

JEAN MONNET INTERNATIONAL CONFERENCE

Cultural Diplomacy  
at the East and West Borders  
of the European Union

**Programme**

April 23-25, 2015  
Oradea, Romania

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Constantin Toca PhD., University of Oradea, Oradea, Romania

Elena Zierler PhD., University of Oradea, Oradea, Romania

## Programme

### Thursday, April 23

09.00- 23.00 - Arrival of participants

### Friday, April 24

09.00- 09.30 - Registration of participants

09.30- 10.30 - The official opening

3<sup>rd</sup> Campus, C48 Building, PractiPASS Room,  
University of Oradea

### Speakers:

Prof. **Constantin Bungău** PhD.

Rector of the University of Oradea

Prof. **Sorin Curilă** PhD.

President of Senate of the University of Oradea

Prof. **Ioan Horga** PhD.

Dean of the Faculty of History, International Relations,  
Political Science and Sciences of Communication,  
University of Oradea

Prof. **Mircea Brie** PhD.

Head of the Department of International Relations and  
European Studies, University of Oradea

Lecturer **Alina Stoica** PhD.

Holder of Jean Monnet Module, University of Oradea

10.30 - 10.45 - Coffee break

10.45– 12.45 - Plenary session

**Chairperson:**

**Prof. Maria Manuela Tavares Ribeiro, PhD.**

**Lect. Alina Stoica PhD.**

**Keynote speakers:**

Prof. **Ioan Horga**, PhD. (Dean of the Faculty of History, International Relations, Political Science and Sciences of Communication, University of Oradea, Romania), University diplomacy at the eastern border of the EU

Senior Researcher **Aurelian Lavric** PhD. (Centre for Strategic Studies of Defense and Security, Military Academy of Armed Forces „Alexandru cel Bun”, Chişinău, Republic of Moldova), *The role of cultural diplomacy in ensuring societal security of Republic of Moldova*”.

Prof. **Mircea Brie**, PhD. (Head of the Department of International Relations and European Studies, University of Oradea, Romania), **Daniela Blaga**, MA (Faculty of Letters, University of Oradea, Romania), *Identity rematch in the European space*

13.00- 15.00 - Lunch at the University of Oradea Restaurant

**Scientific debates:**

**Workshop 1, Friday, April 24**

*European Identity and Culture*

Barker Conference Room, University of Oradea

**Workshop 2, Friday, April 24**

*Foreign Policies, European Cultural Diplomacy and Mass-Media*

Barbu Ștefănescu Room, University of Oradea

**Workshop 3, Saturday, April 25**

*Cultural Policies and Cultural Networks at the Borders of the  
European Union*

Barbu Ștefănescu Room, University of Oradea

**Friday, April 24**

15.00 – 17.00 - 1<sup>st</sup> Presentation Interval

## **Workshop 1**

**Chairperson: Prof. Mykola Palinchak PhD.  
Isabel Valente PhD.**

Prof. **Maria Manuela Tavares Ribeiro**, PhD. (University of Coimbra, Portugal), *Europe: what culture?*

Associate Prof. **Paloczi Agnes PhD., Molnar Istvan PhD.** Candidate (ISER Oradea-Debrecen, Department of Geography and Regional Development Planning, University of Debrecen, Hungary), *Roma questions: integration-employment-lifestyle*

Prof. **Mykola Palinchak** PhD. (Uzhgorod National University), International religious factors

Lecturer **Gabriela Goudenhooff**, PhD. (Department of Political Science and Communication Sciences, University of Oradea, Romania), *Cultural Communication – Romanian Media in Germany*

**Adrian C. Pop**, PhD. Candidate (Babes-Bolyai University, Cluj Napoca, Romania), *The European Community of Values vs. the National Interest. The Conflict under the Loupe*

Associate prof. **Luminița Șoproni**, PhD. (Department of International Relations and European Studies, University of Oradea, Romania), *The impact of globalization upon culture. Regional versus national*



17.00 - 17.30 - Coffee break

17.30 - 19.00 - 2<sup>nd</sup> Presentation Interval

Associate Prof. **Viktoria Bocoș** PhD., (Uzhgorod National University), *Politics, Advertising, in the electoral structure of marketing policy*

Lecturer **Dana Pantea**, PhD. (Department of International Relations and European Studies, University of Oradea, Romania), *Identity and Meeting of Cultures in Post-Colonial European Cities*

**Mirela Mărcuț**, PhD. (Babes-Bolyai University, Cluj Napoca, Romania), *European Identity and Culture Manifested in the Digital World*

**Alina Sorina Oros**, PhD. (Babes-Bolyai University, Cluj-Napoca, Romania), *European Identity Through Schools Network*

Lecturer **Istvan Polgar**, PhD. (Department of International Relations and European Studies, University of Oradea, Romania), *Ideological nationalizing in the Romanian educational and academic system between 1948-1960*

**20.00 - 22.00 - Dinner at the Restaurant Continental**

## Workshop 2

**Chairperson: Prof. Ioan Horga PhD.  
Prof. Mircea Brie PhD.**

**Edina Meszaros**, PhD. (Babes-Bolyai University, Cluj Napoca, Romania), *Hungary's current disputed foreign policy and diplomacy: cultural diplomacy a key to understanding?*

Associate prof. **Cătălina Iliescu Gheorghiu**, PhD. (University of Alicante, Spain), *"Pontus Euxinus" and "Medi Terraneum": cultural diplomacy at the borders of the EU and the role played by organized diasporas and institutions*

**Cosmin Dan Popescu**, Student ("Ovidius" University of Constanta, Faculty of History and Political Sciences, Department of International Relations and European Studies), *"Neo-Ottomanism": Turkey's growing influence in Central and South-Eastern Europe by means of "soft power" - diplomacy, culture, education*

**Suzana Mah'd**, PhD. Candidate (Babes-Bolyai University, Cluj- Napoca, Romania), *European Cultural Diplomacy Case of Turkey*

Associate prof. **Svetlana Cebotari**, PhD. (Department of International Relations, Faculty of International Relations, Political and Administrative Sciences, Moldova State University, Chişinău), *The Royal Diplomacy- the Component of Cultural Diplomacy*

**Crisanta Moldovan**, PhD. (Babes-Bolyai University, Cluj Napoca, Romania), *The Role of the European Diplomacy Elite in the first Half of the 20<sup>th</sup> Century*

17.00 - 17.30 - Coffee break

17.30 - 19.00 - 2<sup>nd</sup> Presentation Interval

**Maria Ruxandra Ursa**, PhD. Candidate (Babes-Bolyai University, Cluj- Napoca, Romania), *The impact of cultural diplomacy on the West and Eastern European states*

Lecturer **Natalia Putină**, PhD., (Faculty of International Relations, Political Science and Public Administration, Moldova State University), *Labor Migration from Moldova to EU - A Gender Approach*

**Tatiana Petco**, Student (International Relations and European Studies, University of Oradea, Romania), *Russian cultural diplomacy after the collapse of the USSR*

**Ciobanu Raluca**, Student (International Relations and European Studies, University of Oradea, Romania), *The role of culture in the Settlement of the conflict Russia vs Ukraine*

**Clara Isabel Serrano** PhD., **Sérgio Neto** PhD. (University of Coimbra, CEIS20), *The British - Portuguese relations. Sociology of the Portuguese embassy in the period between the World Wars*

20.00 - 22.00 - Dinner at the Restaurant Continental

**Saturday, April 25**

9.00 - 10.45 – 1<sup>st</sup> Presentation Interval

### **Workshop 3**

**Chairperson: Associate Prof. Luminița Șoproni PhD.**

**Lecturer Florentina Chirodea PhD.**

Lecturer **Chirodea Florentina**, PhD. (Department of International Relations and European Studies, University of Oradea, Romania), *The Role of Cross-Border Cooperation in Creating of European Cultural Networks. The Hungary-Slovakia-Romania-Ukraina ENPI CBC Programme (2007 – 2013)*

**Alexandra Salcedo Ilescu**, Student (University of Alicante, Chair of the Romanian Students Abroad League in Spain), *Tomorrow's professionals, today's "cultural envoys": Romanian Students Abroad League (LSRS) in Spain. A case in point*

Assistant **Alina Brihan** PhD. Candidate (Department of Political Science and Communication Sciences, University of Oradea, Romania), *Political Structures, Political Culture and Participation. North – Western Part of Romania and the Process of Influencing the EU Decision - Making Process*

Prof. **Gabi Moisa** PhD. (Vice-Dean of the Faculty of History, International Relations, Political Science and Sciences of Communication, University of Oradea, Romania), *History: a Procrustean discipline at the eastern border of the European Union*

**Isabel Valente** PhD. (University of Coimbra, CEIS20, Portugal),  
*Outermost regions of the European Union. Cultural borders of Europe?*

11.00 – 12.45 – 2<sup>nd</sup> Presentation Interval

**Oksana Tsisinska, Anna Maksymenko**, (Institute of Regional Research National Academy of Science of Ukraine),  
*Efficiency of Executive Authorities' Activity in the Sphere of Cross-Border Cooperation: Current State and Ways of Improvement (on the Example of Ukraine)*

Assistant **Constantin-Vasile Țoca**, PhD. (Department of International Relations and European Studies, University of Oradea, Romania), *Social and cultural cross-border partnerships. Case study on the communities in Debrecen (HU) - Oradea (RO)*

Lecturer **Alina Stoica** PhD. (Department of International Relations and European Studies, University of Oradea, Romania),  
**Daniela Blaga**, MA (Faculty of Letters, University of Oradea, Romania), *The role of European cultural networks in regional development*

**Răzvan Huszarik**, PhD Candidate, (Babes-Bolyai University, Cluj Napoca, Romania), *Ukrainian crisis: A geopolitical reorientation of Central Eastern Europe?*

Assistant **Cosmin Chiriac**, PhD. (Department of International Relations and European Studies, University of Oradea,

Romania), *The presence of cultural institutions from Romania in the online environment*

Assistant **Mariana Buda**, PhD. (Department of International Relations and European Studies, University of Oradea, Romania), *The Valencian Linguistic Conflict: Dialect or Regional Language?*

## 12.45 – 13.45 - **Final Conclusions**

### **Presented by:**

Prof. Maria Manuela Tavares Ribeiro, PhD.

Lecturer Alina Stoica, PhD.

Prof. Ioan Horga, PhD.

Prof. Mircea Brie, PhD.

Prof. Mykola Palinchak PhD.

Isabel Valente PhD.

Associate prof. Luminița Șoproni, PhD.

Lecturer Florentina Chirodea, PhD.

## Abstracts

### **Mircea Brie**

#### *Identity rematch in the European space*

The European construction process was accompanied by a strong European identity construction process. Stimulated by globalization, by the success of the EU and especially by the European enlargement to the east and the disappearance of the “Iron Curtain”, the European identity knew excitement in both the public discourse and on a daily basis. The phenomenon faces, in our opinion, a new aspect: the identity rematch of the current period. As a result of all the crises in the EU that have become systemic (economic, financial, social, institutional or of legitimacy), of the new geopolitical proximity space (ex. the situation in Ukraine, Middle East, North Africa) and also of the effect of massive migration, we find obvious the return to local, regional or national identities. The EU can be considered the main loser or the main winner in the context where all these can be associated with a necessary step in strengthening the process of European construction.

### **Alina Brihan**

#### *Political Structures, Political Culture and Participation. North – Western Part of Romania and the Process of Influencing the EU Decision - Making Process.*

The present paper aims to address the relationship between the European and the national levels with regard to the European public policies formulation. The paper consists of three parts: the first part analyzes the European multi-level governance and the context of the European policy making process, in the light of the Treaty of Lisbon, namely: the role and place of the actors involved in this process, the mechanism for the European public policies formulation and the European public administration’s main features.

The second part examines the European strategies and programs in the light of the European and Romanian public opinion's perception.

The third part will present the way in which the Member States (and, specifically, Romania) are involved in the formulation of the European public policies, attention being directed towards two national actors involved in this process: the holder of the indirect legitimacy (the Romanian Government) and the holder of the direct legitimacy (the Romanian Parliament). The case study will be focused on surveys and interviews applied to the members of the Romanian Parliament belonging to the North-Western part of Romania (the six counties that form the North – West Development Region).

The argument for this approach is that an overview of some of the ways in which Romania can influence the EU decision-making process and the European public policies formulation may provide information about the present state of the efficiency of the authorities' actions and the level of support and participation of the Romanian citizens.

### **Svetlana Cebotari**

#### *The Royal Diplomacy- the Component of Cultural Diplomacy*

In the last time a special attention is given to the phenomenon of royal diplomacy as part of cultural diplomacy, a phenomenon recently appeared in diplomatical practice and in the international relations. Though, the present article analyses the correlation between royal diplomacy and cultural diplomacy. Also, it is analysed not only the aspect of royal diplomacy as part of cultural diplomacy in general, but especially the role of Romanian Royal House in the promotion of external politics and of Romanian culture in the international arena, inclusively the support of Royal House given to different cultural organizations from the Republic of Moldova.

### **Cosmin Chiriac**

#### *The presence of cultural institutions from Romania in the online environment*

As the World Wide Web spreads more and more as do its possibilities of expression. These days, the online environment has



become an essential part of marketing and promotion. Thus, no organization, company or institution that wants to make its activity visible can ignore it.

The aim of this paper is to analyze the degree to which the cultural institutions of Romania, whether they are financed from the central or county level, are integrating in their promotional activities the online environment.

To this purpose, their online presence was accounted for and analyzed in regard to the quality of presentation and the availability and actuality of essential information and event presentation. Statistical and spatial distribution analysis is used to present the results.

### **Florentina Chirodea**

*The Role of Cross-Border Cooperation in Creating of European Cultural Networks. The Hungary-Slovakia-Romania-Ukraine ENPI CBC Programme (2007 – 2013)*

Culture is an important factor in socio-economic development and cooperation, identity and citizenship, innovation and social cohesion in the current global context. Since 2007 the cultural factor is used by the European Commission to create new partnerships and cooperation models, emphasizing its role in the construction of individual and collective identities. Thus, it is developed a complex and heterogeneous set of relationships between the different actors that sits on the basis of creation of European cultural networks. The CBC programs have in their specific objectives also the creation of bridges between the various European communities. From this perspective, the study aims to identify the mechanisms by which The Hungary-Slovakia-Romania-Ukraine ENPI CBC Programme manages to facilitate interactions, communications and exchanges between the communities concerned. The data thus collected will be analyzed and interpreted in favour of shaping cultural network in this region of Central and Eastern Europe.

### **Raluca Ciobanu**

*The role of culture in the Settlement of the conflict Russia vs Ukraine*

The theme chosen - The role of culture in the settlement of the conflict Russia vs Ukraine - we propose to analyze the role that

culture has regarding the conflict between Russia and Ukraine, but most of all how can it lead to the settlement of this conflict, of course, on the peaceful path, without armed attacks create, reducing the number of victims and at the same time setting up the peace and good understanding between the two neighboring States, but especially between citizens of Ukrainian people.

### **Cătălina Iliescu Gheorghiu**

*“Pontus Euxinus” and “Medi Terraneum”:* cultural diplomacy at the borders of the EU and the role played by organized diasporas and institutions

In this paper I intend to discuss the role played by diaspora communities, cultural associations and NGOs settled in receiving countries as a result of migration and their relationship with public institutions or NGOs in the departure countries, within the framework of diplomacy at the European borders, more exactly in two zones that represent the “nec plus ultra” western territory (Iberian Peninsula) and the farthest eastern frontier of the EU, Romania.

Starting from an in depth interview with ten Romanian women (mothers) from diaspora In Spain, I will bring arguments in favour of the idea that cultural diplomacy might be part of the solution to the negative image of migration.

### **Gabriela Goudenhooff**

*Cultural Communication – Romanian Media in Germany*

The number of foreigners living in Germany has reached a record level in 2013, 7.6 million people of a total population of 80.5 million people, and Romanians have the highest percentage increase (30.4%), showing figures published in early March 2014 by the Federal Statistical Office (*Destatis*). In the central register of foreigners in Germany (AZR) at the end of 2013 there were registered a number of 62 372 Romanian, compared to 45 804 Romanian, registered at the end of 2012.

Considering the theoretical framework for the study of diasporas and the idea that diasporas are not „given” or objectively

definable communities but belong to „imagined communities” which are constructing themselves by exchanging products and through the consumption of media images, the study of the mediatic discourse is one of the most useful resources and fewer yet used.

A research on media discourse is extremely relevant both to highlight how media contributes to the construction of diaspora’s identity and also for revealing the above relationships mediated between the diaspora and the two countries (homeland and host country). In this regard, this paper will use a content analysis and discourse analysis on a Romanian’s online publications and also a virtual community of the Romanian diaspora in Germany.

Exploring the discursive space of the above mentioned community/publication, we will describe the type of speech, narratives, subjects, topics in publications, patterns, indicators of integration, trying to emphasize the cultural layer of Romanian presence in Germany.

Some conclusions will be draw over the attitudinal indicators of cultural reflection in a constructed voice of the community.

### **Răzvan Huszarik**

*Ukrainian crisis: A geopolitical reorientation of Central Eastern Europe?*

Ukrainian crisis is the biggest challenge for the West since the disintegration of Yugoslavia. The leaders of the Western world tried to find different ways to appease Russia’s imperialism. Imposing economic sanctions on the Russian economy was the most important leverage used. Even so, there is a lack of consensus in what concerns economic sanctions. Central Eastern European countries are affected directly by the ongoing conflict in the vicinity of their borders, as well as by the economic sanctions imposed on Russia. This situation led to an increasing misunderstanding between the leaders of Central and Eastern European countries, on topics regarding sanctions, Ukraine and other related or less related topics. The culmination of this situation constituted in a series of statements made by different European leaders that could be considered at least irresponsible. It is interesting to follow if Russia’s policy of “divide et impera” will work in this case, creating ruptures inside the EU.

**Aurelian Lavric**

*The role of cultural diplomacy in ensuring societal security of Republic of Moldova”.*

After the signing in 2014 by the government of Moldova of the Association Agreement with the European Union, it must develop and implement a strategy for promoting European identity. However, Moldovan society is divided in terms of vector of integration. A successful European integration is possible in conditions of the most Moldovans adherence to European values and European civilization. Ensuring societal security in the context of European integration is to obtain the support of majority of Moldovan society – Moldovan citizens, regardless of ethnicity, to European values. This is possible through the promotion of the European identity superimposed on Moldovan civic identity.

One effective means of ensuring the societal security of RM is cultural diplomacy. Romania has a cultural policy towards the Romanian communities abroad, promoted through the network of Romanian cultural institutes and by the Department for Romanians Abroad. The cultural network of natural links between communities who share the Moldovan regional identity, on both banks of the Prut River, can be successfully used to promote European values and identity. Communities from Romanian region Moldova, promoted through cultural diplomacy, may constitute poles of attraction for communities from Republic of Moldova.

**Suzana Mah'd**

*European Cultural Diplomacy Case of Turkey*

Turkey's integration with the European Union has been investigated through different lenses. When Turkey gained candidacy status in 1999 Helsinki Summit, the discussion about Turkey's cultural/religious dissimilarity with the Union became more noticeable. In this context, Turkey's compatibility with the European norms, with specific reference to different religion, needed an attentive investigation. Turkey's fidelity to laicism in the existence of a majority Muslim population is of great significance in Turkey's cultural integration with

the EU. The fundamentality of religion factor for the European identity and potential contribution of laic Turkey to this identity with its different religion/culture are the major issues that are tried to be analyzed. The scope of this paper is limited to the role of Turkish religious expression, secularism, and identity politics and is not an exhaustive treatment of the entire issue of Turkey's accession to the EU.

**Mirela Mărcuț**

*European Identity and Culture Manifested in the Digital World*

The digital world, or the Internet as we know it, has been developed over the past two decades thanks to innovation in technology and the improvement of communication across the world. However, the digital world is not as free and as open, contrary to what we might believe. We experience divides in the digital world, both from an economic and a social point of view. More importantly, we consider that the real world is mirrored in the digital world and these divides are a perfect example for this statement. Also, new types of borders are present also in the digital world. Then, what about the identity manifested in the digital world? Is identity also divided in the digital world as in the real world? How can culture be manifested digitally? The European Union has several initiatives to promote culture digitally, as a part of its Digital Agenda. Given that the the Internet is considered a means of uniting people, we must explore the ties that bind Europeans in the digital world.

**Edina Meszaros**

*Hungary's current disputed foreign policy and diplomacy: cultural diplomacy a key to understanding?*

If someone had consulted the headlines of the foreign newspapers lately, could notice that Hungary has turned from a country famous for its hospitality, good wines, great cuisine and beautiful women into an authoritarian, 'illiberal' and Russophile state. Over the last years Hungary has been investing more and more in the promotion of its national culture and values abroad, using the soft policy tools provided by cultural diplomacy. The accession to

the EU and later to the Schengen zone, culminating with taking on the rotating presidency of the Council of the European Union in 2011, have led to the broadening of the Hungarian 'cultural export'. However, recently due to some foreign policy decisions and orientations, labeled as controversial in the eyes of the Western public opinion, such as more open Euroscepticism, diplomatic scandal with the U.S.A., or rapprochement with the Russian 'comrade', Hungary has become the black sheep of the EU.

The aim of this article is to investigate the current Hungarian foreign policy trend, identifying four directions of analysis: 1) Hungarian-Romanian foreign policy and diplomacy nexus; 2) Hungarian-European foreign policy and diplomacy nexus; 3) Hungarian-American foreign policy and diplomacy nexus; 4) Hungarian-Russia foreign policy and diplomacy nexus. We are wondering how can be attuned the country's present foreign policy aspirations with its declared long-term cultural diplomatic strategy.

### **Crisanta Moldovan**

#### *The Role of the European Diplomacy Elite in the first Half of the 20<sup>th</sup> Century*

We could either define the diplomacy as *the art of letting others do willingly... what you tell them to* or *the art of making someone think as you want him/her to*, but this art has proved to be as important as the military force. The entire history provides records of numerous cases of "problem" solving by means of the military force and the results it produced, as it is noted also by the failure produced by the flawed negotiation of certain diplomats, which had the same disastrous result. And there are many examples of diplomacy efficiency, by means of which many advantages are obtained, as compared to the examples of lack of diplomacy.

Almost all conflicts are based on the lack or failure of diplomacy and the bilateral or multilateral cooperation, agreements or protocols between states, organizations or persons are the consequence of the diplomatic elite activity. These elites are also those that prevent the outbreak of certain conflicts or, when they are given the opportunity, those who end existing conflicts.

Among Europe's remarkable diplomats, Aristide Briand is worth mentioning, with his Project regarding the European Union, who managed to turn a utopian idea of a united Europe into a governmental policy; Gustav Streseman is also worth mentioning, with the help of whom, the German diplomacy was reborn after being lost at the end of the First World War; Lucian Blaga is also worth mentioning, who, being in any of the European capitals, promoted Romania's image and the Romanian culture by means of diplomacy; Nicolae Titulescu is another European diplomat worth mentioning, who is acknowledged as being the most important Romanian diplomat of the 20<sup>th</sup> century, being a politician of the peace, who always fought for good relations with the neighbors; many other diplomats are worth mentioning, because they did their best to solve crucial issues of Europe, peacefully, by means of diplomacy. These are the elites of the European diplomacy, who deserve their place among the other European elites (political, military, cultural, sports elites, religious, scientific etc.), elites we will deal with in this article.

### **Alina Sorina Oros**

#### *European Identity Through Schools Network*

Even if specialists have drawn many directions of research in what concerns European identity, there is still a perception that this topic is destined to scholars only and that it is another theory, very difficult to apply in society. It is useless to prove that EU have made great steps for improving its geo-political position, but there is always a breach in the European symbolic representation of common values which play an important role of keeping European states together in front of some other blocks of power in the world. Believing in common values means respecting the rules of a family, nation, region etc. and these cannot be easily wiped out of the consciousness, leading to a great resistance in time. Consciousness is formed especially in the early years of a person, so schools can play a huge role in improving European identity. Examining the issue with the benefit of hindsight is very instructive, as we can observe which were the programmes for schools dedicated for this purpose until now and what could it be done for the future in order to

improve the results. Are contests for pupils or European days to celebrate on different themes enough? Are there other measures already taken but not sufficiently developed? These are the questions we intend to answer in our paper.

**Dana Pantea**

*Identity and Meeting of Cultures in Post-Colonial European Cities*

Constructing Identity is an ongoing process that never ends as the Self always defines against the Other. In this process the feeling of belonging to a certain geographical space, to a certain family as a social home add values that define national identity. The same values are used to define European identity, but differentiations and commonality imply binary oppositions such as Western/ Eastern in which a group of people is seen as superior to the other. In the process of Othering the concept of culture is more and more used as it figures in discourses and debates as having in view such issues as globalization, diversity, justice, multiculturalism, extremism, ethnic minorities when analyzing the problems of individuals and groups living in the Other's surroundings. When people from different cultural frameworks come into contact with each other, understanding and misunderstanding, communication and intercultural conflict may arise, thus building barriers to intercultural understanding.

The second half of the 20<sup>th</sup> century and the beginning of the 21<sup>st</sup>, witness a global migration to the cities, especially to those in Western countries of Europe which makes way to new patterns of culture, ethnicity, religion, determining an intensification of difference in an increasing diaspora. That is why cities are becoming hosts to diversity thus holding populations prone to miscommunication, cultural tensions and conflicts. The paper aims to bring about some of these situations in the big cities of Europe.

**Paloczi Agnes, Molnar Istvan**

*Roma questions: integration-employment-lifestyle*

The problems of Roma integration difficulties and conformation are not new flanged, even they have relatively long history in Europe,



but especially the Central European region - including Hungary - is strongly affected by immigration and prolonged demographic explosion of Roma (F. Glatz, 1999). Using our surveys we would like to get a broad overview for what effort have helped and prohibited the integration of Roma integration in the past decades and what led to the current contradiction (I. Süli-zakar, Á. Pálóczi, D. A. Szabo, 2013).

Actually, nowadays there are debates in the public sphere such as are there any Roma question and Roma crime? Instead of contesting of these questions, presently one of urgent tasks is to discontinue the increasing prejudices against the Roma population (I. Kemény, 1997).

### **Tatiana Petco**

#### *Russian cultural diplomacy after the collapse of the USSR*

The role of culture in modern international relations is constantly growing. This includes also the approval of a multipolar world that gains increasingly more civilized colour. International cooperation promotes mutual cooperation of people and clarifies disputes between states. Globalization brings not only interpenetration and mutual enrichment of national culture, but often endangers cultural independence of states and nations. In face of civilizations' dismantling threats, the members' collective efforts are responsible for establishing cultural dialogue, acquire a particular importance. The main task of the Russian cultural diplomacy is the formation and strengthening the relations with foreign states, equitable development partnerships, development of international cultural cooperation, and further integration of Russia in cultural space.

### **Natalia Putină**

#### *Labor Migration from Moldova to EU - A Gender Approach*

This paper has as a subject the migrational process from Republic of Moldova to EU, having as main host country Italy. The main idea is focused on the analyzing of linkages between gender and migration, by making a general statistical data and Migration's field research analysis, and using individual results of quantitative research by interview with 64 Moldovan migrants in Italy. We

proposed to analyze the main peculiarities of Moldovan immigrants; the factors determining intention to migrate; flow and characteristics of migration in Moldova related to gender variable; the consequences of feminization of migration etc.

### **Istvan Polgar**

*Ideological nationalizing in the Romanian educational and academic system between 1948-1960*

Over ten years after legitimating the communist power in Romania, our historiography almost entirely abandoned the topic of the Union on the 1<sup>st</sup> of December 1918. Under the new political conditions, the event was approached in the following history works according to the Bolshevik ideas spread by the Soviet Union towards Central and Western Europe. It was perceived and painted as a mass revolution of marginalised classes against the bourgeois regimes irrespective of their ethnicity.

Studies and works published by the Romanian historians at the beginning of the communist regime were thus characterised by a charged social aspect standing out in the description and analysis of historical events to the detriment of truth as imposed by the requirements of the ideology at the time. The new orientation of the Romanian historiography was facilitated by the forces holding the power by purging the former academic elite, particularly outstanding members with no left wing orientation, and their replacement with obedient characters recruited from people more often than not at the edge of their professional field. Most were inexperienced people devoid of solid or significant scientific activity urged by the same propensity to serve the new regime.

### **Adrian C. Pop**

*The European Community of Values vs. the National Interest. The Conflict under the Loupe*

The paper intends to scrutinise (or at least thematise) the inner dynamics of system-part relation under an allegedly common pursuit; more specifically, it operates with three realities, namely the

EU cultural and political acquis, the national (member state's) interests and the EU's transformational diplomacy (in other words, the EU's self-assumed mission of democratisation of the neighbouring states). Providing that the outermost EU members, namely the countries responsible for the group's external borders, have always tried to integrate their neighbours with the group, one way or another (and this is a verified tendency), the paper is addressing the root causes for such an initiative. It tries to assess the strategy behind the support and to balance the states' affiliation to the group's goals and their national interest; especially providing the fact that both are commonly immersed into the larger spectre of transformational diplomacy targeted on the enlargement of the community of values and principles and of the European area of peace, freedom and prosperity.

### **Cosmin Dan Popescu**

*"Neo-Ottomanism": Turkey's growing influence in Central and South-Eastern Europe by means of "soft power" - diplomacy, culture, education*

The foreign policy envisaged by Turkish president Recep Tayyip Erdoğan comes amid preparations that lasted for more than a decade. Former Foreign Minister and current Prime Minister Ahmet Davutoğlu has prided himself on bringing a new *pax ottomanica* to the region, by practicing a type of policy called "zero problems with neighbours", an approach that would have expanded Ankara's influence across the Caucasus and the Black Sea, the Middle East and the Mediterranean. This vision disavowed any "neo-Ottoman" imperial ambitions. Rather, it was described by its proponents as a matter of "soft power". Turkey, applying the concept of "neo-Ottomanism", was aiming to take, in terms of economic, financial and cultural force, most of the areas that once belonged to the Ottoman Empire. Benefiting from the war of secession of the former Yugoslavia, Turkey has the advantage gained in the last 20 years to have what it has been lacking since 1923: Muslim states in the former imperial territories (Bosnia, Kosovo and partly Albania) and strong minority in others (Macedonia, Serbia and Bulgaria). Yunus

Emre Institute, established in 2007 with the objective of spreading abroad Turkish culture, society and language, already established centers in countries like Albania, Bosnia, Kosovo, Macedonia, Hungary, Poland and Romania. The locations of the centres reflect the emphasis on the Balkans. Including Dobrudja is part of the projects to recovery the Ottoman memory, not few being the attempts to restore and highlight the monuments with deep meanings. Ankara's policy in the Black Sea, including the South Caucasus adds finishing touches to this picture, Turkey considering *mare nostrum* the aquatic area dominated by the Straits which are under its suzerainty. Therefore, the inclusion of Turkey in the European Union is a major continental decision that, if it will be realized, will deprive, at least in this part, the "Huntington line" of its relevance.

**Clara Isabel Serrano, Sérgio Neto**

*The British-Portuguese relations. Sociology of the Portuguese embassy in the period between the World Wars*

The British-Portuguese Alliance is the world oldest bilateral agreement, dating back the 14th Century. However this alliance had several setbacks, mainly in the 19th Century, when the scramble for Africa reached its peak. In 1890 a territorial dispute over the lands of Austral Africa almost ended in war between the two countries. Portugal was the weakest contender and the rivalry was soon resolved with the Portuguese surrender. In short terms, and regarding the colonial affairs, between 1890 and 1918, this alliance maintained Angola and Mozambique under the Portuguese rule against the German expansion in Africa feared by the British. However, in 1898 and 1912-1913, the two major powers England and Germany tried to reach an agreement regarding Angola and Mozambique and thus preventing the coming war. The Portuguese government acted both diplomatically and politically in 1912, dispatching Norton de Matos – a experimented colonialist with English ancestors and English background and the future Minister of War during the 1914-1918 conflict – to the government of Angola. Soon, the Great War opposed the old allies against the kaiser's armies and during the peace treaties of 1919 Portugal kept its colonies.

Between the two world wars Portugal still feared the loss of Angola and Mozambique to a revisionist Germany and expansionist Italy. The old alliance with the British Empire, despite the fall of the Portuguese First Republic in the 1926, the Military Dictatorship (1926-1932) and the *Estado Novo* regime (1933-1974), didn't affected their diplomatic relations. In 1924, Augusto de Castro, director of the leading newspaper *Diário de Notícias*, became the first ambassador in London (until then the diplomatic representation was still a Legation with a Plenipotentiary-minister), but was soon replaced by Norton de Matos, in a political move from the Democratic Party. Two years later, after the military uprising of 1926, which overthrew the Democratic Party, Norton was immediately replaced. In the Thirties, the dictatorship of Salazar, despite the resemblances of the *Estado Novo* regime with the Fascism, always supported the British alliance. In the last years of the Second World War, always keeping its neutrality, Portugal allowed the British and the Americans to use the Azores archipelago as base against the Germans *U-Boote*.

The aim of this presentation is to describe the main diplomatic issues of this period, regarding the Portuguese embassy in London, as well as the personnel recruited, their experience and the global functioning of the office. On the other hand, this paper intends to examine the relations between the several political regimes of this period and the Portuguese ambassadors accredited in London. We can't forget that some of the most prestigious personalities of the time were appointed to that embassy. The main goal is to create a sort of an operative concept for the British-Portuguese diplomacy in the interwar period.

### **Alexandra Salcedo Iliescu**

*Tomorrow's professionals, today's "cultural envoys": Romanian Students Abroad League (LSRS) in Spain. A case in point*

In this paper I intend to discuss an initiative that involves young brain flow across our globalized world in order to create networks that can play a key role in cultural and academic diplomacy.

First, I will provide a description of the Romanian Students Abroad League, founded in 2009, with more than 30 branches and over 7500 members and its main strategic guidelines. According to recent estimations, there are about 50 000 Romanians who study abroad apart from a high number of graduates that start their professional careers in foreign countries whose importance should be recognized as a community with a great potential, not only professional and creative but also in terms of representing Romanian values in their host countries. Then I will discuss the realities facing RSAL's Spanish branch and last but not least, I will try to draw some conclusions on the role these type of networks play (or should play) within the European Union, at its borders and beyond.

### **Luminița Șoproni**

*The impact of globalization upon culture. Regional versus national*

The decline of power of the nation-state creates a new geopolitical matrix in which corporations, organizations and transnational forces are confronted to national and regional entities. Globalization determines new connections and integration of economies and cultures into a world system, which grows on the old groups and distances. It creates a context that ultimately may conflict with traditional cultural forms. In the globalized world, political concepts representing the nation become irrelevant, while the symbolic systems representing the culture are very present as they allow greater access to cultural diversity within nations.

### **Maria Manuela Tavares Ribeiro**

*Europe: what culture?*

Euroculture is always a reductionist form of European culture. One can speak of two major cultural options: culture as a lyrical praise of the European genre or culture as a challenging criticism. Europe's culture is unified but it is also plural. It is sociologically unified because now, more than ever, the European fabric has become more standardized. However, the opposite thesis is also relevant and its supporting arguments are no less strong, since

European cultural life unfolds at very different levels as a mosaic of micro-spaces within this Old Continent. Hence, according to Derrida, a double and contradictory need arises: the need to prevent the fragmentation and the standardization of culture by means of an authoritarian centralism; the need to reject standardized culture but also not to promote nationalist antagonisms and chauvinism.

### **Oksana Tsisinska, Anna Maksymenko**

*Efficiency of Executive Authorities' Activity in the Sphere of Cross-Border Cooperation: Current State and Ways of Improvement (on the Example of Ukraine)*

The general objective of this article is to research the existing experience of the regional management entities' cooperation in the sphere of cross-border cooperation along the Western border of Ukraine. The basic tasks of the research are the following: outlining of scientific view over the place, role and level of regional executive authorities' engagement in cross-border cooperation; evaluation of the cooperation level between the executive authorities and public organizations in this sphere; defining the range of problems faced by the executive authorities as the regional management entities; detecting the obstacles and barriers to the establishment and development of cross-border cooperation, etc.

In order to implement the defined tasks the questionnaires as sociological research method was used. The aggregate sample of executive authorities' representatives of regional and local level of Lviv and Zakarpattia oblasts was formed through zoned probabilistic selection. The selection of public organizations representatives and scientists was organized by the snowball method. As results of this research there are identified the obstacles to efficient cross-border cooperation, such as poor level of executive authorities employees qualification, lack of financial maintenance, absence of informational and statistical maintenance, excessive centralization of authorities, improper division of powers between the structures of regional management of the region, inadequate legal maintenance of cross-border cooperation, unstable activity of management system (frequent elections, change of authorities' responsibilities, etc),

differences in current legislation of partner states. Also, the proposals for the improvement of informational and statistical as well as institutional and organizational maintenance of cross-border cooperation are developed

### **Maria Ruxandra Ursa**

*The impact of cultural diplomacy on the West and Eastern European states*

This article examines the role of the cultural diplomacy used by states as a soft power on making foreign affairs with other states of the international relations system. In this article the Eastern European states are the main subject of interests. A close looks at the way of West European states views the need of protecting the borders of the European Union and the widening of European cultural diplomacy through the Eastern Partnership.

Would European cultural diplomacy be a solution to the turmoil created in Ukraine and in the near of the European Union borders? History shows us that, in transition states, development cannot be made simply by large transfers amount of resources. Culture is the main argument in developing a complex relation between vertical system of government and the informal networks that exist on the market. The differences between the western and eastern European approach of cultural diplomacy and the example of German and Russian influence of using soft power in pursuit of a common or different goal within the international arena or changing it in smart power.

### **Isabel Valente**

*Outermost regions of the European Union. Cultural borders of Europe?*

The study is aimed at deepening the understanding of the process of development in the strategy of the European Union for its Outermost Regions and to understand what it is the cultural importance of these borders of Europe.