive topic.

Key words: *infidelity, stigma, love triangle, couple, netnography*

VII.7. Risk and protective factors in juvenile delinquency

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This research is focused on analysing the factors that influence criminal behaviour among juvenile offenders, regarding the minors supervised by the probation service and the non-delinquent minors defined by high criminal risk.

As a conceptual framework, this study is based on the ecological model which divides risk and protective factors into individual, family, community, and environmental factors; using two quantitative methods: the document analysis and the sociological investigation. The sample of this study includes 120 subjects: delinquents and non-delinquents, male and female, between 15-17 years old, from urban and rural area. The research hypotheses is stated from two points of view: first concerning the specific risk factors regarding the teen age, and second concerning the proportion existed between risk and protective factors. The option for using two different methods in order to compare these two groups of subjects is due to: institutional constraints on the direct access to minors under surveillance, the criterion of convenience and the same content of the indicators found in both research instruments.

This study is important in order to identify the most relevant risk factors for the teen age delinquency, upon which is build up the social work intervention, by preventing and reducing these risk factors influence upon the minors behavior, who are the aim of this intervention.

The findings from this research assert that the peer criminal influence is the major risk factor regarding both categories of subjects and there isn't any significant difference between delinquents and non-delinquents concerning the specific teen age risk factors.

Key words: *juvenile delinquency, risk factors, protective factors, minor, probation service.*