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TABLE OF CONTENTS

INVESTIGATION OF THE RELATIONSHIP BETWEEN HOPE AND THE PSYCHOLOGICAL WELL-BEING IN A GROUP OF ADULTS IN TERMS OF DIFFERENT VARIABLES

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Abstract

The aim of this study is to examine the corelation between hope and the psychological well-being in a group of adults in terms gender, working – non-working, age and marital status.The study group consisted of 448 individuals aged between 20 and 50 years who were employed in the Sarıyer district of Istanbul working or non-working, married and unmarried.In the study, it was aimed to examine the corelation between hope and psychological well-being variables and analyzed. In order to collect the necessary data in the study, a Personal Information Form developed by the researcher was used to collect data about age, gender, study and marital status of individuals. In order to determine the level of hope of individuals, the Integrative Hope Scale (IHS), which was developed by Schrank, Woppmann, Sibitz and Lauber (2011), adapted into Turkish by Hakan Sarıçam and Ahmet Akın, was used.The Psychological Well-being Scale (PWBS), which was developed by Diener (2009-2010) and carried

out by the Turkish adaptation study Telef (2011; 2013), was used to measure the Psychological Well-Being Levels of individuals. The data were analyzed with SPSS software.According to the findings obtained from the study, a positive and significant corelation was found between the subscales of the Integrative Hope Scale and the sub-dimensions of the Psychological Well-being scale. The results of the study were discussed in accordance with the findings of the study and recommendations for the researches were developed.

1 Introduction

The individual is looking for happiness and peace. This search has made the concepts of happiness and peace a topic of research. The concepts of happiness and peace have begun to be investigated scientifically with the emergence of the science of philosophical and religiously researched psychology. Scientists working in this field until recently examined the science of psychology, giving problems and adversities to the individual, focused on the treatment of diseases rather than recognizing and ensuring the well-being of the individual. For this reason, they are considered successful as they overcome the diseases (Carrudhers and Hood, 2004: 229).

In recent years, every branch of science is developing day by day. Especially the branches of science that examine human nature such as psychology and sociology, the researchers who are interested in these disciplines, the professionals working in these fields develop new approaches and make a lot of effort in line with their aims. In this context, the science of psychology leaves the positive aspects of the individual to contemporary approaches and research that investigate the positive emotions. Research in this field, the good people, positive aspects of the person because of the positive feeling of the person to feel positive,

positively affect the positive person as a result of positive psychology has increased interest and has been the focus of many researchers (Seligman and Csikszentmihalyi, 2000: 8).

Every moment from the moment when the person starts living in the womb until the end of his / her life; may include positive or negative situations. Age, marital status, gender, working or non- working status affect the positive or negative well-being of the person and the perspective of life. Concerns, beginnings, relations, business life, having positive or negative situations in having children and raising them, but also the difficulties in dealing with them, to look at the future with hope and to maintain the well-being are worthy of psychological health.

The concepts of positive individual development in the theories of personality and developmental psychologists are considered as the basis of theories of well-being. Developed developmental and personality theories in the development of the individual's social life, for example; he points out the development in special areas such as moral development, personality development and social development. Maslow's hierarchy of needs and images of self-realization are self-aware and are expected to use their potential at the highest level and show a positive development (Kula and Cakar, 2011: 198).

If we look at Erikson's psychosocial development model, he identifies the compatible and incompatible development of the person one by one (Arslan, 2008). Carl Rogers' concept of a fully functional individual; positive attitude towards experiential experience, creativity, such as positive and coherent features indicate (Gürcan, 2015: 17). The focus of each theoretician is to target the positive aspects of psychological health and to express specific ways.

The concept of psychological well-being, which is the subject of numerous researches and attracts the attention of many theorists, Ryff (1989a); rather than conceptualizing it as a formula that includes positive emotion, negative emotion and life satisfaction, it is a structure that contains many

structures including life attitudes and skills. Ryff (1995) defined the model in six dimensions. These are; the past and the positive definition of the individual (self-acceptance), the individual's growth and development (personal development), a person's sense of life and purpose of life (the purpose of life), trust in environmental relations (positive relationships with people), the person's environment The ability to orientate and orientate the environment around its desires and needs with positive relationships (environmental dominance) defines individual and autonomous decision-making (autonomy, autonomy) (Akın, 2019; Ryff, 1995: 1075; Gülaçtı, 2009).

One of the variables of the study is the accepted concept of hope; The cognitive process (Snyder, 1994, 1995: 357) is defined as a different definition to determine the goals of the person, to have the sense of motivation to achieve its goals and to create a route to the target. Hope means the future concept of us and expresses our positive outlook and expectations for the future. It is stated that people who can look forward in their life with strong vision and feeling, a person with a strong vision should be able to cope with negative emotions. Any difficulty faced by the person is considered to be the internal motive to overcome negative thoughts such as negative emotions. When the research is examined; an individual trait (Snyder and others, 1991), a beginning for a person's life (Kylma, 2005: 89), is considered to be a fact that cares about the well-being and affect positively (Holdcraft and Williamson, 1991: 131).

In positive psychology investigations, it is seen that there are concepts related to hope and psychological well-being, relational and positive interrelationships, and researchers who study this relationship (Kashdan et al., 2002: 450; Michael and Snyder, 2005: 447; Shoyer, Synder, Yang and Lewin, 2003: 647; Synder 1996: 11; Valle, Huebner and Suldo, 2006: 398) found semantic relationships in their studies.

Studies have shown positive relationships between hope and psychological well-being. At the same time, the concept of hope can be improved and can be developed (Davis, 2005: 261).

The fact that psychological well-being is not explained by the absence of psychological symptoms and negativity has made it important to investigate the personal characteristics of the individual's good states such as hope and happiness (Küsgülü, 2014). Thus, the main aim is to investigate the effect of the hope that humanity has had since its existence on psychological well-being.

2 Method

Research Model

When two or more variables are present, the relational scanning model used to determine the change or location of the variables, whether the variables change together, if there are changes in the variables, focuses on finding the cause of this change (Karasar, 2010). In this study, the correlation type between the individuals' hopes and psychological well-being levels was investigated by the relational scanning model.

Work Model

The population and the sample of the study consisted of 448 individuals aged 20-50 years living in Sarıyer District of European Side in Istanbul in 2019. In this context, the scale was applied to men and women who do not work between 20 and 50 years of age - working, married, unmarried or widowed.

Demographic Information		n	%
Gender	Female	290	64,7
	Male	158	35,3
	Total	**448**	**100,0**
Age Group	20-30 Ages	189	42,2

	31-50 Ages	259	57,8
	Total	**448**	**100,0**
Working Status	Working	293	65,4
	Non - Working	155	34,6
	Total	**448**	**100,0**
Marital Status	Married	270	60,3
	Unmarried	178	39,7
	Total	**448**	**100,0**

290 (64.7%) of the sample group were female; 158 (35.3%) were male. 189 (42.2%) of the sample group were in the 20-30 age group; 259 (57.8%) were in the 31-50 age group. 293 (65.4%) of the participants participated in the study; 155 (34.6%) stated that they were not working. 270 (60.3%) of the sample group were married; 178 (39.7%) were single.

3 Measurement Tools
Personal Information Form

The Personal Information Form was developed by the researcher and includes questions about participants' gender, marital status, working status and age group.

The Integrative Hope Scale

The Integrative Hope Scale was developed by Schrank, Woppmann, Sibitz and Lauber (2011) and adapted to Turkish and the validity and reliability analyzes of the scale were conducted by Hakan Sarıçam and Ahmet Akın. Psychometric properties of the scale were tested by test-retest, internal consistency, confirmatory factor analysis and criterion-related validity methods and techniques. Beck Hopelessness Scale (BHS) was evaluated for the validity

of the scale. In the confirmatory factor analysis applied to the construct validity of the scale, 23 items consisted of four items (trust / faith, perspective deprivation, positive future orientation and social relations / individual value consistent with the original form). (x^2 = 610.67, sd = 222, RMSEA = .062, CFI = .94, IFI = .94, NFI = .90 and SRMR = .063). Factor loads of the scale. With 25. 67. In the validity study, a negative (r = -.53) relationship was found between the hopeful hope and hopelessness. The Cronbach Alpha internal consistency reliability coefficients were .76 for the whole scale and .80, .71, .68 and .65 for the four subscales respectively. In addition, the test-retest correlation coefficient was calculated as .89 for the whole scale and the corrected item-total correlations were determined between .24 and .57. In this respect, it can be stated that the scale is a valid and reliable measurement tool.

Psychological Well- Being Scale

The Psychological Well-being Scale was developed to measure and investigate the well-being and psychological well-being, complementing well-being measurements established by Diener (2009-2010). The scale was introduced by Telef (2011, 2013) and the total variance of the scale was calculated as 42% by the factor analysis of all details of the well-being scale. The effective loads of the scale items were calculated between .54 and .76. In the confirmatory factor analysis, the conformity index values were calculated as RMSEA = 0.08, SRMR = 0.04, GFI = 0.96, NFI = 0.94, RFI = 0.92, CFI = 0.95 and IFI = 0.95. The Psychological Well-being Scale was found to be correlated of Psychological Well-being Scale sub-dimensions of autonomy was .30, with environmental dominance .53, with individual development .29, positive relationship with others .41, for life puposes .38, by self-acceptance .56, with total psychological well-being .56 In addition, with the sub-dimensions of the Needs Satisfaction Scale of autonomy was .30, with qualify .69, with being associated .57 and with total satisfaction .73 was determined. The Cronbach

alpha internal consistency coefficient obtained in the validity and reliability study of the scale was determined as .80. According to the test-retest results, it was found that the scale had a high, positive and significant relationship between the first and the second application (r = 0.86, p <.001). The item-total correlations of the Psychological Well-Being Scale ranged from .41 to .63 and t-values were significant (p <.001). I strongly disagree with the items of the Psychological Well-being Scale (1) and strongly agree (7) in the form of 1 mad7. All substances are expressed as positive. The scores range from 8 (when all items are absolutely disagreeed) to 56 (when all items are definitely answered). The excess score indicates that the individual has many psychological resources and power. Although the scale does not provide separate measurements on the aspects of goodness, it provides an overview of the positive functions in the different sections we believe to be important (Diener, 2010: 308).

Data Analysis

Before moving onto statistical analysis, demographic variables were grouped and then the scales applied to the individuals that formed the sample group (Integrative Hope Scale, Psychological Scale) were scored. The statistical analysis of the obtained data was carried out. The frequency and percentage distributions that determine the demographic characteristics of the sample group were determined.

Non-parametric techniques were used for the groups that did not show normal distribution (n <30) and parametric analysis techniques were used for the distributions in the normal distribution characteristics.

In this context;

1. According to the results of the Kolmogorov Smirnov-Z Test in which the scores of the subscale of the sample were analyzed, whether the scores of the psychological well-being scale were normal or not, it was seen that the

distribution of complementary hope scale and psychological well-being scale data were different from normal.

2. The scores obtained from the Integrative Hope Scale and the subscale scores of the Integrative Hope Scale and the Psychological Well-being Scale; Mann Whitney U Test to determine whether gender, age group, marital status, working status differ according to variables.

3. The Spearman Row Differences Correlation Coefficients analysis was used to determine whether there was a significant relationship between the scale of the participants in the sample, the Integrative Hope Scale, and the subscale scores of the Integrative Hope Scale and the scores obtained from the Psychological Well-being Scale. The data obtained were analyzed on the computer with SPSS for Windows 16.0 ve, the significance was tested at the minimum $p < .05$ level, other significance levels were also specified and the findings were stated in tables according to the objectives of the study.

Findings

In this part of the study where the effect of hope on psychological well-being is examined according to some variables, the findings of the study are presented in three stages. In the first step, the results of the analysis is to understand whether the dependent variables of the study change the demographic characteristics of the Integrative Hope Scale total and sub-dimension scores have been mentioned. In the second step, the analysis values of the Psychological Well-being Scale were used to determine whether the demographic characteristics were changed. In the third step, the link between the Integrative Hope Scale and the Psychological Well-being Scale scores was examined.

Table 4.1. Mann Whitney-U Test Results for Determining whether the Total and Sub-Size Scores of the Integrative Hope Scale differ according to the Age Group Variables

Point	Groups	N	$\bar{x}_{sira}$	$\sum_{sira}$	U	z	p
The Integrative Hope	20-30 Age	189	210,21	39730,00			
	31-50 Age	259	234,93	60846,00	21775,00	-1,821	,046*
	Total	448					
Trust - Faith	20-30 Age	189	198,44	37504,50			
	31-50 Age	259	243,52	63071,50	19549,50	-,121	,000*
	Total	448					
Perspective Deprivation	20-30 Age	189	231,09	43676,50			
	31-50 Age	259	219,69	56899,50	23229,50	-2,624	,357
	Toplam	448					
Positive Future Orientation	20-30 Age	189	222,95	42138,00			
	31-50 Age	259	225,63	58438,00	24183,00	-1,594	,827
	Total	448					
Social Relations Individual Values	20-30 Age	189	220,75	41721,00			
	31-50 Age	259	227,24	58855,00			
	Total				23766,00	-1,984	,599
		448					

In Table 4.1, the non-parametric Mann-Whitney-U Test was used to find out whether the integrative hope scale total scores and sub-dimension scores had a significant difference according to the age group. The difference between the groups was not statistically significant (U = 23229,50; U = 24183,00; U = 23766,00; p> .05). On the other hand, the difference between the total subscale of the scale and the subscales of trust / belief subscale scores were statistically significant. This significance was found to be in favor of those who were in the 31-50 age group in the total scores of the integrative hope scale and in the trust / belief sub-dimension scores (U = 21775.00; U = 19549,50; p <.05). According to this study, it can be said that in the sample group participating in the study 31-

50 age group, the total integrative and total scores of subscales and confidence / belief subscale scores were higher than those in the 20-30 age group.

Table 4.2. Results of Mann Whitney-U Test to determine whether the Total and Sub-Size Scores of the Integrative Hope Scale differ according to the Marital Status Variable

Point	Groups	N	$\bar{x}_{sira}$	$\sum_{sira}$	U	z	p
The Integrative Hope	Married	270	244,82	66102,50			
	Unmarried	178	193,67	34473,50	18542,50	-4,094	,000*
	Total	448					
Trust - Faith	Married	270	247,69	66876,00			
	Unmarried	178	189,33	33700,00	17769,00	-4,676	,000*
	Total	448					
Perspective Deprivation	Married	270	220,00	59399,00			
	Unmarried	178	231,33	41177,00	22814,00	-,908	,364
	Total	448					
Positive Future Orientation	Married	270	234,45	63300,50			
	Unmarried	178	209,41	37275,50			
	Total				21344,50	-2,027	,043*
		448					
Social Relations Individual Values	Married	270	244,10	65906,00			
	Unmarried	178	194,78	34670,00			
	Total				18739,00	-3,959	,000*
		448					

In Table 4.2, the non-parametric Mann-Whitney-U test was used to explain whether the integrative hope scale total scores and sub-dimension scores showed significant variability according to the marital status. = 22814,00; p> .05); the difference between the groups was found to be statistically significant (U = 18542,50; U = 17769.00; U = 21344). , 50; U = 18739.00; p <.05). This meaningfulness was found to be in favor of those who were married in the positive total scores, positive faith orientation sub-dimension scores and social

relations / individual value sub-dimension scores in the trust belief sub-dimension scores. According to this study, it can be said that in the sample group, it was observed that the total scores of the integrative hope, trust / belief scores, positive future orientation scores, and social relationships / individual value scores of married individuals were higher than those of single individuals.

Table 4.3. The Mann Whitney-U Test Results of the Integrative Hope Scale to Determine whether the Total and Sub-Size Scores differ according to the Variables of the Working Status of Adults

Point	Groups	N	$\bar{x}_{sira}$	$\sum_{sira}$	U	z	p
The Integrative Hope	Working	293	235,01	68858,50			
	Nonworking	155	204,63	31717,50	19627,50	-2,364	,018*
	Total	448					
Trust - Faith	Working	293	241,81	70851,00			
	Nonworking	155	191,77	29725,00	17635,00	-3,897	,000*
	Total	448					
Perspective Deprivation	Working	293	217,04	63593,00			
	Nonworking	155	238,60	36983,00	20522,00	-1,679	,093
	Total	448					
Positive Future Orientation	Working	293	234,96	68844,50			
	Nonworking	155	204,72	31731,50	19641,50	-2,381	,017*
	Total	448					
Social Relations Individual Values	Working	293	237,85	69690,00			
	Nonworking	155	199,26	30886,00	18796,00	-3,011	,003*
	Total	448					

In Table 4.3, there are links indicating whether the group has an average difference in the study areas of total scores and sub-dimension scores of the

integrative hope scale. These include your non-parametric Mann Whitney-U test, perspective deprivation scores and scores = 20522,00; p & gt; 0.05); Integrative hope total scores, trust / belief sub-dimension scores, positive future orientation sub-dimension scores and social relations / value-value subscale scores were significantly different in groups (U = 19627,50; U = 17635,00; U = 19641). 50; U = 18796.00; p <.05).

In this study, in the total scores of the integrative hope, in the positive future orientation sub-dimension scores in the trust belief sub-dimension scores, and in the social relations, in this study, the total score of the integrative hopes, trust / belief scores, positive future orientation scores and social relations / value points of the employees is said to be higher than the non-working.

Table 4.4. Mann Whitney-U Test Results for Determining whether Psychological Well-being Scale Scores differ according to Marital Status Variables

Point	Groups	N	$\bar{x}_{sira}$	$\sum_{sira}$	U	z	p
Psychological Well Being	Married	270	239,43	64646,00			
	Unmarried	178	201,85	35930,00	19999,00	-3,009	,003*
	Total	448					

In Table 4.4, the non-parametric Mann-Whitney-U test was used to determine whether the total scores of the psychological well-being scale of the sample group showed a significant change according to the marital status. p <.05). According to this finding, it can be said that the levels of psychological well-being of married individuals in the sample group were higher than those of single respondents.

Table 4.5. Psychological Well-being Scale Scores and Integrative Hope Scale Total Scales and Integrative Hope Scale Confidence / Belief, Perspective Deprivation, Positive Future Orientation, Social Relations / Individual Values

	Well Being	The Integrative Hope	Trust Faith	Perspective Deprivation	Positive Future Orientation	Social Relations Individual Values
Psychological Well Being	1,000	,498**	,713**	-,268**	,553**	,481**
The Integrative Hope	,498**	1,000	,733**	,346**	,610**	,619**
Trust - Faith	,713**	,733**	1,000	-,224**	,644**	1,000
Perspective Deprivation	-,268**	,346**	-,224**	1,000	-,168**	-,189**
Positive Future Orientation	,553**	,610**	,644**	-,168**	1,000	,507**
Social Relations Individual Values	,481**	,619**	,575**	-,189**	,507	1,000

**p<.01

As can be seen from Table 4.5, with the scores obtained from the Psychological Well-being Scale, the total score obtained from the Integrative

Hope Scale and the sub-dimensions of the scale to determine the relationship between trust / belief, lack of perspective, positive future orientation, social relations / individual value. Spearman Sequence Differences As a result of the Correlation analysis, the Psychological Well-being Scale scores and the Integrative Hope Scale total scores included between the Psychological Well-being Scale scores and the Integrative Hope Scale Confidence / Belief sub-dimension total scores.

Among the total scores of the Future Orientation sub-dimension, there was a statistically significant positive correlation between the scores of the Psychological Well-being Scale and the total scores of the Integrative Hope Scale Social Relations / Individual Value sub-dimension. Round (r =, 498; r =, 713; r =, 553; r = 481, p <.01). In other words, as the psychological well-being scores of the individuals increase, it can be said that complementary hope scores, trust / belief scores, positive future orientation scores, social relations / individual value points are also increasing. On the other hand, a statistically significant negative correlation was found between the scores of the Psychological Well-being Scale and the total scores of the Integrative Hope Scale Perspective Deprivation sub-dimension (r = -, 268; p <.01). In other words, as the scores of psychological well-being increase, it can be said that the scores of perspective deprivation decreased.

3 Discussion, Results and Recommondations

The correlation between hope and psychological well-being

Considering the relationship between the hopes of individuals and psychological well-being, it can be stated that there is a positive relationship.

It is thought that the individuals who have a high level of psychological well-being will make an effort for self-acceptance, a positive relationship in the relations with the social environment, self-confidence, a targeted experience and

goals. Another variable, hope, is expected to have an elevated level of hope, a positive outlook on life, a positive perspective on the main and future life, the ability to plan different paths to the goals, and an internal drive (Sarı & Cakır, 2016: 227).

When the relationship between psychological well-being and hope was examined, it was determined that psychological well-being and hope concept were positively and significantly related to the analysis of the applied scales. When the literature is examined, the concepts of hope and psychological well-being can be positively associated with each other. In the field of hope, consistent relationships between the concepts of hope and psychological well-being were determined. When the researches about the concepts of hope and well-being are examined, it is concluded that the sense of hope is an effect that can be improved and the state of well-being is physically and psychologically related.

Researchers stated that if the individual has a high level of hope, they tend to make sense of power events (Gall and others, 2005: 91). In a different study, the result is; the relationship between hope, optimism and general well-being was found to be positive and significant (Magalette and Oliver, 1999: 541).

Researchers who study the relationship between hope and psychological well-being (Kashdan and others, 2002: 451) stated that hope is a predictor of psychological well-being. Psychological well-being, hope and forgiveness in the study of the relationship between the concepts of psychological well-being in a meaningful way predicted the level of hope (Usta, 2013: 67). In this study, it can be stated that there is a positive and meaningful relationship between hope and psychological well-being, and it supports the findings that have been concluded in previous studies.

When we evaluate the sample group according to their marital status, it can be said that married individuals have higher total scores, confidence / belief scores, positive future orientation scores and social relations / individual value

scores than married individuals. In other words, it is possible to express that a person's marital status positively affects the variable of hope.

Different results have been reached in the studies. In a study conducted on cancer patients, it was determined that the scores of hope did not change according to the marital status in the analysis between the hope scores and the marital status of the person (Aslan and others, 2007: 21).

In another study, it was determined that the effect of marital status on the level of hope was not significant when the level of hope of elderly people was examined (Erci, Yılmaz & Budak, 2017: 73).

According to a study conducted in inpatients, it is determined that there is a relationship between marital status and hope status, and it is determined that marital status is low in single or widowed individuals compared to married people (Arslantas, 2010: 91).

Discussion Of Whether There Are Significant Differences In The Level Of Hope In Terms Of Age

In the sample group participating in the study, it can be said that those who are in the 31-50 age group have higher total scores of total companion and confidence / belief subscale scores than those in the 20-30 age group. In other words, it can be stated that there is an increase in the level of hope with the advancement of the age status of the individuals.

In a study, when the relationship between hope and individuals with age is examined; A statistically significant difference was found between the hope and age variable (Erci and others, 2017: 74).

Discussion Of Whether There Are Significant Differences In The Working Status Of Hope Levels

In the sample group participating in the study, it can be stated that the scores of the individuals who have work life, their trust / belief scores, positive future orientation scores, and social relations / individual value scores are higher than those who do not work.

In the light of the results of a study, people with high levels of hope have the ability to be motivated along with their wish to reach their goals and internal control, they can think about the obstacles that they may encounter and consider the different ways to reach the goal. It is determined and stated that working individuals are hopeful (Akçay, 2011: 128).

In another study, parallel results have been reached and hope and job satisfaction in research has been investigated. It can be stated that employees who have high levels of hope in their working life get successful results compared to individuals with low levels of hope (Erkuş and Fındıklı, 2013: 307).

Discussion About Whether There Are Significant Differences In The Level Of Psychological Well-Being In Terms Of Marital Status

With the evaluation of the relationship between psychological well-being and marital status, the difference between the groups was evaluated in favor of those who were statistically married. In other words, the psychological well-being of people who are married is better than single ones.

A total of 205 married teachers (125 male and 80 female) working in the province of Istanbul found that the psychological well-being of married individuals was better than non-married individuals (Ekşi and others,2018: 221). According to the results of Yeşiltepe (2011), it can be stated that the psychological well-being of teachers is related to marriage satisfaction.

The effect of quality on the relationship between marriage and psychological well-being of individuals can be expressed as high. According to the researches, being married and getting married in marriage affect the psychological well-being of the person.

When examined in the literature, Proulx, Hlems and Buehler (2007) stated that there is a strong and strong relationship between marital and psychological well-being. There are also studies in which different findings are obtained from the results obtained from the studies, that the marriage positively predicts psychological well-being. Timur (2008) 's in the stage of separation and marriage of people who study psychological well-being in their study of psychological well-being, marriage is not a significant predictor of marriage.

Results

When the psychological well-being and hope levels of the individuals in the study group were examined, it was concluded that there was a positive linear relationship.

When the demographic characteristics of the participants are examined, it gives us information about the hope and psychological well-being of the variables such as marital status, age and having children.

When we examine the phenomenon of hope according to age levels, it can be stated that there are more women and men between the ages of 31 and 50 compared to men and women whose age range is 20-30. In other words, we can say that as the age of the person increases, the phenomenon of hope will increase.

When we evaluate the marital status of the demographic characteristics, married individuals have higher hope and psychological well-being than single individuals.

When the working status of another variable was evaluated, it was analyzed that the working participants had more hope and psychological well-being than the non-working participants.

Recommendations

It is thought that the research conducted with male and female participants between the ages of 20 and 50 in Sarıyer District of Istanbul will

contribute to comparative research by applying them in different socio-cultural districts. In addition, it has been observed that researches on hope and psychological well-being in our country have become widespread but it is observed that there are limited numbers of studies with individuals with different characteristics. In order to generalize the results of the research, diversification of variables, repeating the work in different social circles will contribute to the development of the scope and reliability of the evaluation.

This study evaluated the relationship between hope and psychological well-being in terms of different values. The effect of hope on the well-being of individuals was predicted in terms of age, marital status and gender and it was thought to be useful to determine the direction and intensity of the training and guidance activities. In similar studies, it was observed that hope and psychological well-being were positively related, and that community studies on the effect of living with psychological well-being and the improvement of sense of hope would contribute to our future. Considering the effect of hope on psychological well-being or well-being in the hope, and when the results of the study are evaluated, it will be useful to organize various seminars on how individuals will keep their psychological well-being positive.

Note: The current study was delivered from Eda Nur Kocaman's master's thesis titled 'Investigation of Relationship Between Hope and Psychological Well-Being in a Group of Adults in Terms of Different Variables' which was carried out under supervision of Associate Prof. Bulent Dilmac.

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A REVIEW OF STUDIES ON MATHEMATICAL THINKING IN TURKEY

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Abstract

This study aims at reviewing the tendencies of the studies on mathematics education in Turkey with particular regard to mathematical thinking. In this respect, the theses in the National Center for Theses and Dissertations and the journals published online at the DergiPark (The most comprehensive collection of academic journals in Turkey) portal were searched and 48 studies on mathematical thinking were found. In this qualitative study, the studies reviewed were analyzed descriptively. In the light of the findings obtained, it is found that there are 23 articles, 12 master's theses and 13 doctoral theses. It is also found that while these studies were limited in number until 2010, the number has increased after 2010. When the studies are examined regarding their methodology, it is seen that qualitative researches are in majority; however, there

are also quantitative and mixed studies. In addition to this finding, it is also observed that generally open-ended questions, interviews, observations and video recordings are used in qualitative studies, and content analysis is preferred. In the quantitative studies, on the other hand, it is seen that scales are generally preferred as data collection tools. In addition, it is observed that the researchers generally selected middle school students and elementary pre-service mathematics teachers as their sample. The sample size is mostly between 11 and 30 and generally, 201 to 300 samples are determined. According to the results obtained, it is seen that mathematical thinking has become a popular subject recently. Therefore, it is thought that conducting more studies on mathematical thinking and preferring different sample groups would be beneficial for improving mathematics education.

Keywords: Mathematics Education, Mathematical Thinking, Content Analysis.

INTRODUCTION

The changing world requires individuals, who are well aware of themselves and their environment and who know how and in what way to think. The path of raising such individuals passes through new conceptions of education that aims at upskilling individuals with analyzing certain structures, seeing the relations inside the structures and forming cause and effect relations between events, i.e. reasoning (Umay, 2003). Concordantly, when it is considered that thinking is the most prominent feature that distinguishes humans from other living things, it is true that expurgated, simple and genuine thought, sound and timely produced, would set an individual active in their environment. Because, following this, the individuals accommodate themselves to the society they live in, and take an active role in its development (Alkan & Bukova Güzel, 2005).

When the properties of mathematics are considered, it is seen that mathematics is one of the tools required for upskilling children and youngsters with knowledge and skills required by daily life, teaching them to solve problems, enabling them with thought patterns within the problem solving approach and preparing them for the future (Yıldırım, 2006).

Mathematics is one of the most significant tools that is known to improve thinking. As it is known, the basic feature that separates humans from other living things is thinking, i.e. the ability of making sense of the events and reorganizing the circumstances suited for themselves. Thus, mathematics education comprises one of the important, probably the most important, building blocks of basic education (Umay, 2003). It is a commonly held view that learning mathematical thinking provides mastery in most areas of an individual's life. The most significant feature of becoming skillful in mathematical thinking is that it enables the individual both to improve the mathematical innovative thinking and productive problem solving skills, and to gain an astounding self-confidence (Özer, 2005).

Mathematical thinking can be considered as the direct or indirect use of mathematical knowledge, concepts and processes in solving problems (Henderson, Baldwin, Dasigi, Dupras, Fritz, Ginat, Goelman, Hamer, Hitchner, Lloyd, Marion, Riedsel, Walker, 2001). Put it differently, mathematical thinking is the explicit or inexplicit use of mathematical methods and techniques in solving problems (Henderson, 2002). Individuals, in every stage of their lives, use mathematical thinking, consciously or unconsciously, to solve the issues they encounter. So mathematical thinking is a pattern of thought used not by the mathematicians only but all the people during their whole lives (Bilitzer, 2003).

Mathematical thinking skill and the use of mathematical thinking in problem solving, has become an important objective for the schools. In this respect, mathematical thinking has come to the fore in supporting the enhancement of science, technology, economic life and economic development

(Stacey, 2006). Similarly, NCTM (2000) lays emphasis on the fact that the need for understanding and using mathematics in myriad areas of life, and thus mathematical thinking and problem solving skills should be improved. In this context, some research has been carried out for mathematical thinking (Kocaman, 2017; Liu, 2014; Nabb, 2013; Olgun, 2016; Soto; 2014; Yıldırım, 2015). For this purpose, several studies were conducted to review the research aiming at increasing and improving the mathematics levels of the students. At the same time, various studies have been done to evaluate the studies to increase and improve the mathematics levels of the students (Baki, Güven, Karataş, Akkan & Çakıroğlu 2011; Çiltaş, Güler & Özbilir, 2012; Ulutaş & Ubuz, 2008).

Reviewing studies in the mathematics education field provides the researchers with information about the topics studied. In addition, the review of variables such as the methods used in these studies, the type of the sample mass, the sample size, data collection tools and data analysis methods are of great significance for the studies to be conducted in the future. This study aimed at reviewing the studies in mathematics education field with regard to various variables within the perspective of "mathematical thinking". In this respect, answers for the following questions were sought: Considering the studies on mathematical thinking conducted in Turkey;

1.   What is their distribution with regard to publication type (article, master's thesis, doctoral thesis)?

2.   What is their distribution with regard to years?

3.   What is their distribution with regard to methods used?

4.   What is their distribution with regard to sample types?

5.   What is their distribution with regard to sample size?

6.   What is their distribution with regard to data collection tools used?

7.   What is their distribution with regard to the number of data collection tools used?

8.   What is their distribution with regard to data analysis methods used?

METHOD

The Model used in the Study

A qualitative study was conducted in accordance with the aim of this research. Qualitative research is defined as a research in which qualitative data collection tools such as observation, interview and document analysis are used, and in which a qualitative process is followed for revealing the perceptions and events realistically and holistically in their natural environment (Demirbaş, 2014).

Data Collection

The studies about "mathematical thinking" were searched among the studies in mathematics education field conducted in Turkey. In this respect, the journals indexed by DergiPark (The most comprehensive collection of academic journals in Turkey) and the master's and doctoral theses in the National Center for Theses and Dissertations affiliated with the Council of Higher Education were searched. At the end of the research, 48 studies related to "mathematical thinking" were accessed. These studies were analyzed in line with the sub-problems of this study.

Data Analysis

Descriptive analysis is used in analyzing the studies obtained at the end of the search. The purpose of descriptive analysis is to present the findings to the reader in an ordered and interpreted manner. With this purpose, the data obtained are first described in an explicit and systematic way. Later, these descriptions are elaborated and interpreted, the cause and effect relation is addressed, and certain results are obtained (Yıldırım & Şimşek, 2011). By which categories the studies accessed would be reviewed was determined in line with expert views. In this respect, the studies reviewed were analyzed in terms of publication type,

publication year, the research method used, sample type, sample size, data collection tools, number of data collection tools and data analysis methods used.

The studies accessed were categorized as article, master's thesis and doctoral thesis with regard to publication type. In the publication year category their distribution with regard to publication dates was given. The methods used in the studies were grouped as qualitative, quantitative and mixed. The sample types used in the studies were grouped under common themes and their sizes were grouped within certain ranges. The data collection tools, their number and the data analysis methods were obtained by the classification of the data collection tools used in the studies. The analysis of the studies was conducted by the researchers independently and the level of concordance between the themes provided by the researchers was found 95%. The data obtained were digitized and the results were descriptively presented as frequency and percentage tables.

FINDINGS

The data of the study were analyzed considering the research questions. At the end of the analyses, the following findings were obtained.

Distribution of Studies with Regard to Publication Type

When the publication type of the studies was examined, their frequency and percentage distributions were found as presented below.

Table 1. Distribution of studies by publication type

Publication Type	Frequency (f)	Percent (%)
Article	23	48
Master Thesis	12	25
Doctoral Thesis	13	27
Total	48	100

When the Table is examined, it is seen that articles are the most frequently seen publications with a total number of 23 among the accessed studies. It is also found that there are 12 master's theses and 13 doctoral theses. These data indicate that almost half of the studies are articles (48%) and then number of master's theses (25%) and doctoral theses (27%) are similar.

Distribution of Studies with Regard to Publication Year

When the publication years of the accessed studies are examined, the following statistics are obtained.

Table 2. Distribution of studies by years

Years	1992	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Frequency (f)	1	1	2	2	1	2	1	1	4	2	7	3	6	4	4	7
Percent (%)	2,1	2,1	4,2	4,2	2,1	4,2	2,1	2,1	8,3	4,2	14,5	6,3	12,5	8,3	8,3	14,5

When the studies on mathematical thinking are examined with regard to their publication years, it is found that the first study was published in 1992. It is also seen that the following studies were made after 2004. However, the studies conducted after 2004 and until 2010 were limited in number. It is found that the number of the studies on this topic had increased after 2010 such that the frequency of the studies increased in 2013 and it is found that seven studies were conducted in 2013. However, it is found that there was a decrease in the number studies in 2014 and the studies conducted were reduced to three in 2014. Another increase is observed in 2015. It is found that in 2018 the numbers of the studies conducted are equal to the number of the studies in 2013.

Research Methods Used in the Studies

At the end of the analysis of the research methods used in the reviewed studies, the findings presented in the following table are found.

Table 3. Distribution of studies according to research methods

Method	Frequency (f)	Percent (%)
Quantitative	18	37,5
Qualitative	21	43,75
Mixed	9	18,75
Total	48	100

When the research methods frequently used in studies on mathematical thinking are examined, it is seen that qualitative research methods are preferred in 21 studies. It is found that this number equals to almost half of the studies with 43.75%. In addition, it is observed that quantitative research methods are used in 18 studies (37.5%) and mixed research methods are used in nine studies (18.75%).

Sample Type Used in the Studies

At the end of the analyses of sample types used in the reviewed studies, the findings presented in the following table are found.

Table 4. Distribution of studies by sample type

Sample Type	Frequency (f)	Percent (%)
Middle School Students	14	23,7
Elementary Pre-service Mathematic Teachers	12	20,3

Secondary Pre-service Mathematic Teachers	9	15,3
High School Students	8	13,5
Pre-serice Class Teacher	5	8,5
Mathematics Teachers	5	8,5
Business Students	2	3,4
Primary School Students	1	1,7
Academician	1	1,7
Pre-service Science Teachers	1	1,7
Preschool Students	1	1,7
Total	59	100

When the Table is examined, it is seen that the researchers generally used middle school students (23.7%) and elementary pre-service mathematics teachers (20.3%) as samples in the studies they conducted on mathematical thinking. In other words, it is found that the researchers conducted research on secondary education. It is also found that there is a considerable number of studies, which determined secondary pre-service school mathematics teachers (15.3%) and high school students (13.5%) as samples. On the other hand, it is found that there are very few studies conducted with the participation of elementary school students, academicians, pre-service science teachers, and preschoolers.

Sample Size Used in the Studies

At the end of the analyses of sample sizes used in the reviewed studies, the findings presented in the following table are found.

Table 5. Distribution of studies according to sample size

Sample Size	Frequency (f)	Percent (%)
1-10 inter	7	14,6
11-30 inter	9	18,7
31-50 inter	7	14,6
51-100 inter	6	12,5
101-200 inter	5	10,3
201-300 inter	8	16,7
301-500 inter	2	4,2
501-1000 inter	2	4,2
1001 and over	2	4,2
Total	48	100

When the sample sizes in the studies are examined, it is seen that generally sample sizes comprising 11 to 30 individuals (18.7%) and 201 to 300 individuals (16.7%) are preferred. In the studies reviewed, it is found that the rate of preferring sample sizes of 1-10 and 31-50 is 14.6%, of 51-100 is 12.5%, and of 101-200 is 16.7%. It is seen that the researchers determined their sample sizes generally as 11-30 and 201-300 ranges, and the rate of determining sample sizes larger than 300 is very low.

Data Collections Tools Used in the Studies

At the end of the analyses of data collection tools used in the reviewed studies, the findings presented in the following table are found.

Table 6. Distribution of studies according to data collection tools

Data Collection Tools	Frequency (f)	Percent (%)
Open-ended Question	22	26,5

Scale	19	22,9
Interview Form	10	12
Observation	9	10,8
Worksheet	7	8,5
Achievement test	7	8,5
Video Recordings	5	6
Rubrics	3	3,6
Written Document	1	1,2
Total	83	100

When the table is examined, it is seen that the researchers use the open-ended questions the most. Next, they used scales (22.9%) as data collection tools. In addition to these, it is found interview forms (12%) and observations (9%) are used frequently. It is observed that data collection tools such as worksheets (7%), achievement tests (7%) and video recordings (5%) are also used. It is understood that data collection tools such as rubrics (3.6%) and written documents (1.2%) are not used quite frequently. With regard to this data, it is found that the researchers use the qualitative data collection tools frequently in their studies on mathematical thinking.

Number of Data Collection Tools Used in the Studies

At the end of the analyses of the number data collection tools used in the reviewed studies, the findings presented in the following table are found.

Table 7. Distribution of studies by number of data collection tools

Number of Data Collection Tools	1	2	3	5	6	Total
Frequency (f)	21	20	4	2	1	48

Percent (%)	43,7	41,7	8,3	4,2	2,1	100

When the number of data collection tools used in the studies on mathematical thinking, it is seen that the great majority of the studies use one data collection tool (43.7%). It is also observed that the rate of the studies, in which two data collection tools are used, is 41.7%. These data indicate that generally one or two data collection tools are used in the studies on mathematical thinking. In addition, it is observed that there are studies, in which three, five and six data collection tools are used, despite being infrequent.

Data Analysis Methods Used in the Studies

At the end of the analyses of the analysis methods used in the reviewed studies, the findings presented in the following table are found.

Table 8. Distribution of studies according to data analysis methods

Data Analysis Methods	Frequency (f)	Percent (%)
Content Analysis	19	20,2
t-test	14	14,8
Frequency	11	11,7
Percent	11	11,7
Descriptive Analysis	10	10,6
Correlation	6	6,3
Arithmetic Mean	5	5,3
Standard Deviation	4	4,3
Factor Analysis	4	4,3
ANOVA	3	3,2
Regression	2	2,1
Kolmogrov Smirnov	1	1,1

MANCOVA	1	1,1
Thematic	1	1,1
Fenomonolojik	1	1,1
Man Whitney U	1	1,1
Total	94	100

When the data analysis methods used in the studies are examined, it is seen that content analysis is used in 20.2% of the studies, t-test in 14.8%, frequency and percentage in 11.7% of the studies. In addition, the rate of descriptive analysis use is 10.6% and the rate for correlation is 6.3%. These data indicate that the researchers mostly preferred qualitative data analysis methods and the frequency of quantitative data analysis methods is low.

DISCUSSION

In this study, the research on mathematical thinking in Turkey was reviewed, and the findings obtained in line with the sub-questions of the study were interpreted. When the studies accessed at the end of the surveys are reviewed with regard to years, it is found that very few studies had been conducted until 2010, and the number of the studies has increased after 2010. This shows that mathematical thinking has becoming a prominent subject recently. The importance of students' mathematical thinking in their daily lives is expressed in several studies (Blitzer, 2003, Lim & Hwa, 2006; Schoenfeld, 1992; Tall, 1995). Therefore, it is considered that increasing the number of studies on mathematical thinking would be beneficial both in mathematics education and in daily lives of individuals.

When the research methods frequently used in studies on mathematical thinking are examined, it is seen that qualitative research methods are used in 43.75% of the studies. In addition, it is observed that quantitative research methods are used in 37.5% of the studies and mixed research methods in 18.75%

of them. Çiltaş, Güler and Sözbilir (2012) also found that generally quantitative methods are preferred in studies in the mathematics education field. In this respect, while quantitative methods are preferred in mathematics education studies, it is found that mainly qualitative methods are used in studies on mathematical thinking. Qualitative studies are conducted in the natural environment of the study in an interpretative and holistic manner and the results of the studies are addressed more thoroughly and in multiple aspects (Creswell, 2003). Therefore, it is thought that allowing for more qualitative studies in mathematics education and supporting these with quantitative studies would be rather beneficial in understanding the thought patterns of the individuals, in order for the studies be conducted more in depths and in multiple aspects. However, the results obtained show that fewer mixed studies are conducted on mathematical thinking. Focusing attention on mixed studies becomes more significant to interpret the data in multiple aspects. Therefore, since qualitative and mixed research methods enable more in depth investigation of the reasons underlying the problems, it can be argued that frequent use of these research methods would bring depth to the studies.

When the sample sizes in the studies are examined, it is seen that generally sample sizes comprising 11 to 30 individuals (18.7%) and 201 to 300 individuals (16.7%) are preferred. It is seen that the rate of determining sample sizes larger than 300 is very low. Çiltaş, Güler and Sözbilir (2012) found that researchers generally preferred sample sizes of 31-100 range in the studies in mathematics education field. It is found that generally middle school students (23.7%) and elementary pre-service mathematics teachers (20.3%) are determined as samples. Put it differently, the researchers mostly determined their samples with regard to secondary education. While the rate for selecting secondary pre-service mathematics teachers as sample is 15.3%, the rate of the studies, which selected high school students, is 13.5%. In addition, it is found that the researchers do not generally prefer mathematics teachers (8.5%) as

samples. These results indicate that researchers generally determined pre-service teachers and secondary or elementary school students as samples. It is observed that they preferred teachers as samples with a very low frequency. Therefore, it is thought that it would be quite important, regarding the diversity and versatility of the studies, for the researchers to determine mathematics teachers as their samples more frequently.

CONCLUSION AND SUGGESTIONS

It is found that the researchers mostly use open-ended questions (26.5%) as data collection tools in their studies. Next, they use scales (22.9%) as data collection tools. Interview forms and observations are among the frequently used data collection tools. On the other hand, it is found that they do not use the achievement tests, rubrics and written documents that frequently. This indicates that the researchers generally prefer qualitative data collection tools in their studies on mathematical thinking. Çiltaş, Güler and Sözbilir (2012) stated that in studies in mathematics education field, generally the surveys and achievement tests are used. In addition, they argued that the researchers use generally one (48%) and two (40%) data collection tools. It is recommended that the researchers use more than one data collection tool to increase the reliability of their findings and to obtain results that are more valid. In this way, the data set of their studies would be richer and more consistent. Thus, it would enable conducting studies with high validity and reliability.

When the data analysis methods used in the studies are examined, it is seen that content analysis is used in 20.2% of the studies, t-test in 14.8% and frequency and percentage in 11.7%. In addition, it is found that in 10.6% of the studies the descriptive analysis is used. These data indicate that the researchers use mostly the qualitative data analysis methods in their studies and the rate of using quantitative analysis methods is low.

It is thought that having knowledge about the methods, sample types, data analysis methods of the studies in mathematics education field, in addition to the topics of the studies, would provide the researchers with guidance in their prospective studies. Thus, it can be asserted that investigating the research tendencies of mathematics education researchers and predicting future tendencies is rather important to review holistically the status of the mathematics education studies in Turkey. It is also thought that the results obtained in this study would be beneficial for taking appropriate decisions in future research.

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FAILURES OF ETHNIC POLITICS IN ETHIOPIA: A MACHIAVELLIAN WAY OUT

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Abstract

This paper attempts to assess Ethiopian political situations particularly 2018 onwards. First, there is a short introductory part concerned with appointment and disappointment of newly Prime Minister which is outstanding of public interest and exhibits recent political conditions in Ethiopia. Within this short treatise the author addresses ethnicity in relation to politics and its effect. And, there is an attempt to identify what are possible signs of ethnic based politics which distinguishes from ideology centered politics. There is an effort to convey failures of politics that based on ethnicity, language, religion, and others personality. In some extent actors of democratization particularly activists, media, and competent party's significance are treated by stating their influences in Ethiopia politics regarding ethnic politics. And, implication of morality on politics is important or not, is assessed in this paper and for which society groups are morality appreciated in relation to politics? Afterward, this thesis try to asses why the majority of peoples also distrustful about the current political situations of the country. Finally, the author conclude by stating the distinction between

ideology based politics and identity centered politics and there are recommendations to settle such ethnic disputes, and I have message for my aged (youth) groups.

1. Introduction

Obviously, Ethiopia was under severing political crisis over the past three/four years due political problems. Especially, the youth had sacrificed themselves to brought change in the country. "It was a surprise for many external observers when Prime Minister Hailemariam Desalegn of Ethiopia announced his plan to resign his power," (Gessesse, 2018). Subsequently, from the ruling party the Prime Minister Hailemariam Desalegn was desired to resign his power, because the revolt of the youth is exceeding to influence the politics. When government officials are appointed new Prime Minister in its place of the disappointed Prime Minister to handle the ongoing political difficulties and this sudden performance makes all citizens of the country are too astonished. Dr. Abiy Ahmed was appointed as Prime Minister and took the responsibility to correct the ongoing socio-economic and political crises. And all we warmly welcomed our newly Prime Minister after when he speaks out in the house of people representative, ours hope upon him was too enormous. Since the Prime Minister account was too influential among the youth and competent political parties and world Medias are covered widely which is unusual in Ethiopia.

"The election of Dr. Abiy Ahmed as the prime minister of Ethiopia has introduced unprecedented reforms, including the unfettered opening of democratic space", (Teressa, 2018). There are so reforms after the newly appointed Prime Minister that nobody can deny; especially we are so glad when the government had solved Ethio-Eritrean conflict which lasted for no less than two decades due this Eritrea delegations lead by President Isaias Afwerki when they are visited Ethiopia appreciated newly government of Ethiopia. And, by

traveling to neighborhood countries till now the Prime Minister is doing for the security of the continent. That's why the continent is exposed for political threats, because of leaders as Abiy announced for world nations at Davos world economic conference in, 2019.

Among the crucial factor which urged the youth to revolt against the ruling party is due unfair imprisonments of such guys, because of political involvements. "The newly government has released thousands of political prisoners, met with the political opposition and civil society to discuss reform, invited previously exiled political parties to return to their country," (Awol,2018). Because of Abiy, political prisoner and journalists are freed of jailed like Andargachew Tsige, an Ethiopian born British Citizen, journalist Eskinder Nega, and competent political parties such as Patriotic Ginbot 7 and Oromia Liberation Front (OLF) are get in their country due the Prime Minister invitation. Off course all we can presume the effects of ethnic centered politics and its consequence. Onward 2018 strong effort was made in Ethiopia to overthrow the leading party which is TPLF, because of ethnic politics and lack of justices in the country. Therefore, in Ethiopia ethnic centered politics has great bad consequences among citizens of the country. Now, this treatise shortly aimed at assessing whether ethnic based politics is ceased, or not in relation to the newly appointed Prime Minister.

2. Ethnicity and Politics

No one is out of ethnicity since as human being each individual is belonging to certain ethnic groups that express his/her identities. "Ethnicity is usually defined as that part of a person's identity which is drawn from one or more 'markers' like race, religion, shared history, religion, social symbols or language," (Gilley,2004). It is no one choice to born whether an Ethiopian, or American and others, but naturally we are suited with one ethnic groups. If you born as Asian you are human being, Europeans also you are mankind and if you

born in African also you are not unique, also you are human being, then no matter when you born and lives. Ethnicity has becomes a great challenge mainly in Africa which obscures progresses and is obstacle to enhance a good political situations.

"Ethnic conflict' (alternately 'ethnic war' or 'ethnic violence')—loosely defined as political or social conflict involving one or more groups which are identified by some marker of ethnic identity, (Ibid,2004)". Ethnicity has an ending crisis especially when there are multi-ethnic groups and a leader is not too energetic to settle identity based conflicts may leads to miserableness. *"African countries lack the ethnic homogeneity associated with productivity and capital per worker increases,''* (Easterly & Levine, 1997).

Politics is a means to distribute power, resource, and an art to correct such difficulties within nations. According to Aristotle, politics are compromise and consensus of power and the distribution of resources.   Amending, drafting and enforcing laws to run a nation is possible through politics. There is one fact that nobody can deny which is politicians are belonging to certain ethnic groups. They are not angels, or gods rather they are belonging to certain societal groups with ethnic identities. In Africa majority of leader and public servants are very evil-minded, means that to serve of their society they linked and calculate that whether their works is valuable, or not to their ethnic groups. "Ethnic politics continue to pose a security threat to many African countries and has had adverse effects on prospects of promoting good governance or democracy," (Butale, 2015). The problem is not solely lack of material gains and daily consumptions besides this most Africans are exposing for psychological terrors. Selfish competent parties and extreme racists for the sake of power they wage war among ethnic groups, this caused for a tension for others. "African countries continue to use ethnicity as a resource for political manipulation and entrepreneurship, resulting in dominant ethnic groups excluding minority groups within national policies that reflect the interests and activities of the national majority," (Ibid).

And, in Ethiopia such ethnic related problems are raised among those different ethnic groups, because of uncivilized political leadership which is centered on identity and ethnicity.

3. **More reluctance, too problems**

Directly, or indirectly there are challenges within states. All states are not omnipotent to solve whatever problems within short run, but letdown those problems it might be caused for another challenges. Refusal to correct whatever difficulties speedily may instigate further more complications. Weak or failed states often serve as an impetus for ethnic conflict, Reuter, (2019). Now, the majorities are hesitating of the reform and lack trust upon the newly regime in Ethiopia. Whatever discourses of a ruler is good for good citizens but leader's discourses are dangerous for a nation when there are a dictator groups and competent parties. "Governments are viewed as legitimate when their legal systems treat all people equally and protect their property, and allow them to pursue their happiness freely", (Admin, 2010).

As far as so the country, Ethiopia, historically gifted with multi-cultural ethnic groups due this unqualified racist activists are aggravating any issues by assimilation as it is one ethnic group affairs. In connection to this once the chairman of Patriotic Ginbot 7 Birhanu, was said that it is so simple to magnify any public affairs by relating to certain ethnic groups. And the majority of society are unconscious of insight political issues due this when parties or individuals wants support they assimilates whichever of concerns as ethnic matters to intensify more and more, (taken from Amharic public discussion delivered by this guy in ESAT TV).

"It is much safer to be feared than to be loved," (Machiavelli, 1532). Due alluring discourse of the government the subjects are too triumphing even if whatever discourses are solely theoretical. The authors want to argue that discourses accompanied by moral aspects are desecration of the government, or ruler not to be feared. If a prince is not feared among his subject leads to

discrepancy of a ruler than fearing of a ruler, typically it occurs when the government himself makes his subject to love their leaders by discoursing morality. Giving priority love over fear creates a good occasion for racist activists and politician to disseminate fake news that undermines any reforms. As much as possible a ruler should have moderate his power to maintain a state for the sake of his nation.

> In Machiavelli's terms, love does not always work because the behavior of those in love relationships is usually but not always predictable. Fear, by contrast, never fails: 'If you have them by the balls, their hearts and minds will follow.' Therefore it is an axiom in politics that it is better for a prince to be feared than to be loved only, (McClelland, 1996).

Failures of a ruler to be feared instigated of illegitimate engagements are which resulted in unlawful deeds among deviated groups which undermines a state progress. A ruler is feared when a ruler laid down sanction upon guilty individuals or groups. Love never binds subjects to be governed, but fear fix subjects to be obeisance for a ruler. According to Machiavelli, well ordered political system is possible via dual application of law and force since coercion creates legality.

> Falling in love with a politician (s) uncritically and complacently is terribly inappropriate and unproductive. It could end up with foolishly declaring oneself a victor whereas the reality on the ground self-evidently tells the resurfacing of suffering from serious setback if not terrible failure, (Goshu, 2019).

In Ethiopia the régime shocks citizens of the country because there are armed groups are which they are frightening others based on ethnicity, but the governments of Ethiopia was silent of the ongoing terrifying problems. Also Article 87 of the country constitution apparently proclaims the principles for national defense, Article 87 (3) declared that the armed forces shall protect the

sovereignty of the country and carry out any responsibilities as may be assigned to them under any state of emergency declared in accordance with the constitution. The fact that the government has organized armed groups to secure its citizens from such turmoil, but those armed forces are refrained from talking measurement upon guilty groups, it is indications of ruler reluctance to make decisions on the way to correct such troublesome. It seems that guilty groups will learn from their faults via listening what the government of Ethiopia is discoursed than ordering the militants to oblige their duties. Plus, it ensures that the government is disinclined of realizing rule and it is possible sign of that the country is under hardship.

More silence of the government creates a good occasion for those guys who oppose the government strategies to disseminate what they want to do. Ethiopia has nine regional states and two Chartered Cities particularly Addis Ababa City and Dire Dawa city administration. Based on this, nine regional states are listed under Article 47(1) of the FDRE Constitution. Namely: the states of Tigray, Afar, Amhara, Oromia, Somalia, Benishangul/Gumuz, Southern Nations, Nationalities and Peoples, the state of the Gambela peoples, and the state of the Harari people. Within all these nine regional state the one who run a region must be voted from that region based on ethnicity and language, the implication is that the criteria to possess whatever is given priority for local residents. According to Ethiopian people's revolutionary democratic front (EPRDF) constitution Article 24 declared about right to honors and reputations. Article, 24 (1 and 3) it acknowledges everyone has the right to respect for his human dignity, reputation, and honors and everyone has the right to recognition everywhere as a person. But some of regional presidents are discriminatory since they treated those guys who lived out of their regions unfairly and more privileges are given for locals, why because the government attentions to give reaction for such illegitimate activities were seemed to be reluctance.

What the majority are wants that the possibilities to run and have authority are not ethnicity, or others, rather there could be qualities that a ruler enables him to lead a regions effectively without maladministration than relying on ethnicity centered perspectives. In his Republic Plato said that philosophers being king, hence philosophers are elites and they have knowledge and skills to lead. Likewise, to enhance democracy essentially in developing countries utmost rulers should have familiarized themselves with distribution of powers without any consideration to language, culture, religion, ethnicity, and others, moreover wisdom, skill, performance, are to be the criteria for assigning someone for certain positions. My fear is that if regional states in Ethiopia are dividend based on language, religion, culture, ethnicity and government reluctance are persisting as they are; it is the possible signs of failure to foster good governance whereas if they are lucky of good governance also they should have freed themselves from any centric/narrow-minded thinking. Failure to dedicate a judgment on any faulty groups that annoyances country stability conveys ruler reluctance, or a government powerless to correct persisting difficulties.

4. **The possible signs of failure of ethnic centered politics**

Clearly, ethnic based politics have a variety of shortcomings that undermines a state stability. This part of dealing is concerned with assessing the major exemplifications of a biased politics due ethnic centered perspectives. It includes human and democratic right violations, shrinking of economic problem, cultural contemptuous, increasing of deviating groups from the ruling parties particularly opposing parties and activists, and media.

4.1. Influences of competent parties, media, and activists

The nature of Ethiopia's competing political parties is troubling for the democratization process. This proliferation of political parties is a result of Ethiopia's political culture, which centers on not just political ideologies but

personalities as well as ethno national or regional identities, (Teressa, 2018). Ethiopians political structure is dependent of undeserved principles which are identities and Manners regarded. Not only have the opposing parties also the leading party admitting of such centric based politics. Majority of the competent parties which are found in Ethiopia are structured under identities based perspectives. "The emergence of ethno national parties in the last three to five decades is a direct result of the history of ethnic marginalization and besiegement" (Ibid, 2018). This implies that in Ethiopia competent parties are not striving of promoting democracy, but they seemed to be obstacles for democratization processes.

What's wrong in the country is merging any concerns just as one or some ethnic problems, because activists and competent parties are not leading ideology based politics, but its identity grounded principles. But, the government of Ethiopia is under doubt among his nation due such ethnic inconsistency and failures to take measurement on guilty activists and parties. It's not an attempt to deny the role of such authentic activists and individuals, but in Ethiopia the racist activists and competent parties are multitudes of the authentic one. If the government was structured to secure the nation, why a government is slumbered from talking appropriate measures on those indecency groups? We know that what happened for Uganda due racism.

As Livingstone and Lunt have had cited that mass media play a crucial role in the modern political process, for even in elite forms of democracy, the polity requires some mediated communication with the populace to gain consent. Freedom of expression has long been seen as essential to protecting the rights of the individual from political tyranny: a government legitimated through consent depends on a free press. In Ethiopia there are activists who own media, but via their own media they disseminate extreme racism and fake news to magnify whatnot difficulties resulted in ethnicity based chaos, more than this very

shocking thing is that the government withheld from warning of evil-minded agents.

"The power of the mass-media, however, can be possibly used to help resolve rather than provoke unrest and conflicts", (Upadhyay, 2018). In some developing countries Medias are causation of such political crises in senses there parties and activists which they own private mass media and they disseminate turmoil messages. Due this almost all regional governments are saying that Ethiopian government is standing for one or two ethnicity group and it's not inclusive to treat others equally. "Liberalization in the political environment and tolerance for free speech brought longstanding grievances between different ethnic groups into public political discourse", (Badwaza. (2018). Leaders have to balance giving freedom for subjects when there are multiethnic groups unless there may be conflicts between them. Media is one of an actor in democratization processes. "Extent to which listener, readers, and viewers of the media are influenced in attitude formation and reinforcement is crucial", (Ibid, 2018). In Ethiopia there must be restriction of permitting media for extreme racist politicians and activists, and to do this the government has to refine broadcast rules for simplifying problems linked with Medias.

4.2. Human and democratic right violations

Politics which is structured under ethnicity leads to violation of human and democratic rights. Even though after the appointments of new Prime Minister Citizens of the country was exposed to displacement. Ethiopia has seen the highest number of people forced to flee their homes within their country in the first half of 2018, according to the IDMC report on global displacement out today. Failure of government officials to handle political instability is extended to violation of human and democratic rights. Those people who are lives out of their ethnic groups are exposed of displacement and they are intended to live at street with harsh economic difficulties. In history of political philosophy different philosophers have had developed unique views of human nature.

Among them Thomas Hobbes believed that in the state of nature human being is bad and each individual is against to each individual, no one is secure. Now, in Ethiopia due more ethnic based politics the situations are tracing as to state of nature since there is no unified political organizations that compromises the ongoing difficulties, because of this there are violating of human and democratic rights. Ethnic based politics caused for persisting violations of human and democratic rights. "Ethnic conflicts are often accompanied by gross human rights violations, such as genocide and crimes against humanity, and by economic decline, state failure, environmental problems, and refugee flows. Violent ethnic conflict leads to tremendous human suffering, Reuter", (2019). Ethiopians are facing violation of human and democratic rights because of their identity and this is possible marks of failure in ethnic based politics.

4.3. Ethnic centered politics deduct of economic developments

In the absence of stabled political surrounding almost engagements are accompanied by loss than gain. Ethnic centered politics has strongly caused for economic crises for long run which aggravates sort of conflicts more and more. "Economic problems such as slowdowns, stagnation, deterioration, and complete collapse are sources of state destabilization and can lead to increased tensions and competition among ethnic groups", (Reuter, 2019). Most of African countries are under developing category in comparison with other continents due this an Africans are not able to feed themselves. "Ethnic bias and favoritism have aggravated the fragmentation of Africa's diverse ethnic groups and have been linked to the continent's poor economic performance", (Easterly & Levine, 1997).

Among world nations there are countries in which they have deficiencies of natural resources, but they are too riche whereas in Africa there is resource nonetheless almost the continent is poor because of conflicts usually a raised due to ethnic centered principles and corrupted leaders. ''The hegemonic elites in power in many countries continue to rule rather than govern, looking mainly after

the interests of their own ethnic group on whom their power mostly depends",
(Ilorah, 2009). Largely in Africa leaders ethnic groups are advantageous over
others, because subjects are treated interims of identity centered perspectives,
this creates inequality and injustices which leads to ethnic conflict. Obviously,
elite groups of Africa especially those who have the highest positions are
corrupted men's in which they undercut the possibilities of fostering a good
political surroundings by favoring of identity politics.

In Ethiopia distributions of natural resources are no fairly distributed,
because of ethnic centered politics. And the more privileges groups have control
of the entire politics and via their power they give priority for their ethnic groups
which marginalize others. Through processes the disadvantageous groups are
coming together against racist leading party. It seemed that what Karl Marx was
said that the working (proletarian) groups are unities together over bourgeoisie.
Ethiopia economy is under hardship raised from biased politics which is not
inclusive political system. As a leader government/ruler has to be consciousness
of state economy whether it is shrinking down, or up raise.

> *A prince also should demonstrate that he is a lover of talent*
> *by giving recognition to men of ability and by honoring those*
> *who excel in particular field. Furthermore, he should encourage*
> *his subjects to be free to pursue their trades in tranquility,*
> *whether in commerce, agriculture, or in any other trade a man*
> *may have. And he should act in such way that a man is not afraid*
> *to increase his goods for fear that they will be taken away from*
> *him, (*McClelland, 1996*).*

According to Machiavelli, traders who take part in commerce have to be
free from any disorders that affect their business and government is expected to
give recognition and enabling them to produce more. In Ethiopia merchants who
traded in another region are exposed and exposing of identity centered attacks.
For instances, the youth groups usually seen from looting and burning others

property regarding ethnic motivated prejudices. In Oromia region some of the youth groups named qerroo are attacking of others ethnic groups by robbing and fiery. Most of the entrepreneurs are refrained from creating and increasing their products in Oromia region because of fear. Similarly, in Amhara region few youths called Fano are also closing of roads against auto truck which travelled to Tigray region. Likely unsettled ethnic issues are making of the country economy to fluctuate. Precisely the current Ethiopian constitution has declared freedom of trade and lives at anywhere without frustrations, but interims of implementation it's not functional.

Article 40 (1-8) asses that citizens of the country have the right to produce and own their private property and Article 41 concerned with economic, Social and Cultural Rights, specifically sub article (1) stated that every Ethiopian has the right to engage freely in economic activity and to pursue a livelihood of his choice anywhere within the national territory. But, because of ethnic centered politics many merchants are looted and their properties are burnt that's why governments are not so doing to protect human and democratic rights in accordance with the constitution. There rights are violated to live and produce anywhere within the national territory and resulted in many of displacements. According to Machiavelli, a prince must encourage talented individual who might take part in commerce, agriculture, and other charitable aspect of engagements. The persisting ethnic based politics leads events are bringing Ethiopia closer to the limit beyond which ethnic politics enters into a zone perilous to the alliance of the ruling parties and, by extension, to the unity of the country, (Kebede, 2019). Merchants are backbone of a country economy since they paid of tax for a state not only tax also they generated work opportunities for unemployment's. In Ethiopia the Gurage people are talented of businesses and they are placed in different regions of the country, hence that they love work than others, but now they are demoralized when they are looted and displaced because of their ethnicity. Usually developing countries are begging foreign

countries and huge international institutions to maintain state and strengthen their economy. Ethiopia is belonging to developing country in which majority of the citizens are under poor economy and poverty is there. Instantly the government will be forced to resign his powers and there will be economic crisis in connection to ethnic politics.

4.4. Language and cultural failures

Ethnic based politics impacts are numerous. From the commencement politics which depends on manners and personality desires are leads to difficulties that could not be resolved simply. Higher educational institutions (university and colleges) are the place where different ethnic groups are coming together, and they share their traditions, cultures, dances, clothing, and others from one ethnic group to others. "The overriding ethno-linguistic identification empowered by ethnic federalism freezes other forms of identification and association, such as citizenship, occupation, religion, class, and gender", (Abbink, 2011). In Ethiopia there are universities are which operated by the government and their overall activities are regulated under minister of education. Within 2018 onward the country universities have had such turmoil's in connection to ethnicity and racism. Within those university some narrow-minded guys are endeavoring of fighting between different ethnic groups among learners, to see such evil deeds among scholars within university side because of personality is very terrifying and conveys the impotent of institutions how to adjust likely disputes.

According to Minister of Education in Ethiopia, students after they completed their preparatory education those who scored good grades are assigned to different universities which are instituted in the entire regions of the country. Some of those institutions are failed to harmonize different culture, religion, clothing, dancing, linguistic and others equally. Because, of personal identity undergraduate and learners are exposed of attacks (physical, or psychological) terrors, and this resulted in student to dropout their leanings.

Parents fill badly about those students who joined university since they doubt whether they are injured or not, in their language and cultures, means that pupils out of their regions are not too secured. Its great shame when students are harmed on their colors, identities, languages and from these what we presume is that if scholars are failed to agree each other, then how the majority of society are which they are not learned could consent on certain things?

University is higher educational level in which intellectual, cultural, moral and thoughtful deeds among learner and scholars are sharing each other for the sake of promoting what else more which are good thing. "Colleges and universities should encourage students to engage intelligently with ethnic identity so they can best contribute to our shared world", (Ortiz and Santos, 2019). Universities are advanced institutions to compromises and settle national consensus without anyone marginalization and have a possibilities of generating good platforms in order to correct such ethnic centered conflicts and others. Therefore, urgently all we have the duty of standing for others estrangement and marginalization due their cultures and languages.

5. Power must exceed morality

In fact the forms of governments are not identical in the entire nation. World countries have shared and unique features mostly regulated by their leader/governments. Developed countries are striving of respecting and securing of what their citizens they deserve as people and mainly a leader is working hard to achieve those good things and more or less they liberate themselves from ethnic politics in comparison to others. African states lack the ethnic consistency and have certain challenges in relation to ethnic conflicts, (Easterly & Levine, 1997). If there are likely challenges leaders have crucial role to maintain state and correcting of conflicts are which raised between different ethnic groups. For this reason maybe it is a Prime Minister, or Presidents as leaders ought to be powerful.

"Power is anything that establishes and maintains man's control over other men, from physical violence to psychological ties", (Morgenthau 1946). Ethiopia current political situations is too disordered , necessarily the Prime Minister has to be powerful to take measurements on those guilty activists, parties, and medias for the sake of adjusting such shortcomings primarily linked with ethnic centered involvements. It is unnecessary to tolerate any of groups when they are cause of chaos and believing that via process themselves(guilty groups) will correct their evil mindedness is foolishness , rather it appeared that than correcting their faults, they are so doing ethnic based engagements which shocked the massive populous of the country. Because, the government is failed to sanction any of guilty groups besides to this official reluctances are intensified of guilty of group's deeds toward continuing moreover. There must be a powerful ruler for alteration of any ongoing difficulties within a state. To correct enduring problems, who concern those problems must have to utilize whatever power without any hesitation for the sake of shorting what an Ethiopians are faced.

There must be a powerful government chiefly when disorders and instabilities are a raised because of ethnic politics and for this reason government could exert power to handle bad conditions. Former UAS president Barack Obama when he was visited Kenya said that politics that's based solely on a tribe and ethnicity is politics that's doomed to tear a country apart, it's a failure, a failure of imagination (Butale, 2015). In world no nations are privileged from ethnic centered political structures to enhance good things, but politics that rest on certain circumstances disdain whichever of good deeds. Authentic politicians are those who debate in base of rationality which empowers them to be more powerful in respect of and safeguarding of country sovereignty and due this they have ideology concerned principles.

In Africa, like Ethiopia politicians are not adopting of ideology centered politics, but they rely on race/ethnicity centered ideology which is not long run after somewhere it rouses conflict among variety of ethnic groups. According to

Obama, if you have to win a campaign by dividing people, you're not going to be able to govern them. You won't be able to unite them later. In connection to this Ethiopian politician and activists have to free themselves from narrow-minded (ethnic centered view), for the sake of leading the nation and to shorten the ongoing difficulties.

Citizens of the country are expectant of the governments to penalize those who dishonored human and democratic rights, but the government is powerless. Discourses are entitled with moral preaching among leaders are deprived of strong powers and it is ridiculous of their state. To foster a good political stability the government of Ethiopia must undertake principle based policy that minimizes political tensions in the country.

> *Morgenthau argues in Politics among Nations that man is composed of a political and religious man and that political actions should be determined from the considerations by the political man. This is why a moral criterion should not be part of the political life. Any political act is according to Morgenthau, good if it promotes the goal of power balance (Soendergaard, 2008).*

Because no politics, but morality dominated the government discourses. "The major concern of Machiavelli is how states should be run and not how morals are to be followed", (Mukherjee, 2009). As stated above current Ethiopian Prime Minister interims of morality has discoursed interesting moral thought, but as statesman no so good regarding his commitment since his discourses are accompanied by moral thoughts visibly those moral accounts caused for numerous crises whereas if he is pragmatics of utilizing rules and regulation has the possibilities of reducing crises in which the country is exposed of.

There must be a limitation of applying moral assumption at all to political cases, because endeavoring of doing politics by means of morality somehow leads to failure of a ruler and disorders within state. Most of a time moral

discourses have a tendency of preaching love over power. Rather, a prince shall adopt alternative approaches to handle whatever difficulties to run a state. As Goshu, (2019) has sated falling in love is not good for a politician, because love somewhere becomes obstacle to maintain a state. The régime of Ethiopia must follow Morgenthau, view of politics which is realistic approach and if they wish to shorten the miserable suffrage of their society they have to be realistic. If it persists as it is not only ceasing of transformation, also it might leads to disobedience and intensifying of ethnical conflicts among north-south and west-east of the entire region.

6. A government should have the principles of the end justify the means

Note, that if there are hindrances which undermines any reform and disdains humanity, then the one who concern primarily a state must secure and confirm peace and security. "To the rulers of the state then, it belongs of right to use falsehood, to deceive either enemies or their own citizens, for the good of the state: and no one else may meddle with this privilege", (Plato.1997). Morality usually warns to be authentic when we have certain engagements as much as possible for all. For the current Ethiopia political instability of attempting to adjust any difficulties via morality seemed to be foolishness, why, because there are protestors and parties who are aberrance of morality and the constitution. The authors believed that in this time the majority could not reject the government if they adopts any Machiavellian virtuous (not moral virtuous), but others that enables leader to settle any difficulties.

According to Machiavelli, a ruler has virtue of himself not moral virtue, but virtues that allows a ruler to handle and adjust whichever problems within a state. Noticeably, there is no need of morality on politics if there are challenges and trying to treat those encounters interims of morality or religion may cause for more failures. Rulers should have pre-cautioned of what will take place within a sate entirely through their intelligences which empower leaders to have effective ruling powers. According to Machiavelli prince will never be hated for

lack of morals, but he will be hated only if he fails to maintain the state (Borgia, 2019). Hence, prince must secure a state by displaying whatever qualities that enables him to sustain a state and as much as possible no matter what a ruler has revealed whether it's in accordance with morality, or not. But, as ruler prince has to concern about maintenance of a state is safe or, not in connection to his virtues. "*The Prince* must be a beast if necessary. *The Prince* be a mixture of the lion and the fox. The quality that a prince must have is virtue," (Mukherjee, 2009.

What the citizens of the country expect is to behave the government on behalf of the popular chooses. In Ethiopia in this time what the subjects are requesting is that the government to dedicate a judgment on ongoing conditions which are troubling, no matter for the citizens whether the government is moral or not moral, moreover what they concern is possibly continuing problems are settled or not.

> *Machiavelli observes that people form their judgment of the men to be appointed to public offices, being guided in their choice either by what is said of a man by the republic voice and fame, even if by his open acts he appears different, or by the preconceptions or opinions which they may have formed of him themselves, (Janet, 2000).*

Indeed, there are no nations, or countries are which they are against to significant reform, it might be that there are anti-groups are opposing of ongoing improvements, because they are selfish to take power due this they will to destabilize and contempt any good attempts taken by a state. The researcher would like to suggest that citizens of a country decision, choices and judgment are the vital factors to determine a government is behaving on behalf of a subject's conciseness or not. A crucial thing for the success of a leader is to pay attention of populous decision and run nation without any threat. But the one who run a nation is vacillating in his/her ideology it might resulted in disagreement between subjects and rulers.

"For anybody which changes his principle depending on whom dealing that is not a man who can lead a nation", (Mandela, 2013). Foremost, rulers have to displays the quality of being adopting what a mass of people wants to be, but one who runs a nation is failed to possess a qualified approach as ruler is difficulty of his citizens to maintain more important things desirable for a state. There is one fact that nobody deny, which is any rulers have their own ideology to lead a state and to realize what a country want to be. It is superior that a ruler ideology in consensus with public choices which generate trust between subjects and ruler.

According to realist, morality it doesn't work for politicians and is not too good for a statesman. There is no need of conventional morality that a ruler will adopt to run a state rather rulers should follow any approach that the situation dose requires. According to Machiavelli princes are advised to treat whatever things virtuously and taking appropriate measures on bad occasions in relation to what the natures of those problems are seemed to be. Philosophically speaking politics is not metaphysics or ontological issue to taken as nonconcrete or abstract. Political engagements are tied with socio-economic activities that we exercise daily which are visible so as to. Like realist, politicians must be pragmatic of their decisions and principles as ruler, unless it's not religious thinking to waiten the consequence whether in heaven, or hell, rather in connection to their decision and principles those who lead a country being a pragmatic of what they want to be. Generally, it doesn't matter for a ruler is being moral, religious, or others, but leader have to pay attention for state maintenance and security of citizens by following any virtues that prompts good things.

7. Conclusion

Finally, we are in the era of 21stcentury on which most world nations are looking for good life by promoting science and technology especially those developed countries role are too immense. I believe that developing nations are going ahead as developed countries they could fun-tune this world incredibly. It

is not to discredit and generalize others talented and gifted individual's effort per zero credit from developing countries, but majority of a society is slumbered from looking forward. We youth are wasted by busying ourselves in hesitating politics than doing what our society wants to be. In his Republic Plato said that justice is doing one's own work, there are three parts of a society king, soldier, and worker groups and based on their specialization if these groups of society are working for what they are assigned, then a state is healthy sate. All is not politician, but a few are candidate of it. What we observe in Ethiopia is that all is wasted due politics. Such unsettled crises make us to think of daily about politics which has an alienating of oneself from his works. That's not anyone curiosity to busy him/herself by politics, but we are forced to give priority for enduring instability.

No more than this to leftover the majority on politics, then the government has the duty to pave an attitudes of the multitudes which relies on politics, to do this a ruler must be powerful and virtuous by identifying such ways as statesman. No matter whether is legal or illegal that a ruler approach that he will adopt for handling persisting difficulties, like Machiavelli a ruler is advisable to possess the end justify the means principle which is consequentialist approach. Rule is not legalized to privileged and disadvantaged based on ethnicity, but absolutely rule must be realized without any pre-consideration to personal or communal identities of certain ethnic groups.

Till now, in Ethiopia ethnical presumption on politics has continuing than before due too extreme activists and political parties, this can be solved by a powerful leader when are they sanctioned awfully to refrain from their politically (illegal), morally (immoral/bad), and religiously (sinful), thoughts and narrow minded thinking. Back to past to learn from previous events, but not wasted by backing past to pick out solely evils deed which aggravates ethnic crises. You fill nothing good from past just go ahead to do goods for coming generation as hero. Therefore, in politics who revenged others due past history is not a ruler to run

state, it has a possible sign of narrow-minded thinking whereas a state being governed by wise.

Therefore, it's so enough to lead ethnic centered politics in case of Ethiopia. The solely thing obviously advanced from identity centered regime is loosing of diversity and caused for bloodshed, massacre, and genocide among multi-ethnic groups. To solve this troublesome, in the arena of politics leaders have to being adherents of ideology based principle is which is freed of identity centered philosophies and it must be inclusive without marginalizing whichever of ethnic groups. The prior thing to consider everybody equally and rationally ought to be interims of humanity. According to Obang Metho, Humanity before ethnicity is the criteria to treat rationally all mankind in similar ways.

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ASSESSING THE PERFORMANCE OF INDUSTRIAL PARKS (IPS) IN ETHIOPIA: THE CASE OF BOLE LEMI 1, EASTERN INDUSTRY ZONE AND HAWASSA INDUSTRIAL PARKS

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ABSTRACT

This exploratory study was conducted to assess the performance of Industrial parks in Ethiopia taking Eastern Industry Zone, Bole Lemi 1and Hawassa Industrial Parks as a case. To this end, an interview with eight key informants, and non-participant field observations were held. Various reports, policy documents and researches related to the study were also consulted. The study reveals that, in their first phase, the parks are fully occupied by 1 local & 114 foreign companies, and created 53,612 jobs directly. And, the surrounding communities are benefiting from the parks by opening up businesses around the parks and renting houses to the people working in the parks. Besides, the parks are performing good in bringing hard currency to the country in which they are earning about 114 Million USD per annum. However, the parks are suffering a lot from lack of supply of well-trained and skilled manpower, absence of supply of local raw/semi-finished materials to the parks, shortage of supply of houses

for rent for workers around the parks, inefficient trade, finance and banking system, inefficient port operation and expensive shipping services, lack of capable, experienced Institutional, regulatory and administrative capacity to administer and manage the parks. Thus, the study recommends that the government should strongly work on the development of skilled and well- trained manpower with TVETs and higher education Institutions, work in collaboration with other stakeholders to empower local firms to create business/supply link with the companies in the IPs, and shall build & supply affordable rental residential houses to the people who come to work in the IPs in collaboration with the private sector. It is also advisable that the government should upgrade its trade, finance & banking system, and reform its Institutional and Regulatory system. Above all, the government should encourage domestic investors to invest jointly with foreign companies in the parks in which technology transfer to local firms will be successful.

INTRODUCTION

1.1. Background and Rationale of the Study

Policy makers and scholars, mostly from the West, have argued a lot the reason for the under development of developing countries and suggest a number of way outs from under development, absolute poverty, illiteracy, and political & economic instability etc. For instance, in the 1950's industrialization was thought as the only means for economic development so that modernization of the agricultural sector was strongly suggested (Todaro & Smith, 2012). Besides, other growth theories like the linear model propagated by Rostow in the 1950's calls for coping and paste of the development path of the developed world in

which developing countries shall follow and go through the footsteps of what the developed countries have gone through (Ibid). Latter, other development theories emerge like Lewis two sector Development Model, the International-Dependence Revolution, neoclassical counter revolution and so on which falsify earlier economic theories. But, none of these theories has helped developing countries to reduce poverty and transform their economies. Still, the LDCs economy highly depends on agriculture, and most people in LDCs are living in rural areas in absolute poverty[1].

Over the last 80 years, where Ethiopia has witnessed three regimes where all the governments has had their own ideologically influenced industrial policies and strategies (Gebreeyesus, 2013). The imperial regime (1950s to 1974), ideologically, it is mostly private-led while the Dergue regime (1974-1991) favoured a state-led/socialist one while EPRDF's era (which is in power since 1991 up-to-date) is characterized as series of economic policies shift from private-led from the late 1991 to the early 2000's to a more or less mixed one where both the private sector and the government has their own respective roles to play in the market to reduce "market failure" in a defiant to neo-liberalism (Ibid: Pp3-4).

During the three five year plans (1957-1973) of the Imperial era, the government aims to accelerate agricultural development by promoting commercial agricultural ventures, invest in the development of various social infrastructures like transportation, construction, and communications, introducing and developing commercial agriculture despite it fail to meet most of the stated goals due to lack of skilled manpower and organized institutional structures to execute the plan (Mihretu & Llobet, 2017).

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[1] "Absolute poverty [is a] situation of being unable to meet the minimum levels of income, food, clothing, healthcare, shelter, and other essentials" (Todaro and Smith, 2012).

The Derge regime (1974-1991) adopted socialism as a leading economic and political ideology introduced a consecutive five and ten year development plans. The first plan was largely all about determining and justifying the role of the state in the economy. Accordingly, the military Junta nationalized all stated owned enterprises and land was redistributed among Ethiopian citizens. On the other hand, the Ten years Perspective plan like the prior economic policies of the country underlines the importance of agriculture to the country's economy while the industrial sector was the other priority of the government next to agriculture. This plan anticipates to bring annual growth rate of 6.5% in real GDP, 4.3% growth of agricultural GDP, 10.8% of industrial GDP growth and 6.9% for services but due to various challenges like civil war failed to realize its goals (Rashid, Assefa, and Ayele, 2007).

Following the collapse of the military Junta, in the Transitional Period (1991-1995), the transitional Government of Ethiopia (TGE) adopted an agricultural based economic policy called "Agricultural Development Led Industrialization (ADLI) that anticipates the development of agricultural sector would led to industrialization (Ibid). Other subsequent polices and strategies like: The Sustainable Development and Poverty Reduction Program (SDPRP) and Plan for Accelerated and Sustained Development to End Poverty (PASDEP) (2005/06-2009/10) focus on agricultural development. But, all these neo-liberally oriented policies and strategies unable to deliver meaningful economic growth in the state. In the early 2000s, this forced the EPRDF-led government under the leadership of the late Prime Minister, Meles Zenawi, to look for an alternative political economy from the East which is "Developmental State", and adopted incorporating democratic elements from the west so that it was known as "Democratic Developmental State" (Mulu & Daba, 2017). And, the government introduced two consecutive five year development plans, GTP I (2009/10-2014/15) and GTP II (2014/15-2019/20) to materialize this new ideology.

Ethiopia's Industrial policy in the GTPs (2009/10-2019/20) clearly stated the need for transforming the economy from agricultural-led to manufacturing and service-led (Mbate, 2016). Despite a number of attempts to industrialization have been made so far by the state through various development plans by the three regimes, comparing to the earlier policies and strategies, Ethiopia able to witness a meaningful industrialization in the GTPs (Ibid).

Ethiopia established Industrial Parks Development Corporation (IPDC) in 2014 through the Industrial Parks Development Corporation Establishment Council of Ministers Regulation № 326/2014 to make the development and management of IPs easy, effective and efficient.

To the knowledge of the researchers, only two studies have been conducted so far regarding IPs in Ethiopia. One is on Hawassa Industry Park studied by Mihretu and Llobet in 2017 selecting one manufacturer known as "PVH", the second largest apparel company in the world, and investigates why this business group chose Ethiopia as its investment target. The other study entitled: "Industrial Park Development in Ethiopia: Case Study Report" conducted by Zhang, & et al (2018) with the aim of "eliciting comments and stimulating debate" regarding Ethiopia's Industrial Park development policy. However, none of these studies have assessed the performance of IPs in Ethiopia vis-à-vis attracting Foreign Direct Investments (FDIs), creating job opportunities, and the prospects of the parks in particular & IP development in Ethiopia in general. Thus, this study tried to fill this research gap.

1.2. **Objectives of the study**

The study aimed to meet the following specific objectives:

A. To assess the role of Eastern Industry Zone, Bole Lemi 1 and Hawassa Industrial parks in bringing Foreign Direct Investments (FDIs);

B. To explore the role of these Industrial Parks in creating employment opportunities since they begin operation;

C. To identify the challenges that they are facing; and

D. To assess the prospects of these industrial parks.

MATERIALS AND METHOD

1.3. Description of the study area

1.3.1. Bole Lemi I Industrial Park (BLIIP)

Bole Lemi I Industrial Park is the first state owned and constructed Industrial Park in Ethiopia developed by the Industrial Parks Development Corporation (IPDC). The park is found in the south eastern part of the capital city of Ethiopia, Addis Ababa, lays on 156 hectares of land. According to Ethiopian Investment Commission (n.d), the industrial Park has 20 sheds (10 sheds of 5500 m^2 and the remaining 10 sheds with a size of 11,000 m^2 each), and the park hosts companies that engage in export business in the areas of garments, Apparel & Textiles, and Leather & leather products (shoes) only (accessed on 11/10/2018 from URL: http://www.investethiopia.gov.et/investment-opportunities/strategic-sectors/industry-zone-development,). The park has the capacity of creating jobs for about 35,000 people when it begin operating at its fullest capacity (African Business Partners, 2017).

Image 1: Bole Lemi I Industrial Park (BLIIP)

Image source: Addis fortune, (May 19, 2018). Accessed on 23/10/2018 from URL:
https://addisfortune.net/articles/labour-strike-rocks-bole-lemi-industrial-park/

1.3.2. Eastern Industry Zone (EIZ)

Eastern Industry Zone is the first and private developed Industrial Park in Ethiopia that was built, developed and owned by the Chinese Huajian Group (also called the Huajian International Light Industry City), and fully occupied by Chinese companies lays on 500 hectares of land. It is found in Dukem, Oromia Regional State, some 35 Kms away south of Addis Ababa. According to Xinhua News agency (2018), there are about 83 companies in the park out of which 56 have already started production. The park served as spring board for the government of Ethiopia to build several parks throughout the country. It is a multipurpose parks that engages in Textiles and clothing (garment), Metal works (steelmakers), shoe, processors and car assemblers, construction materials, Machinery, electrical equipment, engineering material equipment manufacturing, food processing factories, miscellaneous manufacturing, packing and service. The park has the capacity of creating 100,000 jobs while it begin operating at its fullest capacity.

Image 2: Eastern Industry Zone (EIZ)

Image source: Precise Ethiopia, (June 14, 2018). (Accessed on 25/10/2018 from URL: http://preciseethiopia.com/ethiopias-eastern-industry-zone-to-start-phase-2-construction-soon-as-demands-increase/).

1.3.3. Hawassa Industrial Park (HIP)

Hawassa industrial park is found in the outskirt of the capital city of the Southern Nation, Nationalities and Peoples Regional State, Hawassa, about 275 Kms South of Addis Ababa, the capital of Ethiopia. The Park, in its first phase, is built at about 130 hectares of land with the potential of further development to 400 hectares of land. It is an Eco- Industrial Park with zero liquid discharge (ZLD) facility, a model industrial park in Ethiopia, which is built for garment, apparel and textile companies that fully engage on export only. In total, it (the park) has 37 sheds (22 sheds of 11,000 m^2, 12 sheds of 5500 m^2 and the other 3 specialized sheds). In its 1st phase, it has created a job for about 20,000 people, and it has the capacity of creating job opportunity for 60,000 people when it operates fully

according to Ethiopian Investment Commission (URL: http://www.investethiopia.gov.et/investment-opportunities/strategic-sectors/industry-zone-development .

Image 3: Hawassa Industrial Park (HIP)

Image source: Addis fortune (June 25, 2017). Accessed on 25/10/2018 from URL: https://addisfortune.net/articles/hawassa-industrial-park-moves-to-safe-seats/

1.4.**Research Design and Approach**

The researchers employed an exploratory research design to assess the performance of Bole Lemi 1, Eastern Industry Zone and Hawassa IPs. As Manerikar & Manerikar (2014: 1), noted that an exploratory research is useful and advisable "when a researcher [believe there is] …a limited amount of experience [or no/little research is conducted] or knowledge about a research issue [or study gap]..."

Accordingly, to the researchers' knowledge, the researchers believe that there are little researches conducted regarding IPs in Ethiopia due the fact that

the issue is new. That's why the researchers opted this design to meet their objectives. Besides, for the fact that it hard to exactly know the number of people those who are not working being hired in these industrial parks but benefiting through opening a business around these IPs, and it is hard to manage questionnaire in such condition along with the fact that workers may not have sufficient time to fill questionnaires, it is advisable to collect qualitative data as Kothari (1990) noted. Thus, this study employed qualitative research approach.

1.5. Population, Sampling Size, Sampling Technique, Tools of data Collection and sources of data

The study opts to employ a purposive sampling technique in which the target population of the study is the people working in the parks including the administrative staffs of the parks, and the surrounding communities. The detail of data collection tools are stated below.

1.5.1. Key Informants Interview

The researchers conducted interviews with 8 key informants: (Deputy) CEO of Operational Management of various Industries in the IPs, Representative/ CEO of Investors Union in the IPs, Head of Ethiopia Investment Commission in the IPs, and Directors of Community Radio of the IPs on different occasions.

1.5.2. (Non-participant) Field Observation

The researchers conducted an observation on the three IPs, and observe the type of products produced in the IPs, the working environment, the supply-chain in the IPs with the surrounding community taking the objectives of the study at the of the researchers mind. Plus, the researchers accidentally ask 8 workers in the industrial parks about the working environment, their rights as a worker in the parks, what they benefit, and the challenges they are facing among others. And, the researchers have also accidentally asked some residents living around the parks regarding what they benefit from the parks.

1.6. Document Analysis (Secondary Source of Data)

Data were collected from various literatures, reports, IPs and other institutions which have relevance to the subject matter at hand are considered.

FINDINGS, INTERPRETATION, ANALYSIS AND DISCUSSION

This section of the study deals with the findings of the study. It interprets and analyses the data collected through the tools indicated in the previous chapter, chapter three.

3.1. The Role of Industrial Parks (IPs) in bringing Foreign Direct Investments (FDIs) in Ethiopia

Following the development of IPs in Ethiopia, various well-known International companies are making Ethiopia their investment destination in which Ethiopia is now the second in Sub-Sahara African in terms of attracting FDIs next to South Africa (Mulu & Daba, 2017), and Ethiopia is the biggest economy in the East Africa region overtaking Kenya in 2018, according to IMF with Real GDP of $78 billion some $29 million gap with Kenya (Africa News, 29/05/2017. URL: http://www.africanews.com/2017/05/29/ethiopia-overtakes-kenya-as-economic-giant-of-east-africa// retrieved on 30/10/2018).

The development of IPs in Ethiopia is booming. Generally, while the state investing in the development of IPs, it is doing this with the following three basic aims, according to the data collected from our key informant who is *CEO of Operation Management of BLIIP*:

> *"One is, to attract Foreign Direct Investments (FDIs) in which the companies engage in export business through which the state generates hard currency. The other is, creating job opportunities to the people, and the third is, since the companies come with new technology and knowledge, the local people working in the parks will get an exposure to new knowledge and technology*

that latter will help them to establish their own firms and become entrepreneurs", he said (Researchers' translation).

As figures from the three IPs i.e. Hawassa IP, Bole Lemi I IP and Eastern Industry Zone, show, there is no unoccupied shed(s) in the parks. All the sheds built in the parks are fully occupied. In this regard, the government succeed in attracting 114 foreign companies and 1 domestic firm in only three parks: 11 foreign companies in BLIIP (see table 1),   83 (see table 2) companies in EIZ, and 21 companies in HIP (see table 3) exist in which some are already fully operational while some are partially operating. There are a number of reasons why foreign companies target IPs in Ethiopia, according to the interview conducted with the *Head of Ethiopian Investment Commission HIP Branch (also known as the Manager of the Park's one-stop-shop-Service)*. He noted that:

> "*Ethiopia is found in the Horn of Africa where there is continuous instability which is in most cases exceptional to Ethiopia. Ethiopia is the most stable country in the region, comparably. Plus, the country is a home to more than 102 million population where most are young. This gives another advantage to the country, and an opportunity to investors with cheap labour. On the other hand, the government has also give especial focus to the manufacturing sector in which a number of incentive packages like tax holyday, quota free import etc. Not only this, but also the IPs are made ready with the availability of all forms of services like power, water, residence, clinic, security, one stop service and assigning officers who can closely help investors in the parks. All these make IPs the first targets of foreign investors,"* (Researchers' translation).

Table 1. List of Companies operating in Bole Lemi I Industrial Park (BLIIP)

Company Name	Country of Origin	Investment activity/ producing
Nitton Apparels Manufacturing Plc	China	Garments
Shints ETP Garment Plc	South Korea	garments
Ashton Apparel Manufacturing Plc	India	garments for export
Arvind Lifestyle Apparel Africa Plc (ANF GULF)	India	Garments
Lyu Shoutao Factory Plc	China	Leather products (including gloves)
Jay Jay Textiles Plc	India	wearing apparel (including sportswear)
KEI Industrial Engineering Consultancy Plc	US/South Korea	Garments
New Wide Garment (Ethiopian Branch)	Taiwan	Wearing apparel (including sportswear)
George Shoe Ethiopia Plc	Taiwan	Leather Shoe
C & H Garments Plc (M & M Garments Plc)	China	wearing apparel (including sportswear)
Vestis Garment Production Plc	India	Garments

Source: Flyer given to the researchers by the Deputy Manager of BLIIP, 2019.

Table 2: List of Major Chinese companies operating in the Eastern Industrial Park

Category	Company	Type of Business	Establishing Year
Textiles and clothing (10)	Chang Cheng Packaging Co Ltd	Production of woven bags and packaging material	2010 (operation)
	Huajian Shoe Co Ltd	Leather shoes	2011 (operation)
	Dongfang Spinning, Printing and Dyeing	Textiles and garments	2013 (operation)
	Linde Clothing	Manufacturing of garments	2014 (operation)
	KEPA Textile Plc	Weaving, finishing and printing of textiles	2014 (operation)
	Yuechen Textiles	Manufacturing of woven fabrics	2015 (operation)
	Haibo Manufacturing Plc	Manufacturing of children's clothes and adult suits	2016 (operation)
	Kaipu Manufacturing Plc	Production of school bags, travelling bags	2016 (implementation)
	Shuaije Textile Plc	Textile products	2016 (pre-implementation)

	Wuzhen Miao Textile	Textile products	2016 (pre-implementation)
Metal works (3)	Eastern Steel Co	Manufacturing of basic iron and steel	2006 (operation; expansion 2014 and 2016)
	LQY Pipe Manufacturing Co. Ltd	Steel pipe production	2010 (operation)
	Zhen Zhen Iron & Steel Manufacturing Plc	Manufacturing of basic iron and steel	2015 (operation)
Construction Material (7)	East Cement	Cement production	2006 (operation)
	L&J Engineering Co. Ltd	Production of bricks, pipes and cement products	2010 (operation)
	Yulong Technology Building Materials Co. Ltd	Production of gypsum boards and related products	2010 (operation)
	Zhong Shun Cement Manufacturing Co. Ltd	Cement production	2008 (operation)
	Hansom Kinfengda Manufacturing Plc	Manufacturing of electrical wires or cables	2015 (operation)

	TY Wood Manufacturing Plc	Manufacturing of plywood boards, timer doors, floors and furniture	2016 (implementation)
	Di Yuan Ceramics	Ceramic products	2016 (pre-implementation)
Machinery (8)	Yangfan/Lifan motors	Motor vehicle manufacturing and assembling	2013 (operation)
	Shadeka Spare Parts Manufacturing Plc	Manufacturing of spare parts and accessories for motor vehicles	2013 (operation)
	Changfa Agricultural Equipment Manufacturing	Tractors, harvesters and other agricultural equipment	2011 (operation)
	Yuechen Industry Plc	Manufacturing of special purpose agriculture machinery	2014 (implementation)
	Yema Auto	Pick-up assembling	2011 (operation)
	E-truck Motors Manufacturing Plc	Heavy vehicles	2016 (pre-implementation)
	Higer Pickup	Pick-up production	2011 (operation)

	Ejia Metal Products Manufacturing PLC	Manufacturing of screws, nuts and other metal products	2014 (operation)
Miscellaneous manufacturing (4)	Aisai Recycled Plastic Manufacturing	Manufacturing of plastics and/or synthetic rubber	2013 (operation)
	Hul Huang Industrial Plc	Manufacturing of plastic products excluding plastic shopping bags	2013 (operation)
	Jili Electric Plc	Home appliance manufacturing	2016 (pre-implementation)
	Sansheng (Ethio) Pharmaceutical PLC	Pharmaceutical Manufacturing	2016 (construction)
Packing (2)	Great Wall Packing Material	Packing materials production	2011
	Pure Wood Pulp Paper and Packing Plc	Production of pulp, paper and packaging materials	2017 (pre-implementation)
Services (3)	East Cement Leasing Company	Construction equipment rental service	2008 (operation)
	East Cement Share Company	Administrative services, personnel	2006 (operation)

		management, sales, billing, etc.	
	Eastern Hotel	Hotel services	2008 (operation)

Source: Zhang & et al (2018).

Table 3. List of Companies operating in Hawassa Industrial Park (HIP)

No	Country of origin	Investment Activity	Company Name
1	China & Hong Kong	TEXTILE MILL, GARMENT	Indochine Apparel Ltd CHINA; TAL Apparel; EPIC Group; Quadrant Apparel Group Plc (MUST Garment); Giangsu Golden Island Group ; KGG Garment plc ; WUXI
2	Indonesia	GARMENT	Busana Apparel (PTU)
3	Taiwan	TEXTILE & GARMENT	Everest Textile
4	UK	Garment	FCI
5	France & South Africa	ACCESSORIES	Chargeurs Fashion Technologies; TIL (International Trimming Laboratory)

6	China	GARMENT, ACCESSORIES	Hela Indochine Clothing Group
7	Belgium	PERSONAL PRODUCTS HYGIENE	Ontex Group NV
8	India	GARMENT: KNITWEAR DENIM ,	Arvind; Raymond, Silver Spark Apparel Ethiopia Ltd; Best International Corporations
9	Sri Lanka	GARMENT: KNITWEAR	Hinderamani Garment Plc; Isabella and Sarasavi Export (Pvt) Ltd
10	USA	GARMENT AND BUYER	PVH
11	Ethiopia	Garment	JAS Garment

Source: Ethiopian Investment Commission Hawassa Industrial Park Branch, 2018.

As it is mentioned above, 99.13% of the developed and availed sheds in HIP, BLIIP and EIZ parks are fully occupied by 114 foreign companies. This indicates there is high demand for IPs in Ethiopia by foreign investors in which this has encouraged the government to further make an investment in the development of IPs in various parts of the country. As *Deputy Head for Integrated Service Centre in the Operation and Management Department of HIP*, strongly noted that the development of IPs in Ethiopia is not only successful so far in attracting FDIs, but also the parks aim to attract best brands of foreign companies that have good name in the global market. One of the very reason why

all most all the companies in the IPs are foreign is that according to *CEO of Operation Management of BLIIP,* one of the key informants, he disclosed that:

> *"Since Ethiopia is new to the manufacturing export sector, and domestic firms do not have the capacity to compete in the global market, the government favours foreign companies with good international experience and good name in the global market to come and invest in the parks so that the companies will promote Ethiopia in the manufacturing sector at global level"* (Researchers' translation).

Following the coming of foreign companies in to Ethiopia's IPs, the country is enjoying some of its fruits in the sector in terms of generating hard currency. In other words, as some of the companies have begun to invest and operate in the parks, the country is generating a lot of hard currency. In average, about 3 million USD per month from HIP in its start-up phase(despite it plans to earn about 1 billion USD per year while it became fully operational), 4.5 Million USD per month from EIZ (but it plans to earn 3 billion per annum while all its companies began full operation and its phase two expansion fully developed) and 2 Million USD per month from BLIIP (and it aims to earn 1 billion when its expansion project phase two, Bole Lemi II Industrial park fully developed and fully operational after a year) is generated according to the data collected through interview with *the Manager of the Hawassa Industrial Park's one-stop-shop-service*, *Representative of Investors Association in EIZ*, and *Deputy Manager of the park's one-stop-shop-service of BLIIP*, respectively. In this regard, as many of the parks are built in loan mostly from China, the generated income will help the country to pay its debt back, said *Manager of Community Radio of HIP* in an interview conducted with the researchers. One can understand that there are two key reasons why the companies in the IPs are expected to export to foreign market, not to supply to domestic market;

a) One is, since the IPs are constructed with foreign loan, the government expected to earn hard currency from the export activities of the companies in the park so as to pay back its loan; and

b) The companies in the park which are well known in the global market with their good names through exporting Ethiopian made products to the global market will attract other companies to come and invest in Ethiopia. In other words, the companies are serving as "good ambassadors of Ethiopia" in the manufacturing sector by exporting their products made in Ethiopia so that other companies will be interested to investing in Ethiopia.

The other very important point here is that these three IPs have able to attract Billions of Dollars of through FDIs. For instance, in the first six months alone in FY2017/18, the country has attracted about 2.2 Billions of USD in FDIs, according to Ethiopian Investment Commission (2018). Besides, the targets of the IPs in Ethiopia are the global companies, and it has been realized this target. As you can see from the profile of the list of companies operating in the three industrial parks except one, JAS Garment in HIP (see table 6 above), all the other 114 companies are foreign owned and comes from almost all over part of the world.

3.2. The role of Industrial Parks (IPs) in creating Employment Opportunities

Industrial Parks have different type and areas of specialization within a country and across countries in the world. Despite these differences, IPs are developed primarily taking the issue of creating employment opportunity, attracting foreign and direct investments in the manufacturing sector, and expansion of urbanization in to consideration. For instance, Ethiopia's council of ministers Proclamation No.886/2015 stated clearly stated the necessity of investing in the development IPs in the country as follows:

"…[I]t is necessary to accelerate the economic transformation and development or the country through the establishment of Industrial Parks in strategic locations to promote and attract productive domestic and foreign direct investment thereby upgrading industries and generate employment opportunity;…the need to enhance export promotion, protection of environment and human wellbeing, economical land use and establishing and expanding planned urban centres…"

As it is indicated above, one of the very aims of the development of IPs in Ethiopia is creating jobs. That's why the government is prioritizing some manufacturing sectors that are labour intensive like garment and textile, which need a large amount of labour. From this point of analysis, the researchers assess the performance of the three IPs in creating job opportunity to the local people as well as to Ethiopians. In this regard, the researchers compiled the figures in the following table.

Table 4: Jobs created in HIP, BLIIP and EIZ as of February, 2019

Name of a Park	Already Created jobs	Expected jobs to create
Hawassa Industrial Park (HIP)	16,000	60,000
Bole Lemi I Industrial Park (BLIIP)	14,200	35,000
Eastern Industry Zone (EIZ)	23,412	100,000
Total	**53,612**	**195,000**

Source: Compiled by the researchers, 2019.

As the above table indicates, these three IPs alone have created a job opportunities to about 53,612 which is 27.49% of what is expected to create while the parks enter in to full operation. They created jobs not only for those who have took certain training from formal training centres like TVETs, engineering

graduates from various universities and higher education institutions of the country, but also a priority is given to the local people who are displaced from their lands for the development of these parks in which a sense of belongingness, ownership and benefiting from the park as well as a tension between the parks and the surrounding community will reduce or minimize in this regard, stated *Representative of Investors Association in EIZ*. The researchers have also realized whether this practice is also being done in other industrial park, and the other two parks, BLIIP and HIP, are doing this. But, the case of Hawassa IP is gone beyond creating jobs to the displaced farmers from the park. According to the data collected through interview conducted with the *Manager of Hawassa Industrial park's one-stop-shop-service*, the park has also built a house in the surrounding of the park, and transfer to the farmers whose house were demolished for the development of the park as a compensation.

Apart from creating job opportunities, the parks have also created an opportunity for the urbanization of the surrounding areas where the parks are developed. Since, many people come from various part of the country to work in the parks, the community surrounding the parks have a great business opportunity through various ways.

The researchers have accidentally asked some people surrounding the parks about "what they have benefited from the parks?" And, one of the participant who is *a security personnel in Hawassa IP* said "*I'm happy to see the park in his locality, and earning about 950 Birr per month in which I able to meet the demand of my family.*"

Besides, others surrounding the parks have able to earn sustainable income from renting houses to the people who come to work in the parks from various parts of the country. A women who *resides around BLIIP* said to the researchers that:

> "*The park is not only creating jobs to the people who are working in the parks. But also, it creates a job for us and the*

surrounding communities of the park. I, for instance, earn about 6500 Birr in total renting 3 houses to people working in BLIIP. My neighbour friend rented 2 houses one for shop, the other for as a small café. Others are also benefiting by opening up businesses like boutiques, supplying transport services. We, as a community, are also befitting from some kinds of infrastructures like roads. In all means we are befitting from the park," she said (Researchers' Translation).

The researchers have also able to contact some workers in their field observation in the parks, and accidentally ask some workers about what they learn something new, the working environment and other related questions. In this case, *a worker from Silver Spark Apparel Ethiopia Plc working in HIP, a worker, production supervisor in HYDRAMANI Ltd in HIP, a worker in FCI in HIP, a worker in Jay Jay Textiles Plc in BLIIP, a worker in C & H Garments Plc (M & M Garments Plc) in BLIIP* all opined that they learn a lot about the work culture in the parks where there is no time just to spent unutilized. The foreigners' working culture helps them to be hard working people. Plus, they learn a lot about how to operate certain machineries in which latter on they will contribute a lot to the development of the manufacturing sector in the country, and develop a good skill practically how a machines works, and how to operate a machine. In this regard, despite it is not sound to say one of the very objectives of the parks, transfer technology to local firms and citizens is successful, to some extent it is encouraging, and it is good to see some Ethiopians are working at the sophisticate department of the firms in the parks.

FIGURE 1: WORKERS IN KEPA TEXTILE PLC IN EASTERN INDUSTRY ZONE

Image Taken on 12/02/2019 by the researchers.

FIGURE 2: WORKERS IN SILVER SPARK APPAREL ETHIOPIA PLC IN HAWASSA INDUSTRIAL PARK

Image Taken on 04/05/2018 by the researchers.

FIGURE 3: PEOPLE WORKING IN JAY JAY TEXTILES PLC IN BOLE LEMI I INDUSTRIAL PARK

Image Taken on 26/01/2019 by the researchers.

3.3. Challenges and Prospects of Industrial Parks (IPs) in Ethiopia

The government of FDRE has given special attention to the development of the manufacturing sector in which its aggressive investment in the development of a number of industrial parks throughout the country is an indication to this policy. Development of IPs in Ethiopia is booming. Despite the government has invested a lot and give utmost attention to this sector, the already operational/functioning parks are suffering from a number of challenges. For instance, according to one of the key informants, *CEO of Investors Union in HIP*, the utmost challenges that makes investors not to be effective and efficient is lack of trained and skilled manpower. He said:

> *"The companies that come and invest in HIP communicate the investors union first that they demand a number of workers to work in various departments they have, and we make a call. And, a number of people apply, but they don't have the minimum skill to work in the park. Even those who have BA/BSC graduated from various universities of the country including g engineering graduates do not have a knowhow about machines. Thus, we take anyone regardless of their academic profiles, and give them a short term training for about up to 2 months. After which they will be hired in the park"* (Researchers'' translation).

The same is true with other informants from other IPs that the country needs to produce/supply well-trained and skilled manpower from TVETs and higher education to fill the gap between the supply of manpower and demand of manpower by the parks unless the so called technology transfer may not fully successful. The parks do not have any kind of security threats; no market problem for the companies operating inside the parks for the fact that they have good name in the global market. Every infrastructure is fully available with close monitor

from officials in the park. But, there is great problem not only to the companies working in the parks but also for the country as well said the *Director for Investment and Customers' Service Department from EIZ*. He noted the following:

> *"One of the very aim of IPs in Ethiopia is to minimize import and promote export by which the country can earn hard currency. However, currently the companies in EIZ and in other parks in Ethiopia are importing semi-finished products and what they are doing is finalizing to export them back. They do not use raw materials from Ethiopia. This has two implication. One, the parks are not establishing business link in the local market by using either raw or semi-finished local products. Second, the companies are importing materials through hard currency. Thus, the country is not earning the expected amount of hard currency want to have/earn."*

According to UNCTAD Investment Report of 2017, FDI in to Ethiopia is growing dramatically at about 50% per annum 1.2 billion in 2014, $2.2 billion in 2015, and $3.2 billion. This indicates that the government is succeeding in attracting FDIs as he planned in his IP policies. But, despite some successes of these IPs, these parks are also suffering from various challenges related to logistics and supply of raw materials in which all the supply of raw materials are imported. Plus, as Mihretu and Llobet (2017), investors in the parks Hawassa Industrial Park (HIP) are suffering from:

> *"...[I]nefficient trade finance and bank processes, long shipping times, high shipping costs, inefficient port operations, high freight transport cost, unregulated service under monopolistic practices, inadequate logistics service capacity, poor coordination, and lengthy customs and inland dry port clearance. Customs processes are unpredictable and that requirements and regulations are not clear."*

Furthermore, IPs that are operating in Ethiopia are also suffering from lack of capable, experienced Institutional, Regulatory, and Administrative Capacity to develop and manage the parks; poor Local Development in the areas where the IPs, and the absence of business Linkages in domestic and international market among the others are the challenges to the overall development of the parks (PVH Corporation. 2016; World Bank Group, 2017).

The other critical point that the researchers found out is that workers are not paid well. All those who the researchers contact them accidentally during field observation is that despite they are learning a lot of new things in the parks and are happy to have the opportunity to join the parks they are working in, what they are paid is not proportional to the time they spent in and to what they produce in the parks. The workers from *Silver Spark Apparel Ethiopia Plc, HYDRAMANI Ltd in HIP and FCI in HIP, Jay Jay Textiles Plc and C & H Garments Plc (M & M Garments Plc) from BLIIP*, and *KEPA Textile Plc in EIZ and Yuechen Industry Plc in EIZ* whom the researchers met them accidentally during field observation disclosed other critical point is that despite workers reported about the low salary they are paid in the parks, the park officials never give attention to their questions, and the officials favour the foreigner company owners/managers in the parks. This has resulted in a strike by the workers in Bole Lemi I IPs at May, 2018, for instance.

Having discussed all these challenges the parks have been facing so far, what it looks like the prospects of the parks is the next question. From the figures discussed above, one can realized that despite it not up to the expected level, the parks are on good progress. They have already created a job opportunity for thousands of people in their start-up phase which is very encouraging. They are also trying to bring hard currency which the country is suffering most from. And, officials from the three parks share this conclusion. *The Manager of the HIP's one-stop-shop-service*, said for instance, the issue of industrial park is new to Ethiopia. But, the country is administering the parks not as someone who is new

to it. The parks are performing at a very promising level. *Director for Investment and Customers' Service Department from EIZ* said that the experience of EIZ has become a spring point to the Ethiopian government to aggressively engage in the development of IPs in various parts of the country. He noted that:

> *"EIZ is the first IP in the history of Ethiopia's history of Industrial Parks' Development. It was developed by the Chinese CCCC and Ethiopians were introduced to IP for the first time. And, the performance of the park has become encouraging and convincing to the government. That why the government has asked the help both technical and money of the Chinese government to invest in the development of IPs in the country. The park has fully occupied by companies from China, and it is working on its phase two expansion project of the park."*

As the figures also speaks there is no free shed unoccupied in all the three parks. And, Bole Lemi II IP the expansion of its phase one is underway which substantiate the above claim by *Director for Investment and Customers' Service Department of EIZ.* Thus, it is sound to conclude that the prospects of IPs of these parks is bright.

One of the very aims of the development of Industrial Parks in Ethiopia is import substitution. The parks are developed in such a way that they will substitute the import of goods by producing them in Ethiopia industrial sector with competitive quality. And, the parks are also expected to promote its export capacity, amount and kind so that the country will generate hard currency and will save some of its hard currency from purchasing goods in the form of import. However, given the trends of these three IPs (i.e. HIP, BLIIP, and EIZ), according to the data collected from the parks through interview with *the Manager of the HIP's one-stop-shop-service*, *Deputy CEO of Ethiopian Investment Commission of BLIIP Branch*, and *Director for Investment and Customers' Service Department of EIZ*, are just engaged on export while they

did not use local raw/or semi-finished products. Rather, the companies in the parks are importing semi-finished products which will cost the country additional hard currency. Plus, at this level, the parks have never contributed any role for import substitution.

Moreover, according to an interview with conducted ENA on 10/12/2018, Mrs Lelise Neme, CEO of IPDC, disclosed that one of the critical challenges that the IPs, which begin operating, facing so far is shortage of supply of houses for rent surrounding the parks to the people come to work in the parks from various parts of the country. This forced a number of workers to leave the parks, adds the CEO of IPDC (Accessed from: https://www.ena.et/?p=29340#) on 25/01/2019).

Apart from the claims of the CEO of IPDC of the FDRE, workers from *Jay Jay Textiles Plc* and *C & H Garments Plc (M & M Garments Plc) of BLIIP* disclosed to the researchers that even the existing houses are beyond the financial capacity of the workers. They stated that no one affords to rent a single house in his/her own. Rather, they rent a single house in a group due to the fact that the wage they are paid is less, and the houses are too expensive. This results in that workers never stay in the park for so long. They leave the park after few months, noted the workers. On the other hand, the workers' mobility from the park forced the park and the companies in the park to look for new workers and provided them with trainings, since most of the people who seek to work in the park are new, the CEO of Operation Management of BLIIP informed the researchers. Therefore, one can understand that this problem will have an impact on effectively exploiting workers capacity sustainably, and it will also have an impact on the amount of products produced by the companies in the park so that the country fails to get a significant amount of hard currency from exporting products from the park.

As a solution, the CEO of Operation Management of BLIIP suggest that:

"The government shall introduce a new housing program [or scheme] that benefits workers in the park [and in other parks in the country] that focuses on supplying of house to workers in the park with affordable rent/price."

SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS

According to Zhang and et al (2018: 8-14), the development of IPs in Ethiopia has six major objectives:

A) To improve sustainability and resilience of economic growth ;

B) To enhance contribution of manufacturing to national economy ;

C) To stimulate stagnant exports and foreign direct investment ;

D) To alleviate foreign exchange shortages ;

E) To reduce borrowing funded government and SOE investment, and

F) To transfer the lead of growth from public to private sector.

And, this study has addressed all of them in one or in the way. The parks, in their start-up phase, are performing well in creating job opportunity, attracting FDIs and earning hard currency, contributed a lot in avoiding possible land grabbing and state-citizens conflict over land etc. Thus, it is sound to conclude that the prospects of the parks given how they are performing in their start-up phase is very promising despite there are challenges related to: lack of well-trained and skilled manpower, absence of supply chain of local raw/semi-finished materials with the parks, inefficient trade finance and banking process, inefficient port operation and expensive shipping services, lack of capable, experienced Institutional, Regulatory, and to administer and manage the parks; poor local development in the areas where the IPs are. Thus, the study recommends:

➢ The current regime which is in power since May, 1991 in Ethiopia has been investing a lot of capital in the educational sector increasingly. For instance in 1982, the then government, Dergue, invested about 2.10% of country's GDP on the education sector while the FDRE government increases the share of the sector to 5.50% of the GDP in 2006, 5.60% of the GDP in 2012, and drops to 4.50% of the GDP in 2013 as Knoema Corporation (2013). However, building public Universities or TVETs or schools is not enough as it has been done so far. But, the quality of education shall not put in to question and compromise. The education in TVETs and engineering schools shall be more of practical, not theoretical as before. Plus, there should be a sustainable Industry-University linkage so that students will learn practically on the spot, and IPs shall serve as training and excellence centres.

➢ As this study found out that there is no any business link between local firms and companies in the IPs in which this will negatively affect hard currency generating capacity of the country and the so aimed technology transfer. Thus, the government should encourage domestic firms and investors to empower them financially so that they will invest in joint venture with well-known international manufacturing companies through which in the long process domestic firms will be in place taking over international companies in Ethiopia.

➢ Given Ethiopia's existing Institutional, Regulatory, and administrative capacity, it is hard to continuously and sustainably attract FDIs. Thus, the government at all levels shall upgrade and reform its banking system, its institutional structure and bureaucracy free from rent seeking and corruption as much as possible.

➢ The government shall also work day-and-night on the development of ports with the neighbouring countries so that port costs will decrease in importing goods for-and-exporting goods produced the parks with possible low cost and good efficiency.

➢ The parks in Ethiopia are highly export oriented despite the government also aims on import substitution. And, their activities so far indicate that the parks are not performing well on import substitution. Just, they are importing raw and semi-finished products for their production process. Thus, the government shall encourage and supply domestic investors with financial support to engage in supplying of semi-finished products with best possible quality to the parks.

➢ Finally, the government in coordination with the private sector, and investors shall built rental residential houses to supply for workers in the parks with reasonable and affordable cost. And, city administrations shall have a separate budget to build houses surrounding the parks to this end.

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List of Appendices

Appendix 1: List of Key Informants

S/N	Sex	Place of Interview	Position Held in the Park	Date of Interview
1	Male	HIP	CEO of Ethiopian Investment Commission of HIP Branch (also known as the Manager of the park's one-stop-shop-service)	04/05/2018
2	Male	HIP	CEO of Investors Union in HIP	03/05/2018
3	Male	HIP	Deputy Head for Integrated Service Centre in Operation and Management Department of HIP	04/05/2018
4	Male	HIP	Manager of Community Radio of HIP	02/05/2018
5	Male	BLIIP	CEO of Operation Management of BLIIP	28/01/2019
6	Male	BLIIP	Deputy CEO of Ethiopian Investment Commission of BLIIP Branch (also known as the Deputy Manager of the park's one-stop-shop-service)	28/01/2019
7	Male	EIZ	Representative of Investors Association in EIZ	12/02/2019
8	Male	EIZ	Director for Investment and Customers' Service Department from EIZ	11/02/2019

Appendix 2: Others (accidental Informants during field observation)

S/N	Sex	Status	Place of Contact	Date
1	Male	A worker in Silver Spark Apparel Ethiopia Plc	HIP	04/05/2018
2	Male	Production supervisor in HYDRAMANI Ltd	HIP	04/05/2018
3	Male	Security person in HIP	HIP	05/05/2018
4	Male	Owner of small business, Beza Wood Work and Metal Works Association	Around HIP	05/05/2018
5	Female	A worker in FCI in HIP	HIP	03/05/2018
6	Female	A house owner around BLIIP	Around BLIIP	25/01/2019
7	Male	A worker in Jay Jay Textiles Plc	BLIIP	26/01/2019
8	Female	A worker in C & H Garments Plc (M & M Garments Plc)	BLIIP	26/01/2019
9	Male	A worker in KEPA Textile Plc	EIZ	12/02/2019
1	Female	A worker in Yuechen Industry Plc	EIZ	12/02/2019

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Besides, we are grateful to those people whom we, the researchers met them accidentally, working in the parks, opening businesses around the parks, and renting houses to workers in the parks who were volunteer in providing various valuable information about the parks.

<u>Declaration of Conflict of Interest(s)</u>

We, the researchers, declare that the work entitled: "Assessing the Performance of Industrial Parks (IPs) in Ethiopia: The case of Bole Lemi 1, Eastern Industry Zone and Hawassa Industrial Parks" is our original work, and that all sources & materials used for the study have been duly acknowledged. And, the authors also declare that this article/research is not plagiarized, has not been previously published elsewhere, and is not sent to any other journal to be considered for publication.

TOWARDS A HEGEMONIC FEMININITY? COVERAGE OF THE FIRST FEMALE ROMANIAN PRIME MINISTER IN THE NATIONAL AND LOCAL MEDIA

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Abstract

Since her appointment in January 2018, the first female prime minister of Romania has been constantly in the focus of the news. Either it was about ordinary political events and statements, current activity and meetings with counterparts from other countries, or it was about extraordinary actions and assertions that have attracted the attention and sometimes criticism and sarcasm of the media, the first woman in a political executive leading position in the history of Romania has always been in the spotlight of the media. Moreover, topics usually or mostly related to women, such as how does she looks or dresses, how is her hairdo or her makeup, have been on the media agenda regarding the female premier. The present paper analyses the national and local media coverage of the Romanian female prime minister since her nomination in January 2018 and continuing with the first months of her term. The article pays particular attention to the extent to which the first female premier of Romania, as

represented by the national and regional media, embodies or not the hegemonic femininity.

Keywords: hegemonic femininity, hegemonic masculinity, female prime minister, media coverage

Introduction

The theme of women in Romanian politics was approached and debated in the Romanian media in various contexts and on different occasions, both with reference to their political participation and activity in general (Băluţă, 2010; Surugiu, 2012; Rovenţa-Frumuşani, 2015), and with reference to specific circumstances, such as those occasioned by the local, parliamentary, presidential, or European elections (Dan and Iorgoveanu, 2013; Kaneva and Ibroscheva, 2014; Cmeciu and Pătruţ, 2014; Rovenţa-Frumuşani and Irimescu, 2018). Although women have become more active in Romanian politics lately, succeeding not only in parliamentary positions, but also in some local power functions (such as Gabriela Firea's victory in 2016 as General Mayor of Bucharest), they still remained generally underrepresented in politics (Surugiu, 2012; Kaneva and Ibroscheva, 2014), and especially in the significant positions of power and decision-making (Băluţă, 2010; Surugiu, 2012). A challenge for this latter aspect has emerged, however, in early 2018, when, for the first time in Romanian history, a woman, Vasilica Viorica Dăncilă, became Prime Minister, marking a new political context, defined by the tenure of a woman of the higher executive power position.

The present paper discusses the results of a research which aimed to identify the ways in which the Romanian media have covered the first female premier in the history of the country, starting with her nomination in this position in January 2018 by the Executive Committee of the Social Democratic Party (SDP), the winning party of the Romanian legislative elections in December

2016, and continuing with her political activity and her public appearances in the first months in office. In this regard, starting from a theoretical framework opened by the concept of "hegemonic femininity", there was conducted a content analysis on the news within the online Romanian media during January-April 2018.

Theoretical and conceptual framework

One of the central concepts for the present approach was that of "hegemonic masculinity", a term introduced in gender sociology by R. W. Connell in 1987. The theoretical origins of this concept can be found in A. Gramsci's view regarding hegemony and hegemonic domination. According to Gramsci, maintaining control in capitalism was not so much achieved through political and economic violence and coercion, as through ideology (apud Anderson, 1976). The bourgeoisie has developed a hegemonic culture that propagated its own values and norms, which have become the values of "common sense" of all. Thus, including the members of the working class took up these values and began to identify with them, contributing in this way to maintaining the status quo rather than to social change. For Gramsci, hegemonic domination is ultimately based on consensual coercion (Gramsci, 1999: 549) and only in the case of authority crises the "consent masks slip", revealing the "fist of iron" (ibid.: 48) that, in fact, maintains the domination.

These ideas were caught by R. W. Connell (1987) and used in the analysis of the issues of gender relationships, the model being integrated into her sociological theory of gender. Following Gramsci and his theory of cultural hegemony, Connell comprehends hegemony as the form of rule or domination that is less enforced by means of coercion and violence, than is produced and reproduced by the culturally mediated creation of an (implicit) consent of subordinate groups with their position: by shared values and common interpretive patterns (apud Meuser, 2010: 327-328). Hegemony refers therefore

to the cultural dominance in society as a whole, but it does not mean absolute control. It is based on the assent or willingness of those who are subordinated to their social situation and also requires a minimum permeability between social classes (ibid.: 329). In other words, hegemony represents a form of regulation of social relations, characterized by a "social openness", and this social openness is specific for the first time to modern societies. Connell (1999) points out, in a later resumption of the hegemonic masculinity debate, that this is a phenomenon of Western modernity. Hegemony means, thus, the ascendancy achieved through culture, institutions and persuasion; it does not suppose violence, although it could be supported by force (Connell and Messerschmidt, 2005).

Within her theoretical perspective on gender hegemony, R. W. Connell (1995) understands gender as the ways in which the "reproductive arena", which includes the "bodily structures and processes of human reproduction", organizes practice at all levels of social organization – from identities, to symbolic rituals and to large-scale institutions (Connell, 1995: 71). In the gender relations Connell considers masculinity as the central feature, and she defines it as "simultaneously a place in gender relations, the practices through which men and women engage the place in gender, and the effects of these practices on bodily experience, personality and culture" (idem). Thence, masculinity has, according to Connell, three components: a social position; a set of practices and characteristics understood to be "masculine"; the effects of the collective embodiment and enactment of these practices on individuals, relationships, institutional structures, and global relations of domination (Connell, 2000; 2015). Furthermore, she defines hegemonic masculinity as "the configuration of gender practice which embodies the currently accepted answer to the problem of the legitimacy of patriarchy, which guarantees (or is taken to guarantee) the dominant position of men and the subordination of women" (Connell, 1995: 77). Thus, hegemonic masculinity was understood as "the pattern of practice (i.e.,

things done, not just a set of role expectations or an identity) that allowed men's dominance over women to continue" (Connell and Messerschmidt, 2005: 832).

Yet, not all men embody hegemonic masculinity. In fact, only a few men might enact it, managing to have a hegemonic social position and correspond to the normative ideal of hegemonic masculinity. But hegemonic masculinity being embodied by at least a few men over time and space, legitimizes the domination of men as a group over women.

The male dominance advantages however, to some extent, all men. Connell uses the term "complicit masculinity" to refer to all forms of masculinity taking advantage of so-called "patriarchal dividends". Thus, men who embody complicit masculinity are those who, without tension or risk, represent "the first-line troops of patriarchate", receiving the benefits of patriarchy without enacting a strong version of masculine dominance.

Connell also emphasizes that hegemony in gender relations does not only work by subordinating femininity to hegemonic masculinity but also – equally important – by subordinating and marginalizing other forms of masculinity in relation to hegemonic masculinity. The "subordinate masculinity" is, for example, the homosexual masculinity, which over time was positioned, in a hierarchy of genders, the lowest among men. These masculinities, which are usually stigmatized as effeminate, have been throughout history excluded, subordinated and even criminalized, being treated through intimidation, prejudice, threats and violence.

Subordination is, in Connell's theory, a mechanism through which the superior position of hegemonic masculinity is maintained, but it is not the only mechanism. Considering the intersection of gender and social class, respectively race/ ethnicity, Connell also refers to "marginalized masculinity" to define those men who are part of lower social classes and discriminated racial or ethnic groups. As hegemonic masculinity identifies itself as "white" and having at least the middle-class status, marginalized masculinity can never be able to reach the

dominance of hegemonic masculinity, and the relationship between them will always be one of supremacy-marginalization. Nonhegemonic masculinities, such the subordinated and marginalized ones, exist therefore in tension with the hegemonic masculinity, and they cannot penetrate or impact it (Demetriou, 2001).

As there are multiple masculinities, there are multiple femininities. However, in Connell's view, since all forms of femininity in society are under the sign of the general subordination of women to men, there is no form of femininity that, among women, corresponds to the position of hegemonic masculinity among men. That is why, in Connell's vision, there is no hegemonic femininity. Instead, she speaks about "emphasized femininity", defined in relation to hegemonic masculinity, namely that femininity that helps to maintain women's subordination and meets men's interests and desires. The name "emphasized" instead of "hegemonic" femininity was preferred in order to acknowledge the asymmetrical position of masculinities and femininities in the patriarchal gender order (Connell and Messerschmidt, 2005: 848). Although she speaks about multiple femininities, Connell does not elaborate this idea, in her theoretical vision remaining central this non-symmetrical rapport between masculinity and femininity in the patriarchal social order, as well as the relationship between the various forms of masculinity.

A new perspective on hegemonic masculinity, but also on hegemonic femininity and multiple femininities, was later outlined by M. Schippers (2007). Unlike Connell, Schippers considers that in gender relations not only masculinity is the central element, but masculinity and femininity both support the relationships that organize social practice, which, through the recurrent patterns constituted in time, (re)produce and legitimize male dominant interpersonal power relations, gendered division of labour, unequal distribution of resources and authority, global imperialism, etc. (Schippers, 2007: 93). Starting from this vision, Schippers emphasizes that both masculinity and femininity are

hegemonic, precisely "in the ideological work they do to legitimate and organize what men actually do to dominate women individually or as a group" (idem).

However, the societies in which hegemonic masculinity functions as a highly effective symbolic resource for the reproduction of the power relations between genders are undergoing significant changes (Connell, 1998). These changes are designated by terms as globalization, dissolution of boundaries, market radicalization, and casualization of working and living conditions (Meuser, 2010: 329). In these circumstances, the question arises whether at the same time with the development of post-Fordist capitalism a revision of the concept of "hegemony" would be necessary. Moreover, as Meuser in the light of the current changes in male living conditions discusses, the question arises to what extent the concept of hegemonic masculinity is still viable to understand masculinity and gender relations in the present.

On the other hand, Meuser (ibid.: 333) points out that hegemonic masculinity itself becomes more flexible. For example, a development of the pattern of hegemonic masculinity can be observed, which brings with it an increasing integration of the features and activities that previously have been connoted as "feminine" (ibid.: 332). Unlike bourgeois masculinity, strongly anchored in conservative cultures (Meuser, 1998), which involved traditional institutional careers in companies, the new transnational masculinity is suited to the so-called "portfolio careers" (Meuser, 2010), which, although characterized by a fragile safety, are marked by a strong self-confidence. Such careers, however, require a certain "subjectivization" of work, in other words, an involvement in work of the "full-person", which means social skills, and even emotions and the so-called "soft-skills".

Two aspects are to be mentioned in this context: first, this flexibility may mean that homosexual masculinity is no longer incompatible with hegemonic masculinity, and this assertion can also be supported by the fact that, in Western countries, more and more homosexual men make a career in politics. The second

aspect relates to the increasingly blurring of frontiers in the course of transformation in both gender relations and labour relations and, in this context, to the ascension of women as "players" in the professional competition for career. Therefore, Meuser raises the question of whether we can speak of a hegemonic femininity that is comparable to hegemonic masculinity. Which means, a hegemonic femininity not in the sense of femininity that guarantees men's dominance and subordination of women (Schippers, 2007), but a femininity that occupies or holds an equipotential position with that of hegemonic masculinity.

In the same sense, S. Scholz (2010) also uses the term "hegemonic femininity", referring to a small group of women who have managed to ascend and enter the social elite of politics, a group that is on the way to become the new ideal of femininity. This new (possible) hegemonic femininity, which Scholz opposes to Connell's "emphasized femininity", no longer agrees with the subordination of own gender, and no longer is to be noticed through the alignment with the male interests. In this context, Scholz raises the questions whether this integration of women into the social elite will in the long run change the structural logic of the construction of hegemonic masculinity and whether this participation of women in a hegemony that is no longer exclusively masculine, but also feminine, contributes further to creating or producing a hegemonic femininity.

The above concepts describe socially constructed realities, built up through social interactions, representations, norms and structures. E. Goffman (1977) introduced the term "institutional reflexivity" to describe the mechanisms through which the social "arrangement between the sexes" is maintained and preserved, and through which gender stereotypes are consolidated, as well as the prevailing gender norms in society. According to Goffman (1977: 319), institutional reflexivity is visible in various aspects of social organization, such as social rules regarding the look and appearance, selective allocation of jobs and gendered division of labour, different socialization of children according to their

sexes, our identification system (including the practices of "placement" a person by perceiving attributes such as face, hair, body shape, voice or even handwriting, as well as by the used names and means of labeling: gender-based proper personal names, titles, pronouns, etc.).

Thus, the "social arrangement between the sexes" (in the sense given by Goffman, 1977), from which differentiations, stratification, hierarchies, gender inequalities derive, and which is often perceived as normality, as given as such "by nature", represents in fact the product of social constructions, perpetuated and reshaped not only by structures, but also by everyday practices, through cultural representations and behaviours, norms and expectations. The "enactment" of the gender is therefore achieved through the general rules of social life (Grünberg, 2002). In the constructivist paradigm, to which the present research is referred, the gender itself is a socially-constructed category of classification (West and Zimmerman, 2009), whereby people define themselves and configure their identity along with other socially-constructed categories of classification, such as "race", nationality, religion, profession, age, etc. Moreover, gender is continuously, systematically and recurrently "achieved": what is called "doing gender" (West and Zimmerman, 1987: 126) involves a whole complex of socially guided perceptual, interactional, and micropolitical activities that cast particular pursuits as expressions of masculine and feminine "natures". Although individuals are those who "do gender", this always takes place in a social context, in the real or virtual presence of others. Therefore, the enterprise of doing gender is fundamentally interactional and institutional in character (ibid.: 137), and gender is not so much a property of individuals, but an emergent feature of social situations: both "an outcome of and a rationale for various social arrangements", and "a means of legitimating one of the most fundamental divisions of society" (ibid.: 126), namely the division of genders. Gender and its social construction matter not only the internal aspects of individuals but also social interactions and, ultimately, the institutional sphere.

As social actors who actively participate in the establishing of social constructs, the media contribute to the modelling and perpetuation of socially-constructed classification categories (Weber, 2016), including that of gender and all that this entails: social representations on gender, gender roles and social expectations in relation to them, gender identities, associated behaviours, gender stereotypes, rules and norms, etc. For example, analysing the perpetuation of some gender stereotypes in the Romanian written media, O. Dragomir and M. Miroiu (2002: 166) noticed that, in these stereotypes, while for men the political antecedents and experience matter, for women the essential continues to be the familial situation and physical appearance. Therefore, gender differentiation on the axis of socially-assigned traditional roles and expectations is perpetuated and strengthened by the mechanism of media construction.

Mass communication contributes significantly to building social reality and perpetuating some representations and categories that, although accepted as "natural", are, in fact, social constructs. Besides, the basic idea with which the constructivist current appeared in the communication sciences, an idea that later was refined and reinterpreted, but without losing its essence, was that mass media do not describe an objective, actual reality in itself, as they construct it, the world set up through the news being a constructed reality (Neveu and Quéré, 1996: 10). In sociology of journalism, the "social construction of reality" by journalists has become an idea that is no longer contested, but only debated and analyzed (Schudson, 1989). By translating itself into words and images, the reality presented in the media is no longer the reality itself, but a selected, interpreted, constructed one (Schlesinger, 1978; Weber, 2002). The act of making news is actually the act of constructing the reality itself, rather than making a description of reality (Tuchman, 1980: 12). The media are no longer seen as representing "the eyes from outside" who inform or relate about events, but are recognized as representing an actor of the events, an active participant in their construction, a "partner in the communication contract" (Charaudeau, 1992).

Being regarded to the wider theoretical paradigm of socio-cultural constructivism, the research approach presented in this paper can be placed at the intersection of the studies on media framing, specific to the sociology of journalism (Borah, 2018) and the analyzes on the social construction of gender, specific to gender studies. The study has as central concepts the hegemonic masculinity and hegemonic femininity. Methodologically, it can be placed on the line of researches that use content analysis to make inferences in systematic identification and emphasizing the features of messages (Deacon et al., 2010; Altheide and Schneider, 2013; Krippendorff, 2018).

Therefore, in order to answer the research questions formulated below concerning the emergence of a possible hegemonic femininity in Romania, I chose to analyse the media construction and coverage of the topics regarding the investiture and the first months in office of the first female prime minister in Romanian history.

Research questions and methodology

Starting from the conceptual framework delineated above, with regard to hegemonic femininity, respectively emphasized femininity, the specific research questions to which I sought the answer were:

a) Does the first female prime minister of Romania, according to her image constructed by the national and regional media, belong to that small group of women who have succeeded in joining the social elite of politics? In other words, does she fit into the representation of hegemonic femininity (in the sense of M. Meuser and S. Scholz), that is, that femininity that no longer agrees with the subordination of its own gender and does not align anymore to the masculine interests, but, on the contrary, assumes roles of independence and authority?

b) Or, as an alternative question, illustrates the first Romanian premier rather the emphasized femininity (in the sense of R. W. Connell), which, in fact, even being in leadership positions, actually supports the supremacy of

hegemonic masculinity, acting for the primacy of men's interests and contributing to maintaining the subordination of women in society?

c) What are the topics covered primarily in connection with the nomination, appointment and political activity of Mrs. Dăncilă as premier? What are the topics covered mainly in relation to this person, at a general level? Is the first female prime minister in the history of Romania, only because she is a woman, more often/ intensively media covered as "object", as opposed to a man, under comparable conditions?

The method used was the content analysis, which included both qualitative and thematic elements (Anderson, 2007; Altheide and Schneider, 2013; Vaismoradi, Turunen and Bondas, 2013), and implied the application of the basic principles of content analysis (delimitation of analytical units, working with categories, etc.) in two qualitative methodological processes: the inductive development of categories and their deductive application (Gunter, 2000; Mayring, 2000). The grid of analysis comprised 18 items, each with a number of categories ranging from two to 15. Depending on the unit of analysis, the categories were either exclusive (with only one possible category to choose, as in the case of items related to the type of media, type of the article, the tone of the article, the main appeal of the article) or multiple (such as in the case of items respecting the topic of the article, the issues mentioned, etc.).

The corpus of analysis consisted of press articles selected from national and regional media in Romania in the online version. Regarding the procedure for sampling the articles included in the research, in the online search engine www.google.com I used the keyword "Vasilica Viorica Dăncilă". In the Google menu, I chose "News" and in "Tools" I selected "Recent" in order to be able to delimit the time frame. This was determined by choosing "Custom Range" and limiting the search to the time interval from January 15th to April 15th, 2018. The media articles of the first sixteen pages resulted from the Google search were included in the analysis. The total number of articles included in the analysis was

162. All considered entries were exclusively online Romanian press articles, in Romanian language.

The selection of the linguistic material, and thus of the corpus of messages that were analyzed, was made exclusively based on their online display on the first sixteen pages as a result of the order used through the Google search engine. Given that the results displayed through Google, though determined by an algorithm that is not entirely accessible to the public (Das et al., 2007), reflect the attributes of exposed messages such as the popularity of the source, the number of readers and users which click on the displayed links, the time allocated to reading the message, etc. (Choi and Varian, 2011), it can be said that articles and news regarding the analyzed topic on the top sixteen Google pages are relevant to the study in terms of criteria of users and public visibility of the messages. Also, given that the search process, as well as the actual selection of messages (all the messages on the top sixteen pages), were clearly and consistently applied, one can say that I have complied with one of the fundamental rules of applying the content analysis (Gunter, 2000: 56), namely choosing the text corpus included in the study according to explicit rules, applied consistently and systematically.

Results and discussions

A series of themes and aspects covered mainly by the media during the mentioned period in connection with the nomination, the investiture, the political activity, but also the personality and the individual characteristics of the first female premier in the history of Romania will be discussed. Noteworthy is that, given the inductive development of analysis categories, these themes and issues have emerged as such from the content analysis, without being predefined categories.

The path to power of Vasilica Viorica Dăncilă

A first topic frequently addressed by the media, especially during the first part of the regarded time frame, that is, after the nomination and around Mrs. Dăncilă's appointment, was her political rise, more exactly various assumptions as regards what opened and facilitated her way to this position of power. Among the most discussed explanations or suggestions of journalists can be mentioned two in particular.

A first explanation would be that, over time, the female prime minister has made many donations to the Social Democratic Party (SDP). For example, in the article: *The premier Viorica Dăncilă, a life full of happy coincidences* (original title in Romanian: *Premierul Viorica Dăncilă, o viaţă plină de coincidenţe fericite*, national newspaper *Jurnalul Naţional*, https://jurnalul.antena3.ro/, 18.01.2018), it is suggestively mentioned that "Viorica Vasilica Dăncilă is also a generous person. [...]To put that in brackets, Viorica Dăncilă donated in 2009 more than she earned with her husband all year long". The same article underlines furthermore the friendship of the prime minister and her family with Liviu Dragnea, the president of SDP. The same arguments are also highlighted in the articles: *The secrets of fish wife Viorica, the new premier proposed by SDP* (original title in Romanian: *Secretele Ţaţei Viorica, noul premier propus de PSD*, published on the news website *Flux 24*, https://www.flux24.ro/, 16.01.2018): "Viorica Dăncilă is among the first two major financiers of SDP during the European Parliamentary Elections 2014, the year where she contributed the amount of 114,402 lei. [...] Both [V. V. Dăncilă and her husband – n.a., S. R.] worked at the Petrom section of Videle, Teleorman County, until the two had come into the clique of the president of Teleorman County Council, Liviu Dragnea", respectively: *Viorica Dăncilă's husband, the richest OMV PETROM manager in Argeş County* (original title in Romanian: *Soţul Vioricăi Dăncilă, cel mai bogat manager OMV PETROM din judeţul Argeş*, article published on the website of television channel *B1 TV*,

https://b1.ro/, 16.01.2018): "Viorica Dăncilă, SDP's proposal for the position of prime minister, and her husband, Cristinel Dăncilă, were the main characters in a big scandal last year, when the press wrote extensively about the massive sponsorships made by the SDP's member of the European Parliament to her political party. Critics have pointed out that Dăncilă would have had no way to hold as much money as she gave to the party".

A second explanation of the journalists for the rise to power of Mrs. Dăncilă would be her docility and obedience to Liviu Dragnea, which would be, as many media suggest, the shadow leader of Romania, the *de facto* head of the government. Various personal features mentioned in articles, such as lack of backbone, lack of intelligence (meaning lack of ability to have opinions), etc. would contribute to the conformism and servility of the premier. Examples of articles that deal in this way with the subject of the prime minister's ascending political career: *Sex and the country with Viorica Dăncilă* (original title in Romanian: *Sex and the country cu Viorica Dăncilă*, national newspaper *Bursa*, http://www.bursa.ro/, 29.01.2018); *Viorica Dăncilă, the head of a mediocre team that will deepen the crisis in the SDP, begins her six-month mandate* (original title in Romanian: *Viorica Dăncilă, şefa unei echipe mediocre care va adânci criza din PSD, îşi începe mandatul de şase luni*, the news website *Ziare.com*, http://www.ziare.com/, 29.01.2018); *Huge protest on Saturday in Bucharest: No more dictatorship of the bailiff Dragnea* (original title in Romanian: *Protest uriaş, sâmbătă, în Bucureşti: Nu mai vrem dictatura vătafului Dragnea*, published on the website of *Replica*, regional newspaper in Constanța, https://www.replicaonline.ro/, 28.03.2018). In the same tone, some journalists point out that the submissiveness of Vasilica Viorica Dăncilă makes her the perfect "puppet" for Liviu Dragnea; from this point of view, she would not actually be in a position of power in Romania, but the power would belong entirely to Liviu Dragnea, who, due to the corruption lawsuits, cannot himself occupy the post of prime minister, being forced to "lead out of the shadows".

This topic is addressed, for example, in the article: *Ludovic Orban: I hope you do not think that Vasilica Viorica Dăncilă will be prime minister* (original title in Romanian: *Ludovic Orban: Sper că nu vă imaginați că Vasilica Viorica Dăncilă va fi premier*, published on the website of the TV channel *Antena 3*, https://www.antena3.ro/, 28.01.2018): "He [the president of National Liberal Party, Ludovic Orban – n.a., S. R.] said that along with the investiture of the Government of Dăncilă, Liviu Dragnea will become «the de facto prime minister and will cut and hang in everything that means governmental decision»".

Evaluative media coverage contexts (1): Criticism and irony toward the premier

According to the conducted content analysis, more than half of the investigated press articles had a negative, critical or even sarcastic tone. Most of the subjects accompanied by this tone referred to the characteristics of Vasilica Viorica Dăncilă, but not so much to her political, organizational, strategic ones, nor to her leadership skills, but especially to her personal, intellectual and physical traits. There were criticised and ironized, in particular, the premier's inability to express herself correctly in Romanian language, grammatical and vocabulary mistakes, lack of knowledge and understanding of terms, her inability to answer questions, her controversial statements which, for some of the authors of the articles, would be caused by gaps in thinking, intelligence and knowledge. Moreover, subjects of sarcasm were also the outward appearance and the tastes of the prime minister, especially her hairdo and her clothing.

Regarding the first mentioned feature, the inability to express herself correctly in the Romanian language, the media have highlighted, since her nomination as prime minister, Mrs. Dăncilă's numerous gaps, mistakes and blunders, which she made on various occasions. Examples of articles dealing with this subject are numerous, a few of them are as follows:

a) "The second precedent": *Viorica Dăncilă, blunder: There was a precedent, there may be the second precedent* (original title in Romanian: *Viorica Dăncilă, gafă: A existat un precedent, poate exista și al doilea precedent*, the news website *DCnews*, https://www.dcnews.ro/, 14.02.2018).

b) "Immunoglobin" instead of "immunoglobulin": *VIDEO Viorica Dăncilă, pronouncing six times "immunoglobin" instead of "immunoglobulin":* *The steps for* immunoglobin's *acquisition will now be carried out by the national company Unifarm SA* (original title in Romanian: *VIDEO Viorica Dăncilă, pronunțând de șase ori „imunoglobină" în loc de „imunoglobulină": Demersurile pentru achiziționarea* imunoglobinei *vor fi realizate de acum de către compania națională Unifarm SA*, the news website *HotNews.ro*, https://www.hotnews.ro/, 07.03.2018); *After Vasilica Dăncilă has failed to say at least once correctly immunoglobulin out of six attempts, Dragnea is advised to "impose the premier lessons of reading, grammar, and general culture"* (original title in Romanian: *După ce Vasilica Dăncilă nu a reușit din șase încercări să spună măcar o dată corect imunoglobulină, Dragnea este sfătuit să-i „impună premierului în funcție lecții de citire, gramatică și cultură generală"*, published on the aggregate website *AK-24*, http://www.aktual24.ro/, 07.03.2018); *Dăncilă announces how she has resolved the immunoglobulin crisis, but she does not even know how to pronounce it correctly. Not to mention the clawback tax* (original title in Romanian: *Dăncilă anunță cum a rezolvat criza imunoglobulinei, dar nici nu știe s-o pronunțe corect. De taxa claudbec nici nu mai vorbim*, published on the news website *Ziare.com*, http://www.ziare.com/, 07.03.2018); *"From the head of the Government, she cannot hide her emptiness". Viorica Dăncilă, infected with "immunoglobin"* (original title in Romanian: *„Din fruntea Guvernului, nu își poate ascunde goliciunea". Viorica Dăncilă, răpusă de „imunoglobină"*, published on the website of *Realitatea TV*, https://www.realitatea.net/, 08.03.2018).

c) Pronunciation "twenty-twenty" for 2020: *Unbelievable. How Viorica Dăncilă pronounces year 2020: twenty-twenty* (original title in Romanian: *De necrezut. Cum pronunţă Viorica Dăncilă anul 2020: douăzeci–douăzeci*, national newspaper *Adevărul*, https://adevarul.ro/, 12.04.2018); *The prime minister of all blunders: how Viorica Dăncilă read today, in the Government meeting, "Euro 2020" – "Euro twenty-twenty"* (original title in Romanian: *Premierul tuturor gafelor: cum a citit azi Viorica Dăncilă, în şedinţa de Guvern, „euro 2020" – „euro douăzeci–douăzeci"*, published on the online platform/ opinion website *Republica*, https://republica.ro/, 12.04.2018).

d) Disagreements between the subject and the predicate: *Dăncilă mutilates again the Romanian language: "When these things IS ready...". The Government fumbles again at the pension pillar II* (original title in Romanian: *Dăncilă mutilează din nou limba română: „Când VA fi gata aceste lucruri…". Guvernul umblă iar la pilonul II de pensii*, regional newspaper *Info Iaşi*, https://infoiasionline.ro/, 03.04.2018).

e) Other disagreements and false pronunciations: *Romanian unlettered premier Viorica Dăncilă "indentifies" solutions with the team "we have come"* (original title in Romanian: *Premierul agramat al României Viorica Dăncilă „indentifică" soluţii cu echipa „care am venit"*, magazine *Revista 22*, https://www.revista22.ro/, 25.03.2018).

The numerous blunders and mistakes made by the prime minister in Romanian (disagreements, the use of misspelled words and mistaken pronunciations, cacophonies, etc.) caused some articles not only critical, but also: a) mostly sarcastic, as in the examples: *Aberration of the day: Being prime minister, reading from the paper including* Hello, dear colleagues!*, and still making mistakes* (original title in Romanian: *Aberaţia zilei: Să fii premier, să citeşti de pe foaie şi* Bună ziua, dragi colegi! *şi să faci greşeli*, news website *Ziare.com*, http://www.ziare.com/, 31.01.2018); *"It comes from moo". Bitter fun on Europa FM with the unlettered Dăncilă: "I did not hear ever in my life,*

somebody saying that" (original title in Romanian: *„Vine de la muget".*
Distracție amară la Europa FM cu agramata Dăncilă: „Eu nu am auzit în viața
mea, niciodată, pe cineva spunând asta", the aggregate website *AK-24*,
http://www.aktual24.ro/, 04.04.2018); b) even offensive, as in the example:
VIDEO Romania's silly went to the assassination of Romanian language! She
does not know the usual words, cacophony is at her home! (original title in
Romanian: *VIDEO Proasta României a trecut la asasinarea limbii române! Nu*
știe cuvinte uzuale, cacofonia este la ea acasă!, article published on the news
website *Comisarul.ro*, https://www.comisarul.ro/, 24.03.2018).

In some cases, the female premier has been ironized and even insulted
about aspects unrelated to certain competences (political, linguistic, etc.), but
only about certain attributes or concerns considered to be characteristic of
"women" (such as the interest in shopping), or simply for being a "woman". Such
example is the article published on the aggregate website *AK-24*
(http://www.aktual24.ro/, 17.01.2018) with the title: *Dăncilă attracted often*
attention in Brussels: "I see her always in parliament with bags, suitcases,
shopping bags. How can you imagine such a broom head meeting with Merkel
or Macron?" (original title in Romanian: *Dăncilă a atras deseori atenția la*
Bruxelles: „O văd mereu prin parlament cu plase, pungi, geamantane de
cumpărături. Cum să-ți închipui un așa cap de mătură întâlnindu-se cu Merkel
sau Macron?"). The article relates to the alleged interview (posted on Facebook)
of a journalist with a Romanian MEP (Member of the European Parliament)
whose name is not disclosed, an interview in which Vasilica Viorica Dăncilă is
called, among other things, "peaceful, but stupid", "total null, absolute zero",
being "keen on shopping; that's all her life, her essence". The expression in the
title, the "broom head", which may refer to her hairstyle (ridiculed in turn, as we
will see below), but which can also be interpreted in the sense of "having nothing
in the head", corroborated with the mention of the shopping bags, may be an

implicit reference to a stereotype about women, namely their frivolous shopping preoccupation.

Another relevant article in this context was published on the opinion website *Republica.ro*, with the title: *Andrei Pleşu, after hearing Viorica Dăncilă speaking in English: "I became melancholy. She looks like a good housewife. I lose myself anytime invited to a stuffed cabbage [Romanian: sarma] made by her"* (original title in Romanian: *Andrei Pleşu, după ce a auzit-o pe Viorica Dăncilă vorbind englezeşte: „Am devenit melancolic. Pare o bună gospodină. Mă las oricând invitat la o sarma făcută de dânsa"*, https://republica.ro/, 27.01.2018). The article presents a series of quotations from the broadcast "In front of you" *[Romanian: "În faţa ta"]* from Digi24, which had Andrei Pleşu as guest (without mentioning the date of the show). While the article contains several quotes in which Andrei Pleşu criticizes Romanian politicians in general, especially their inability to express themselves correctly, not only in English, but also in Romanian (which makes him think that it would be necessary that they read "the ABC book, and the basic grammar textbooks"), the author of the article chose in the title a quote that refers to women ("good housewife", associated with the idea of making stuffed cabbage – *Romanian: sarmale*). This decontextualization of a wider quote (in which Andrei Pleşu says inter alia that "Viorica Dăncilă seems a nonconflictual lady, a good housewife"), and which is presented later in the article, can implicitly suggest, only by reading the title, the idea of associating women with the household and "stuffed cabbage" (i.e. conforming to the traditional roles and expectations regarding a woman – being good, docile, homemaker, knowing how to cook, etc.) and not with politics or occupying positions of power.

A subject of criticism and sarcasm as regards the female Romanian prime minister was also her inability to answer questions. Examples of such articles: *The interview that made Viorica Dăncilă famous in Brussels. Asked to describe her political style in three words, she used 39* (original title in Romanian:

Interviul care a făcut-o pe Viorica Dăncilă celebră la Bruxelles. Întrebată să îşi descrie stilul politic în trei cuvinte, a folosit 39, published on the website of news agency *Mediafax*, http://www.mediafax.ro/, 16.01.2018); *Let's laugh – let's cry with Viorica Vasilica Dăncilă. English of the dock worker and answers worthy to the "night of mind" from the new premier* (original title in Romanian: *Să râdem – să plângem cu Viorica Vasilica Dăncilă. Engleză de baltă şi răspunsuri demne de „noaptea minţii" din partea noului Premier*, published on the local news website *Ghidul Arădean*, https://www.ghiduaradean.ro/, 17.01.2018); *Mrs. Vasilica, a huge national shame* (original title in Romanian: *Doamna Vasilica, o imensă ruşine naţională*, news website *Ziare.com*, http://www.ziare.com/, 08.03.2018).

The controversial statements of Mrs. Dăncilă constituted also the theme of many articles analyzed and the reason for criticism and irony of the media. Among her controversial assertions, made in the time frame January-April 2018, and critically media covered, can be mentioned:

a) Considering Pakistan and Iran as EU Member countries. Example of article addressing this subject: *Viorica Dăncilă, a large-scale blunder: "We do not interfere with the problems of the Member States, Pakistan and Iran"* (original title in Romanian: *Viorica Dăncilă, gafă de proporţii: „Nu intervenim în problemele statelor membre, Pakistan şi Iran"*, *Realitatea.net*, https://www.realitatea.net/, 17.01.2018).

b) Comparing those who criticized Romania's detachment from European values with people with autism: *Viorica Dăncilă learned from Dragnea to offend the autistic people. The association "Autism Romania" knocks her down* (original title in Romanian: *Viorica Dăncilă a învăţat de la Dragnea să jignească autiştii. Asociaţia „Autism România" dă cu ea de pământ*, published on the aggregate website *Noizz.ro*, https://noizz.ro/, 16.02.2018); *Viorica Dăncilă, a big blunder. The hard reaction of an association after the prime minister's statement* (original title in Romanian: *Viorica Dăncilă, gafă de*

proporții. Reacția dură a unei asociații după declarația premierului, published on the news website *Huff.ro*, https://huff.ro/, 16.02.2018). The later decision of the National Council for Combating Discrimination (NCCD), according to which the expression used by Vasilica Viorica Dăncilă did not discriminate people with autism but fell within the limits of "freedom of expression", was also critically debated in some media. Examples: *UPDATE NCCD: Viorica Dăncilă did not discriminate. NCCD President Asztalos Csaba: "I am not proud at all of today's decision"* (original title in Romanian: *UPDATE CNCD: Viorica Dăncilă nu a discriminat. Președintele CNCD, Asztalos Csaba: „Nu sunt mândru deloc de decizia de astăzi"*, national newspaper *Adevărul*, https://adevarul.ro/, 26.02.2018); *NCCD is washing Dăncilă. The statement on the "autists" within the limits of freedom of expression* (original title in Romanian: *CNCD o spală pe Dăncilă. Declarația despre „autiști", în limitele libertății de exprimare*, regional newspaper *Info Iași*, https://infoiasionline.ro/, 26.02.2018).

c) Referring to the minimum pension in Romania as being ten times higher than in reality: *The premier Viorica Dăncilă, a new gaffe after "autists": She announced that the minimum pension will increase from 5,200 lei to 6,400 lei, from July 1ˢᵗ this year* (original title in Romanian: *Premierul Viorica Dăncilă, o nouă gafă, după „autiști": A anunțat că pensia minimă va crește de la 5 200 de lei la 6 400 de lei, de la 1 iulie anul acesta*, national tabloid newspaper *Libertatea*, https://www.libertatea.ro/, 25.02.2018).

Other topics that are found in the themes of articles as reasons for criticism and especially for irony from the journalists are those that have nothing to do with the skills of Vasilica Viorica Dăncilă but refer only to her outward appearance and her fashion tastes.

A first subject in this category, discussed in numerous press articles, was the comparison that the journalist and writer Cristian Tudor Popescu has made, starting with prime minister's hairstyle at the time, in a telephone interview at the Evening Journal on January 16, 2018, on *Digi24 TV* channel, between the

premier and the monkey specie hamadryas baboon. The comparison itself, the interview in its entirety (in which C. T. Popescu made also other statements that could have been considered defamatory), the rapid own ex officio referral of the National Council for Combating Discrimination (NCCD) regarding the journalist's statement, the fine that the journalist was given by the NCCD, as well as the ironic response of C. T. Popescu to the fine that he received (and which he later contested), were taken over and discussed in various articles from different media, some of them having the same title, such as: *Cristian Tudor Popescu compared Viorica Dăncilă with a monkey – VIDEO* (original title in Romanian: *Cristian Tudor Popescu a comparat-o pe Viorica Dăncilă cu o maimuță*), published on 17.01.2018 on the websites: *Știri pe surse*, https://www.stiripesurse.ro/; *Știri de Cluj*, https://www.stiridecluj.ro/; *B1 TV*, https://b1.ro/. The prompt own ex officio referral of the NCCD was noted and addressed in articles such as *CTP, Viorica Dăncilă and the baboon. How does the journalist defend himself against NCCD's accusations* (original title in Romanian: *CTP, Viorica Dăncilă și pavianul. Cum se apără jurnalistul în fața acuzațiilor CNCD*, *Digi 24 HD*, https://www.digi24.ro/, 19.01.2018), and his fine of 1,000 lei was discussed later in articles such as: *The baboon and the Teleorman* (original title in Romanian: *Pavianul și Teleormanul*, published on the opinion platform *Republica*, https://republica.ro/, 01.02.2018) or *"Hamadryas baboon". The reaction of C. T. Popescu after he was fined by NCCD* (original title in Romanian: *"Pavian cu mantie". Reacția lui C. T. Popescu după ce a fost amendat de CNCD*, *Digi 24 HD*, https://www.digi24.ro/, 01.02.2018). In this latter article, the ironic response of C. T. Popescu to the fine he received (and which he subsequently contested) from NCCD is quoted and commented: "If you tell your wife one day that her hairdo looks like an angry cat fur, you committed harassment. Ah, I said Mrs. Dăncilă's hairstyle bears a resemblance to the capillary ornament of the hamadryas baboon, which is a monkey. And? What's the problem? If I would have said it resembled a

mushroom or a jellyfish, would I have committed harassment? Why with the cat, the fungus and the jellyfish there is no problem, but with the monkey is? Does not this mean discrimination and disfavoring the monkey in relation to other animals and plants?". Other articles have also more or less ironically debated the theme, such as those that have reported the rise of the number of searches on Google for that species of monkeys. Example: *CTP has made the hamadryas baboon famous: Google searches exploded after the journalist was fined* (original title in Romanian: *CTP a făcut celebru pavianul cu mantie: căutările pe Google au explodat după ce ziaristul a fost amendat*, article published on the aggregate website *Pagina de media.ro*, https://www.paginademedia.ro/, 01.02.2018).

Some media have also ridiculed the look and the fashion taste of the prime minister, by comparing her with a peasant woman or a housewife, or even calling her "fish wife" (*țață* in original in Romanian), a pejorative word used to designate a tasteless, vulgar woman: *The secrets of fish wife Viorica, the new premier proposed by SDP* (original title in Romanian: *Secretele Țaței Viorica, noul premier propus de PSD*, the news website *Flux 24*, https://www.flux24.ro/, 16.01.2018) or *The peasant woman Vasilica – Viorica is a lady beside Cosette* (original title in Romanian: *Țăranca Vasilica-Viorica e o lady pe lângă Cosette*, the national newspaper *Național*, http://www.national.ro/, 18.01.2018).

Evaluative media coverage contexts (2): Positive aspects related to the female prime minister

Although sporadic, there were however also some positive remarks in the media about the first Romanian female premier. Noteworthy is that most of the positive remarks in the Romanian media about Mrs. Dăncilă referred to her outward appearance, especially her fashion taste and her hairstyle. In other words, what in many media was criticized and ironized, in some other media was praised or appreciated. It is worth mentioning that most of these positive remarks

about the outward appearance of the prime minister can be found in articles published in tabloid newspapers, characterized by a journalistic style based on sensational news, gossips and rumours about celebrities and public figures, as well as by excessive use of attracting attention photos (Burleson Mackay, 2017). Such an article, with the title: *Look what an elegant premier we will have! Viorica Dăncilă loves accessories and handbags* (original title in Romanian: *Uite ce premier elegant vom avea! Viorica Dăncilă adoră accesoriile şi genţile*), was published on 19.01.2018 by the tabloid *Click!* (https://www.click.ro/), with numerous photographs and explanations about premier's preferences regarding clothing and accessories.

Other tabloid newspapers drew the attention, also in a positive way, to Vasilica Viorica Dăncilă's change of hairdressing, as in the articles: *Viorica Dăncilă, change of look. The designated prime minister changed her hairstyle* (original title in Romanian: *Viorica Dăncilă, schimbare de look. Premierul desemnat şi-a schimbat coafura*, the tabloid *Libertatea*, https://www.libertatea.ro/, 23.01.2018) or *Radical transformation of look. How the appointed Romanian premier, Viorica Dăncilă, publicly displayed herself!* (original title in Romanian: *Transformare radicală de look. Cum s-a afişat în public premierul desemnat al României, Viorica Dăncilă!*, the tabloid *Cancan*, https://www.cancan.ro/, 23.01.2018). The same change was also noted in other media, such as the television channels PRO-TV and Kanal D, although in a more neutral way than in tabloids: *Viorica Vasilica Dăncilă, change of look before occupying the chair of Victoria Palace* (original title in Romanian: *Viorica Vasilica Dăncilă, schimbare de look înainte de ocuparea fotoliului de la Palatul Victoria*, *PRO-TV*, https://stirileprotv.ro/, 23.01.2018), respectively *How did the nominated premier, Viorica Dăncilă, appeared at a meeting with UDMR's leaders. Everyone noticed this change* (original title in Romanian: *Cum a apărut premierul desemnat, Viorica Dăncilă, la o întâlnire cu conducerea UDMR.*

Toată lumea a remarcat această schimbare, Kanal D, http://www.stirilekanald.ro/, 23.01.2018).

Although no comparison has been made with the media coverage, in the same conditions (nomination, first months in office) of a male prime minister, it can be said, that, probably, the outward appearance, the clothing, the hairdo, etc. of a man do not attract the same attention of the media, being much less frequently mentioned by journalists. A possible conclusion, which requires further research to confirm it, is that media attention to the external appearance of a person in a position of power is much greater when the person is female, thus confirming the social gender-related expectations and roles: a woman, even in a position of power, must "remain a woman", that is, she should strive "to look good"; in the case of a man, if he is a good leader, makes good decisions and has the desired results, the external aspect is more or less negligible.

Of the 162 articles analyzed, I could notice only one article that makes a more detailed analysis of the negative, criticisable, and vulnerable elements, but also of the positive aspects and of the hopes related to the first female prime minister in the history of Romania. This article, titled: *Vasilica Viorica Dăncilă, beyond hairdressing, Romanian blouse [embroidered peasant chemise/ shirt] and Teleorman* (original title in Romanian: *Vasilica Viorica Dăncilă, dincolo de coafură, ie și Teleorman*), was published on 17.01.2018 by the women's magazine *Elle* (https://www.elle.ro/). Thus, at the beginning of the article there are listed the aspects criticized by other media in connection with the prime minister: "Vasilica Viorica Dăncilă has been SDP's proposal for the post of prime minister of Romania after the resignation of Mihai Tudose, a reason for a lot of websites to analyse ... the hairstyle (which is unfortunate), the outfits (with folk influences) and the native place, Teleorman, the county that gave the country also the leader of SDP, Liviu Dragnea". Although, at first glance, interpreting the explanatory brackets, it may be understood that Elle also adheres to these criticisms, reading the article further, we find a dismantling of them in the

analysis made under the subtitle: Thence, who is Vasilica Viorica Dăncilă? According to this analysis, "her affinity for Romanian blouse *[embroidered peasant chemise/ shirt]* is less superficial than seems now", and "the talks about her hair resemble dreadful those who were done around the budget Hillary Clinton dedicated to hairdressing, for example". Moreover, there is a second part of the article, with the subtitle: Still, and a good part, in which there is drawn attention, as few media have done, to the fact that Vasilica Viorica Dăncilă: a) is the second woman nominated by SDP for the post of prime minister, after Sevil Shhaideh and b) (in a later edit) was appointed prime minister, becoming thus the first woman to take up this position in Romania. The rise of a woman in a position of power is remarked positively in the article, there being highlighted, as I have not encountered in other media, the change that this fact represents and the hopes that derives from it regarding the various problems faced by women in Romania (domestic violence, women's dignity, etc.): "We are in a country where Parliament was, two decades after the Revolution, composed of an enormous number of men and a few women. So, we could say that any woman in a position of power is good. [...] We can give this woman a chance – until she decides to cancel it by herself".

Conclusions

The purpose of the research presented in this paper was to investigate the media coverage of the first female prime minister in Romania's history, starting with her nomination for this position and continuing with the first months of her mandate. Through the content analysis method, the major characteristics of the media coverage were outlined, and the main topics and issues covered on the subject were delimited. A particular interest was given to the way in which the Romanian national and regional media (re)presented the first female premier in her first months in office, the extent to which she was seen as being part of the group of those "strong" women who managed to join the social elite of politics

and who are about to become a new model for femininity – hegemonic femininity, as defined by some authors (Meuser, 2010; Scholz, 2010).

A first conclusion that results from the content analysis is that the national and local press in Romania did not consider and did not (re)present or media construct the first female prime minister as a strong and capable person, who managed on her own to have an ascending political career and to accede due to such qualities in the highest executive position in Romania. Instead, most articles highlighted the lack of her qualities, her deficiencies on multiple areas, her failures, as well as the dubious or at least suspicious means and motives, such as the consistent donations to SDP, which led to her political rise. She was not media represented as a model of a strong woman, but rather as a model of a docile, obedient female, servant to the interests of a strong man who in fact leads not only a party, but also Romania.

Therefore, it can be said that the media constructed image of the first female prime minister in Romania does not fit into the image of hegemonic femininity in the sense defined by M. Meuser (2010) and S. Scholz (2010), because such femininity would be supposed to be no longer agreeing with the subordination of the own gender, to no longer align with the masculine interests, but, on the contrary, to assume roles of autonomy, self-reliance, and authority. However, such attributes, according to the analyzed media reports, do not characterize the prime minister in question. At the very most, the first female Romanian prime minister can be seen, in the media's view, as illustrating the emphasized femininity (in the sense of R.W. Connell, 1995), whose main purpose is to support the supremacy of hegemonic masculinity, by acting to promote the primacy of men's interests and contributing to maintain the subordination of women in society.

Without doing anything to change the image of women in Romania or at least to show her qualities and her own authority and power, the female prime minister, as she is covered by the media, appears rather as the opposite of a strong

woman, completely or at least largely under the control of powerful men, who make the decisions behind the scenes and have, in reality, the power. According to many media, through her actions, the female Romanian premier has shown that she unconditionally supports the party leader's interests and that her purpose is to obey and implement his plans (such as those relating to the changes to the Penal Code). Such facts have determined many of the articles' authors to portray her as not the holder of a position of power, but only as a political "puppet".

As regards the topics covered primarily relating to the prime minister, besides those concerning political activities, there are to be noted the themes that highlighted her blunders and mistakes, especially the linguistic and logical ones, but also those of thinking and knowledge. According to information from the media, Vasilica Viorica Dăncilă, both as a European Parliamentarian and as Prime Minister, has made many faux pas, gaffes, solecisms, errors and provoked a lot of awkwardnesses, showing many linguistic loopholes, but also deficiencies as concerns logic, and political and general culture. As a result, it can be said, that her media coverage, both in the first days after the nomination, as well as on occasion of her appointment and in the first months of her term of office, turned into a real "hunt" of mistakes and blunders, who have become in many news the leitmotiv associated with her actions and her person in general. In this context, many of the articles analyzed had a critical and ironic tone regarding the female premier, being a way to banter and, in some cases, even to offend her. As mentioned, a single article out of the total of 162 analyzed drew the attention and debated that she is the first female prime minister in the history of Romania, and that, beyond the various criticisms, reservations and doubts about her, afterwards "any woman in a position of power is good" (quotation from the article in question: *Vasilica Viorica Dăncilă, beyond hairdressing, Romanian blouse [embroidered peasant chemise/ shirt] and Teleorman*, *Elle* magazine, https://www.elle.ro/, 17.01.2018).

The investiture for the first time of a woman as prime minister of Romania has raised, therefore, the interest of the media, discussions and debates on various political and personal aspects. However, the fact that, for the first time in its history, Romania has a female prime minister, it has not been highlighted as such in many mass media, but other elements, rather controversial, were predominantly emphasized and debated. Among them there was to be found the assertion that her political rise and the support necessary to maintain her position of power is owed not so much to her competences as to her submissiveness and docility to the men who take, in fact, behind-the-scenes decisions, and which, therefore, have in reality power.

Thus, at least analysing the media constructed portrait of Romania's first female prime minister, it can be concluded that she does not illustrate the hegemonic femininity, which would be strong and resolute, and could occupy an equipotential position with that of hegemonic masculinity. In other words, in Romania, despite the presence of a woman in the highest position of executive power, there has not yet emerged a hegemonic femininity, that, over time, could influence the structural logic of gender relations in society.

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A PRACTICAL SECOND-ORDER DISCOURSE

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Abstract

This study is a reflection on the history of discourse and an emphasis on philosophy as a second-order practical discourse. On the one hand, meta-analytically is the idea that literature is canonical scriptural discourse: Literary discourse is a special creation in the report with the discourses from which it comes; as aesthetic discourse, literature has an inaugural character, it comes from many practical discourses. On the other hand, philosophy builds on the literary discourse. Philosophy has a strong, decisive modeling reinforcement; philosophy is a practice of streamlining the practice of everyday life. Philosophy builds up as a second-order practice (literature comes from life, from first-order practice, philosophy is founded as a special literary discourse and returns to life's practice, becoming a second-order discourse). Life has shaped literature, and literature has shaped philosophy.

Key-words: practice, literature, philosophy, seconde order discourse

1. Introduction

The beginning of philosophy is the recognition of the philosophical consciousness delays in relation to philosophical practice. Philosophy is inaugurated with the introduction of philosophy. Before setting it up as a type of

discourse, philosophical discourse produced effects within the literary discourse. The place where the literary becomes philosophical is Plato's dialogues. The late stage of the separation of the mythos logos, dialogues concentrate the rational substance of the logos to the detriment of the verbal substance. Platonian opera is the first enterprise where the literary is rationally (even logically) modeled towards philosophy. The logos of dialogues establish as a rule of discursive function reason, intellect. For Plato it is important to be and to think. His post-parmenidism emphasizes that being and thinking does not have to be interpreted one by the other. The Logos must incorporate the two terms within a new confounding thinking, of strict rationality. This strictness only means "somewhat stricter," that is, merely benefiting from the Parmenian logical principle of identity and the principle introduced by Plato of non-contradiction. When the Platonic dialogue is said to contradict, he changes his course of natural reasoning.

Therefore, until Plato, the literary discourse of philosophical consecration and consecration had no obligation but to the principle of identity. This principle, which will be mastered with philosophy, with all Western thinking, shows that one thing is identical to itself and two things identical to themselves can be identical to each other. Thinking can not work productively but within the identity. The principle can therefore be considered "the highest law of thought" (Heidegger, 1991, p. 9). In order to remain valid, when it comes to a thing, when it is called upon by it, or it follows it, thinking must keep in mind that it does not turn its course. She must keep the thing as himself. With each cogitation and language entry it is necessary that the thing remains the same. The principle anaesizes the loss of consistency. It highlights the repeatability in itself of the existing being. This belongs to her identity, to her unity with herself. The principle expresses the fact that unity of identity within the multiple is realized as a characteristic of the existence of anything. He asks that everywhere where thinking is done leaves himself led by identity (Clitan & Barbu-Kleitsch, 2018). Without identity, there would be no accumulation. Anything would become

anything. The fictional, literary make up the field of unlimited metamorphosis. Philosophical is a literally restricted first and first on the principle of identity. The main criterion of identity controls the possibility of producing thinking to reproduce cogitatively. Without identity, one could not take place in the multiple, and the multiple would not find the way to wrap in one (Abrudan & Fofiu, 2017). Wherever self-knowledge thinking speaks the principle of identity. It can only be controlled by putting aside its identities and not letting go of the existence course of existence.

Parmenides formulates the reality of the identity principle: "it is one thing to think and be" (Greek philosophy until Plato, 1979, vol. I, p. 232). The same is to think of being. Gnozicul and ontic are one. The principle stems from the fact that the two leading words (think, be) not only cogitate language, but multiply it in one and the same.

At Palton, the principle of identity is involved in the discursive construction. He has the role of a trainer that the repetition entrusts him with. Put into the instrumental circuit of thought by Parmenides, with Plato, he becomes the modeling tool of productive thought other than poem-literary. Literally evoked, the principle, will be taken with lucidity. It will thus contribute to the segregation of literary philosophy.

The literature before Plato exploits literary themes, philosophies that history has held to belong to philosophy. Thus, the authors of the "philosopher" - became philosophers post-factum. Of course Parmenide was and was a poet. Undoubtedly he knew himself wise (sofos). With the installation of philosophy as an ex-literary discourse, Parmenide became a philosopher. I mean, Parmenides did not have a philosopher for himself.

Plato consistently uses the principle of identity, and in the "Sophist" (254-d) he also recalls: "This means that each one is different from the other two but the same as himself" (Plato, 1989, p. 366). The work remains identical, but in order to ratify the same, it must be the same whenever it can be found in another.

We recall without insisting that Platon introduced the rigor of the principle of non-contradiction in the construction and establishment of the concept expanded as a "Philosophy" discipline. Then Aristotle theorized the two, adding to them the excluded third principle and thus building a "Logic". Later, Leibniz will put together with the three, a fourth principle: that of sufficient reason.

So, Parmenide writes a literary poem. It develops it with the consciousness of literature. The internal movement of producing thought is literary. The theme of the writing is outside the literature's relevance chart at the time of Plato-Aristotle. But they do not find the Parmenidian discourse as anything other than literature. However, the writing carries a message with non-literary appearances. At the time, the real and decisive criterion of literature is rhyme. Parmenide's poem is righteous and rhythmic. The poem is naturally "used" as literature. The philosophical message is sacrificed in favor of literature in the gain of the literary message. This is what we say today when language always takes us forward (Radu, 2015; Harun & Hassan, 2018). At the time, Plato will use Parmenide in one of his few pure, direct and undeniable philosophical dialogues: Parmenide.

2. Plato and Aristotle bring a new discourse

Plato and Aristotle take on themes from Thales, Parmenide, Anaximandru and Anaximene, lead them to abstraction and generalization and develop a type of discourse in contradiction with the literary discourse. Obviously what is opposed is something else (Arhip & Arhip, 2017; Lutaaya, 2018; Roşca, 2018). The new type of discourse is something other than literature, the new discourse is philosophy. If we were let down by Plato and Aristotle, we would say that Paramenide and Anaximander did not do philosophy. Essentially, they lack the basis and concept to realize that they are doing philosophy. They had no way to buy it because the base and the conceptual organel that the base will develop will come later. The basis of philosophy thinking as philosophy, this

discipline quality will acquire through Plato and Aristotle. As wise men, Parmenides, Anaximander and Anaximenes know that they philosophize, but they do not know that they do philosophy. By denying them, Plato and Aristotle create a history for the concept of a science the basis of which they lay.

Our postulate is as follows: when the writings of the presocrats tell Plato and Aristotle differently from the literary, they separate the new type of discourse and paradigmate it as philosophy as a second order discourse.

The presocratic message becomes therefore incomprehensible as literature for Plato and Aristotle. Discourse communicates more than what literary literature means. By continuing and transforming the message of the presocratic wisdom, Plato and Aristotle establish philosophy. When literary writing brings to the stage of intelligibility other sets of meanings than mythical-fictional, then that literature is seen as something other than literature. That literature is given a name other than literature. Philosophy therefore appears in the beginning as an out of literature. It will forever remain unmerited to literature. Moreover, the literary inaugural event will shape any production and any language consumption that would be set up in any other kind of discourse (Coman & Coman, 2017). Each discourse bears a literary mark. The pseudo-literary Platonician-Aristotelian word pours itself out as a new type of discourse.

In philosophy, the philosophical message first appears, and then the philosophical discourse. If they come too late to contribute decisively to the construction of the world, communication and the philosophical message of philosophy come, at any rate, too late to develop a philosophical modeling of receptive thinking. Philosophical reception is derived. First, we understand the discourse literally, and only when the literary is insufficient to explain the ongoing discourse as literary, we only think that the discourse would not be literary. Any non-literary discourse misses the primordial chance of being literary.

The philosophical discourse is the lack of remorse of the literary discourse. Literary is besides philosophical, as well as language besides thinking: a kind of general testability criterion. The literary is an obstacle. Language gives shape and at the same time prevents thinking. First, the literary produces the philosophical, then proclaims it. Literary thinking precedes any idea that a discourse can be anything else.

Philosophy is a literary incapacity. He shows that the literary knows no limits. But "philosophicalism" results from the excess of the literary and conscious of the limit that, surpassing it, the literary becomes something else, the philosophical surpluses the consciousness of its discursive weakness: cogitative and linguistic (Lorenc, Michnej & Szkoda, 2016; Busu & Busu, 2018; Negrea & Voinea, 2018; Tudor, Clitan & Grilo, 2018). Philosophy is thinking beyond the boundaries of literature. It knows the boundaries of literature, for it is on one side of them. But beyond, philosophy becomes powerless to become aware of its own limits (Boureanu, 2012; Adinugraha, 2018; Negrea, 2018). Should there be an ex-philosophical horizon beyond the philosophical circle? Or the philosophy will also deal with its own limits.

At first philosophy will handle boundaries. She knows that logic precedes any idea that one thing is so or different, whether or not there is a limit or not. Therefore: philosophy is a late literature. Philosophy is an excess. She leaves the literature, taking with her the main tools of literature. When it was as if literature was perfect, it became philosophy. "To excel in your art is to get out of it" Boileau said.

Incapable of understanding Parmenide and Anaximander, unable to bear their understanding, Plato and Aristotle gave their own work of distance-taking the name of philosophy. Part of the presocratic literature no longer spoke to them, and then they called it philosophy. Philosophy seems literature (Codoban, 1992).

When a discourse of a new language and bearing an "abnormal" cogitation was installed in Greek reflection, it had to be de-anonymized and

edified, individualized. When in the meditative perimeter of Greek culture in the horizon of the 6th, 5th centuries and in the fourth century BC, a new type of message was put in place, Plato and Aristotle gave him the name of philosophy. When this strange literature managed to communicate in a useful way a new type of message, this message was proclaimed philosophy: a wise message (Roşca & Partenie, 2018; Danielsson, 2019). By doing so, they have produced a rupture within Greek culture and thinking. They left poorer literature, but they enriched the theoretical reflection in a capital and decisive way for the destiny of discursive thinking. Platon and Aristotle thus constituted one of the fatalities of literature. Another fatality will be noticed when philosophy will delimit its domains: ontology, gnoseology, ethics, logic etc. Also, another when psychology, hermeneutics, etc. will be detached from the so-called philosophy.

Philosophy began when the self-conscious being and the surrounding world began to think about things without a direct, immediate, direct interest. It began when the theorein of the cognitive spirit, crossing the practice and the contingency, became the self-extinguishing theorein. Then "man to humanitarian" had something to say, something to show, something to convey. This "said" (as Heidegger calls it), this "said" (as Marin Sorescu calls it) is the message. The beginning and the criterion of philosophy is said to be a message: the philosophical message. Philosophy was not present at the birth of the world: it was not absent, but it was delayed. This is the synthesizing thesis for the five theses: the delay of philosophy.

3. Conclusion

Defining the beginning of philosophy can be accomplished by knotting, by constituting the following ideas:

- a new type of message: the philosophical message;
- a new object of reflection: the cosmos in its entirety;
- a new conceptual language register;

- a cogitative instrumentation;

- a cogitative approach to the limit of strictness;

- Plato's proto-logical principles are identity (taken from Parmenide) and non-contradiction: the loss of identity leads to contradiction, and what is contradictory is null;

- Aristotle establishes the logic and principles of identity, noncontradiction and exclusion (later Leibniz will add the principle of sufficient reason);

- a moral reflection: ethics;

- a meditation on the possibilities and ways of knowing: gneseology;

- a theory of being - ontology;

- all these STAUs in the MESSAGE made in the discourse formulation;

- conceptual philosophical language, "logicoid" - logical, specialized - technical;

- From this point of view philosophy is a literature with a special theme, with a strict flow, producing conclusions to be retained as moral, lessons, general level implications.

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BRAND POSITIONING IN THE COMPETITIVE ENVIRONMENT

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Abstract

In this article, we have shown the place occupied by a brand on the competitive market according to image and packaging. Attributes are the functional and mental connections, and the benefits are the reasoning of the purchase decision.

Keywords: brand, image, positioning

1. Introduction

According to Kahle, due to increasing market growth, consumers have to choose between a variety of alternatives, similar in price and in properties. Thus, the brand is associated with the notion of image, which makes a positive brand relevant and easy to remember by people (Aaker, 1997). Brand image is a key factor, which refers to the general perception of the consumers and their feelings as a whole, which subsequently results in influencing consumer behaviour. For specialists, regardless of the marketing strategies of the companies, the main

purpose of their activities is to influence perception and attitude, to create a favourable image and to stimulate effective purchasing behaviour, the brand, thus increasing sales, maximizing market share and ultimately developing the concept of value.

Although consumer decision is generally influenced by the characteristics and attributes of the brand, it is determined by consumers' perception in a deeper sense. Despite the change in consumer lifestyles and the way information is being processed, the image of the brand remains the dominant impact factor.

Brand image not only evokes an emotional value but also a mental picture, which is perceived as the character of an organization, an accumulation of data that highlights the mission and vision of the entity in question. The main elements of a brand's positive image are: the unique *logo* that reflects the image of the organization, the *slogan* describing the purpose of the organization in brief, and the brand identifier that supports key values.

The idea behind the image suggests the consumer's intention to buy not only the product, but also the associated image. The images must be positive, unique and instantaneous using a variety of techniques, such as: advertising, attractive packaging, other promotional tools, etc.

A unique image develops and conveys the character of the product in a different way from the alternative offered by its competitors. Brand image is made up of various associations in the minds of consumers - benefits and attributes. Attributes are the functional and mental connections of the consumers reported to the brand, and they may be specific or conceptual. The benefits are represented by the reasoning of the purchase decision. There are three types of benefits: functional benefits, emotional benefits and rational benefits.

Brand image does not need to be created, it is automatically created. This includes product appeal, ease of use, functionality, fame and value. When consumers buy the product, they also buy its image. Image is the objective and mental feedback of consumers.
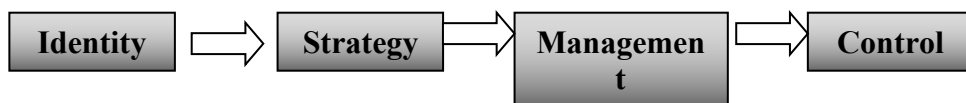
Drezner (2002) emphasized the tendency of people not to react to the reality offered, but rather to the reality they perceive. Thus, brand image is assimilated as a set of associations that consumers receive in a given period as a result of their contiguity with the brand, either directly or indirectly.

Therefore, the carefully outlined image is the general impression of brand positioning in the context of competition with other brands in the same category - how strong the position that remains in the minds of consumers is.

2. Brand management

The concept of brand management is important for both companies and consumers, but for complementary reasons. According to Kotler (2000, p. 408), businesses use brands because they facilitate the processing and tracking of orders, they provide legal protection to the characteristics of a single product, facilitate expansion, and target various markets, leading to a global approach, and subsequently to the emergence of high profits.

On the other hand, as far as strategic management is concerned, it can be defined as the process of management oriented towards capital growth and the achievement of brand synergies in order to reach a predetermined set of organizational goals, among which, strengthening the image and reputation of the company by shaping a brand personality.

Identity	$\Rightarrow$	Strategy	$\Rightarrow$	Management	$\Rightarrow$	Control

Thus, capital accumulation is marked by the moment when the goals listed above are being met successfully, and consumers start to perceive brands as a reflection of the self (Malar et al., 2011). The capital is associated with the notion of commercial and financial value for the company, resulting from consumer awareness, loyalty, quality perception and other associations (Aaker, 1991, p. 17; Ferrell & Hartline, 2005, p. 177).

Brand management is therefore the assembling of various marketing environments into a whole, in order to provide an identity. It is nothing but capturing attention by offering an image of an experienced and reliable business.

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Brand management is therefore the assembling of various marketing environments into a whole, in order to provide an identity. It is nothing but capturing attention by offering an image of an experienced and reliable business. The reason for using brand management is relatively simple. By creating a long-lasting impression and a meaningful relationship with users, organizations can keep customers and stimulate a sense of loyalty.

Loyal customers are cheaper, and happy customers are more likely to talk about the company in a positive light. As a result, brand construction is a key to success in an enormous number of industries. There are many approaches to this,

both traditional and modern, and the understanding of both the strategy and the possible tactical channels available is essential for decision-making in the development of a smart brand, namely:

Individual Branding - This strategy has proven to be extremely beneficial to a large number of organizations offering a wide range of goods, preventing the likelihood of the parent company being affected by an individual brand and allowing a sense of competition between brands. It also allows companies to simultaneously capture a variety of demographics by placing each brand in large groups of consumers.

Multi-branding - in some ways, multi-product branding allows companies like Samsung, Apple, Sony and Virgin focus consumer loyalty on the main brand. This creates efficiency in promoting the brand, but also assigns the risk to a single name.

Sub-branding - This tactic allows an organization to create relatively larger sub-brands for certain product groups. A good example is Honda and Acura, one is located in a higher price category, but both belong to the company Honda.

Co-branding - As the name suggests, companies often collaborate on projects. This allows each organization to benefit from loyal consumer bases.

Iconic Branding - The iconic branding involves the building of a character, which then has the role of establishing a counter-culture, respectively a community. The Nike brand is iconic by promoting the "Just Do It" mentality, offering a perspective alongside their products. This type of branding is complex and extremely difficult to achieve, but can form a strong and loyal base.

So displaying basic values has become easier and more difficult at all times than ever. Just by a click, organizations can make a huge impression on the general public.

However, the digital landscape is noisy, and the process of making yourself heard can be extremely challenging.

3. Conclusion

In researching consumer behaviour, considerable attention has been paid to the *built brand personality*, which refers to the set of human characteristics associated with a particular brand. The researchers discussed how the brand's personality allows the consumer to express his or her own self (Belk 1988), an ideal self (Malhotra 1988) or specific dimensions of the self (Kleine, Kleine and Kernan 1993) by using a brand.

Although the personality traits of humans and of brands could have a similar conceptualization (Epstein 1977), they differ in how they are formed. Perceptions of human personality traits are deduced from physical behaviour, physical characteristics, individual attitudes and beliefs, and demographic characteristics (Park 1986). Instead, the perceptions of the personality traits of the brand can be shaped and influenced by any direct or indirect contact that the consumer has with that brand (Plummer 1985).

Apart from authenticity, it can also be defined as "*the degree of confidence in the exchange of partner's reliability and integrity*" (Morgan & Hunt, 1994), notably in brand management descriptions (Aaker, 1996, Keller, 2003 Haugtvedt et al., 2008).

On the other hand, the notion of engagement is a valuable interaction between the customer and the brand and it is frequently used as a measurement system. According to Keller (2001), *brand commitment* is one of the key components of its customer-driven capital model, a model that suggests that managers can take the necessary steps to create brand capital by making relevant connections to customer preferences. The end result is marked by the emergence of intense and practical relationships that stimulate commitment by the willingness to talk about the brand, to learn more about it, and to promote it through the word of mouth (Goldsmith, 2011).

In other words, commitment aims to connect points between the employees involved, customers and profitability, in order to create a loyal platform that

adds value to the brand in question. Known for combining two essential concepts, namely, loyalty and marketing, commitment presupposes emotional involvement, so knowing the brand is not enough.

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MANIFESTATIONS OF ABUSE ON CHILDREN IN DIFFERENT VULNERABLE SITUATIONS

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ABSTRACT

Currently, Romania has acceded to numerous international conventions that contain important provisions in the field of the protection of the rights of the child, and once accession to these international documents began, the authorities with attributions in this field have the imperative obligation to harmonize the internal legislation with the foreign regulations. In view of the multitude manifestations of the phenomenon of abuse, the literature considered that under this umbrella can come many forms such as emotional abuse, physical abuse and sexual abuse. Institutions with responsibilities in the field of child protection have the obligation to prevent these behaviors against human well-being and manifested through numerous forms of abuse, and in the event that the risk has occurred and the physical and mental integrity of the child have been reached, then the authorities must undertake all measures for the rehabilitation and integration of the child in difficulty. In preventing cases of abuse of children at an early age, a significant role is played by both local and central authorities, but especially the family, the school and, last but not least, society as a whole.

Keywords: emotional abuse, child, normative acts, international documents

Introduction

As the notion of abuse is quite wide, both the specialty literature and the legislation in force tried a delimitation of it, so art. 94 par. 1 of the Law no. 272/2004 on the protection and promotion of the rights of the child defines the concept as: "(...) any voluntary action of a person who is in a position of responsibility, trust or authority in relation to him, which endangers his life , physical, mental, spiritual, moral or social development, physical integrity, physical or mental health of the child (...).

Also, the same normative act at art. 94 par. 1 classifies abuse as being physically, emotionally, psychologically, sexually and economically one. Thus, the legal framework in Romania highlights the child's position in society and offers legal protection regardless of the environment in which he / she is, namely the family, the community or even the educational institutions.

Among the international documents to which Romania has adhered is the Convention on the Rights of the Child, which contains a set of rules and socio-legal institutions for child care and assistance. The Convention by art. 19 itself requires the signatory States to undertake all legislative and social measures to achieve effective protection of the child against any form of abuse committed by any actor in his / her life.

The Convention on the Rights of the Child has been considered by the doctrine to be a true "Charter of Children's Rights" with a wide applicability, its provisions covering children from all over the world, without any discrimination. Considering that in less economically developed countries the cases of abuse are more and more frequent, this international instrument, namely the Convention on the Rights of the Child, is called to harmonize the internal legislation of the signatory states with the international child protection legislation.

At the same time, the importance of children's rights in various crisis situations (abused, abandoned children, etc.) was promoted and highlighted at the international conference on human rights (Vienna, 15-25 June 1993: www.unhchr.org.).

The institutions with attributions in the field of protection and promotion of children's rights located at the central level are the National Authority for the Protection of Children's Rights and Adoption and the People's Advocate Institution, whose aim is to highlight the importance of child protection in society. The National Authority for the Protection of Children's Rights and Adoption has the mission to create a favorable climate for the harmonious development of the child in society in accordance with international requirements and, last but not least, the People's Advocate Institution has the role of improving the social relations of the child with the central and local public authorities.

At the local level, the General Direction of Social Assistance and Child Protection is the main provider of social services in the field of child protection, and one of the most important missions of this institution is to reintegrate the abused child into society.

All these institutions with specific attributions have the role of removing the abused child from a negative environment that has long-term effects on his personality and to introduce him in an environment conducive to his mental development. One can easily observe when the child is subjected to repetitive abuses as a result of psycho-behavioral changes, adaptation disorders, and last but not least, the change in school performance.

"Neglected children have easy-to-read characteristics: they are very good, shy, they avoid facing aggresion of others , never try to assert themselves, they usually play alone, prefer to stay in large groups of children, but they do not make friends. Instead, the rejected children are very active, talking and quarreling, always trying to get closer to others, not cooperating when playing, not sharing

the things they possess, often attracting attention by inappropriate behavior" (Schaffer, 2005, p. 118).

2. Characteristics of the abused child and the forms of abuse

Some authors (Radulescu, 2001, p. 67) consider that when a child lives in a family environment in which violence prevails, he/she has certain characteristics:

1.the child often has aggressive behavior;

2.the child is isolated, passive, emotive;

3.the child has school difficulties: low performance, absent, is unqualified;

4. the roles are reversed: the child touts the adult;

5. night sleep disorders: sleeplessness, nightmares, nocturnal emissions, agitation during sleep;

6. somatic pain: headache, stomach, chicken, allergies;

7. self-destructive behavior, inclination towards accidents;

8. unexplained wounds or incompatible with the accident story;

9. fear of physical contact initiated by parents or other persons;

10. desperate crying or almost complete absence of crying;

11. seems to be pursuing safety by adapting to the situation rather than relying on parents; seems to be in a constant alertness to a potential danger, asking, by words and actions, what will happen next;

12. is constantly in search of food, of things, benefits, services;

13. has persistent evasive and deviant behaviors, especially in adolescents, such as vagabondage, alcohol or drug abuse, prostitution, early marriage, and the existence of a pregnancy.

The forms of abuse in the view of some authors (Belsey, 1996, pp. 71-72) are classified into four categories:

- Physical abuse consists in any action / inaction of physical violence committed with direct or indirect intent on the child unable to defend because of

his age, the violence that causes him social inadaptability, but also the consequence of his physical harm. Forms of physical abuse are: hitting, injuring,tying up, kneeling, threatening, burning with cigarettes, sleep deprivation;

- Emotional abuse usually occurs alongside physical abuse and has a much more serious effect on the personality of the child, consisting of actions of distancing from the other people in his life, but also in actions of personality degradation;

"Various forms, easily identified in the child, are part of the repertoire of emotional abuse: distrust, hostility, aggressive manifestations, social inhibition, adaptation difficulties, inability to play or express in the game." (Gheorghe & Puscas, 2008, p. 388)

-Sexual abuse means the child's involvement in sexual activities at an early age, which does not give the child the opportunity to give a perfectly valid consent. The most significant forms of sexual abuse are: prostitution, a phenomenon concerning the whole society today and child pornography. The term pornography comes from French 'pornographie' and is an allegedly artistic work (writing, drawing, etc.) that features obscene scenes intended to be communicated to the public.

-Child deprivation of care and protection is the situation in which the child is temporarily or permanently deprived of family protection, protection that should give him a favorable climate for his development. Thus, the main forms of neglect are: neglect of child supervision, neglect of school education, neglect of emotional needs and, last but not least, neglect of his / her health.

Another form of abuse that we can analyze and highlight alongside what has been presented so far is psychological abuse, which emerges as a new concept in Romanian legislation.

Thus, according to a draft normative act for amending and completing the Law no. 217/2003 on the prevention and combating of domestic violence,

currently in public debate, the psychological abuse will be regulated by the criminal law and, at the same time, sanctioned with imprisonment of up to 1 year or fine. But in order to be able to take shape and produce legal effects, this project must go through both the Government and the Parliament, the institution of the President of Romania has to issue a decree in agreement with this project and finally to be published in the Official Gazette.

Those under the umbrella of these legal provisions are both family members and those who have established relationships similar to those between spouses or between their parents and children, including former concubines.

According to the draft normative act, the definition of psychological abuse will be the following: "imposing will or personal control, causing tension and psychological suffering in any way and by any means, by verbal threat or in any other way, blackmail, demonstrative violence on objects and animals, ostentatious display of weapons, neglect, control of personal life, acts of jealousy, constraints of any kind, unwarranted pursuit, supervision of the home, workplace or other places frequented by the victim, making phone calls or other types of communication by means of remote transmission which, by frequency, content or timing, create fears, and other acts of similar effect. "

Another form of child abuse, practiced this time in environments that are less likely to be expected, are educational institutions that, through school curricula, load children's activities up to 7 hours a day. It should be noted that an adult works about 8 hours a day in accordance with the legislation in force. Thus, through a very large school curriculum, the child is under great pressure in order to be able to meet the obligations arising from didactic activity, and thereby negative consequences on time or rest, on social life and even on its health may appear as a result.

3. Conclusions

Concluding, the problem of child abuse in society is quite current, being known by all the institutions that operate in the field of child protection, both at

central and local level, and last but not least by parents or legal representatives of the child.

The whole society must be aware that repeated child abuse transforms it over time into a person who is isolated from others, from society in general, and when he becomes an adult he will in turn abuse others, reaching even to commit anti-social acts criminalized and punished by criminal law. We can also see that the media has played an important role by sending an alarm signal through excessive media coverage of various cases of child abuse. We believe that it would be necessary to establish an institution at the central level that would have attributions only in providing social services to children that are abused or that are in different crisis situations.

Therefore, Article 90 (1) of Law no. 272/2004 on Protection and Promotion of the Rights of the Child stipulates that "the parents of the child or, as the case may be, his / her other legal representative, public authorities and private bodies have the obligation to take all appropriate measures to facilitate physical and psychological rehabilitation and social reintegration to any child who has been the victim of any form of neglect, exploitation or abuse, torture or punishment or cruel, inhuman or degrading treatment."

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MESSAGES AND SIGNALS

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Abstract

This study analyzes the main four books of J. L. Prieto in order to delimit what materials he considers to be critical, decisive in the construction of the message. The method used is comparative-meta-analytical. It turns out that J. L. Prieto counts on the signal as the main type of semio-semantic material that is used when building messages.

Keywords: message, code, sign, signal

1. Introduction

Luis J. Prieto is the most important linguist who, through the theoretical choice of the message, enters the signal order. "Messages and signals" is his reference book. In his view, semiology is "science of signals" (L. J. Prieto, 1972, p. 6). Signals are designed as tools for transmitting messages, an operation described by Prieto in terms that remind Eric Buyssens. Like this, Prieto emphasizes the social function and fundamental relationships of the communication act (called by Eric Buyssens, modalities, Buyssens, 1969). Transmitting a message means setting up one of those social relationships we call "information", "interrogation" or "order". The transmitter of a signal, ie the

one who produces it, thus triggering what is called a "semic act", does so to inform the receiver of something, to ask him something or finally to order something: "Information, interrogation or order is the message the transmitter is trying to transmit with the signal" (LJ Prieto, 1972, p.9). In his act, the transmitter produces indices by which he deliberately appreciates Prieto, providing the receiver with indications of the interpersonal relationship. By knocking at a door, hailing at an intersection, wearing the Red Cross band, marking a meeting on the agenda, we produce semicrams. In order to achieve the Semic act, that is, to transmit the message (which is the purpose of triggering the Semic act) "it is necessary - and sufficient - on the one hand, that the receiver realizes the intention of the transmitter to send a certain message, the other part, to identify what this message is. "(Prieto, 1972, p. 10) Thus, on the one hand, the intentionality of" a certain message ", on the other hand, the knowledge of the code, which makes it possible to precisely select the intention of the transmitter from the set of information, questions or orders that can be imagined. The way in which the signal performs this mission (the function of the message or the signal mechanism) is one of the fundamental issues that semiology is called to study. The analogies presented by the various codes in terms of operating mechanisms make it possible to study them in this context. The essential differences between codes (languages) will therefore not be at the level of the functioning mechanism, because "all codes are seamed, since they are everywhere entities composed of a signal class and a class of messages that correspond in such a way that when the signal belongs to a certain class of signals, the message is always a member of the corresponding message class" (Prieto, 1972, p. 153).

2. Several semiologies

Like other specialists, Prieto appreciates that the phenomenon of communication must be studied in semiology. Depending on the field, there are, according to Prieto, three semiologies.

a) Semiology of communication is considered an extension of linguistics, in the area of manifestation of "languages" in the sense that they are identical to "discourse about something", whatever its substance of manifestation; linguistic, in a narrow sense, would be subordinated or embedded in this semiology of communication. "The notion of communication, according to Prieto, must be defined ... as establishing a social relationship between two persons due to an index (sn) produced by one of them, and by means of which it provides the other person with an indication (s) regarding this report social "(Prieto, 1975a, p. 126). Under these circumstances, communication becomes significant. The social report is an information, an injunction or a question and is the "message", and the index that the transmitter produces and through which the message is transmitted is the "signal". Semiology of communication would deal with signs that have signal properties, that is, intentional indices, which, for example, distinguished Buyssens (1969) from natural or spontaneous ones. Intentiveness involves the convention, and this, communication, that is, a social report (Ali, 2018; Vaníčková, 2019; Vasylenko, 2019). Semiology of the communication must determine how these signals work, linguistic or other, as well as the referent to whom they give the indication they give (Prieto, 1975a, pp. 127-128). The distinction between intentional indices (fauna: rainy) and natural indices (rain noise) leads to the definition of meaning (Rosca & Teposu, 2018; O'Regan, 2019; Arhip & Arhip, 2018): a natural index is one whose relationship with what is indicated, as well as its ability to be an index, exists by nature of things, while intentional indices acquire this capacity in a particular society that establishes the link between the index and the indicated work; in this case, conventional indexes are spoken. The meaning can therefore be defined as "the relationship that exists between an index and the indicated work when this relationship is not natural but established by a social group" (Prieto, 1975a, p. 129), and the semiology whose object is the meaning will be called "Semiology of Significance".

b) The Semiology of Significance will deal both with the facts studied by the Semiology of Communication, ie signals and conventional signs that are not signals and which the Semiology of Communication does not study. Here comes all that Prieto proposes to call a "ceremony": human behavior in general that becomes significant given that we live in society. The various manifestations of behaviour (Ghenea; Vasylenko, 2019; Bârgăoanu & Durach, 2019) can be studied using the methods developed for the study of linguistic significance or, more preferably, the methods of communication semiology.

c) Semiology of artistic communication that would be an area between the two previous semiologies. Its existence is only suggested as a hypothesis, because: "as the name of this branch postulates, the artistic phenomenon is probably a communicative phenomenon (sn) that would keep, if so, directly the semiology of communication, the communication resulting from a part of deliberate choice of ceremonies, that is to say, what constitutes, as I have said, the subject of Semiology of Significance "(Prieto, 1975a, pp. 115-116).

In Prieto's conception there is identity between sign and sign, between sign and sign, and, in the particular case of natural languages, between sign, sign and statement: Significant and appropriately signified is a sem. Semes, in codes called "languages", receive the special name of "statements." A code is a system of messages, messages. The "sign-function" therefore acquires at least an index value to which the social framework serves as a revelator: for this "sign-function", Prieto proposes the name "ceremony". "The manner in which the transmitter proceeds to denote the message, to the extent that this mode is the result of an election" is the style of communication (Prieto, 1975a, p. 102). It would be, on the one hand, the world of clues - "the immediately perceptible facts, says Prieto, that make us understand something about something else that is not" - and the world of signals on the other - that of "artificial clues" says Prieto, that is, the facts "which provide an indication and which have been expressly produced for it". (E. Buyssens (1969) said that for a perceptible fact to

be a signal, first of all, it must be produced to serve as a clue). Prieto argues that, to be sure there is communication, "it is necessary - and sufficient - if the receiver makes the proposal that the transmitter makes to send a determined message", "the receiver will achieve the purpose of the transmitter to convey a determined message." "How, he continues, is the signal arranged to allow the receiver to realize that the transmitter is trying to send a message? The answer is very simple: the signal of the fact itself produced indicates to the receiver what the transmitter proposes. Any language is, above all, a means of communication (Nistor, 2018; Björk, Danielsson & Basic, 2019; Middleton, 2019); only this function allows understanding the structure of a language" (Prieto, 1975b, p. 10), which leads to the possibility of claiming that at the basis of any knowledge there is a structure analogous to a language, and that any knowledge is involved in a practice. This practice in the case of language is communication (Prieto, 1975b, p. 10 and p. 151).

Natural human languages (Dixon, 2017; Mohamad, Ibrahim & Khaidzir, 2018; Basic, Delić & Sofradzija, 2019) are the only codes where there would be messages built in such a way "where it would be possible to adapt the circumstances to the amount of significant clues provided by the signal," or in other words, to adapt the message economically to the situation in which takes part (Prieto, 1972, p. 168).

3. Conclusion

J. L. Prieto finds out two of the ten nuclear materials of the message: Sign and Signal. In order to build messages, a communicator has at its disposal ten materials: hint, index, indicator, sign, word, signal, symptom, story image, symbol. It can be said that J. L.Prieto imposed the signal as an important material of the message.

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THE AUDIT OF THE FINANCIAL STATEMENTS DRAWN UP BY THE ENTITIES FROM TOURISM

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Abstract

The audit represents a process developed by individuals or legal persons legally authorised, called auditors, within information regarding a certain entity is analysed and evaluated, profesionally. For this process specific techniques and procedures are being used, in order to obtain proofs, called audit evidence, based on them the auditors elaborate a paper, named audit report and they also provide a responsible and independent opinion, using evaluation criteria from the legal regulations or good practice unanimously recognized inside the field where the audited entity develops its activity (*Mircea Boulescu, Marcel Ghiţă, Valerică Mareş – Audit Foundations, Didactic and Pedagogical Publishing House, Bucharest, 2005, page 11*)

The audit process, also called audit mission, is based on some national and international standards. Auditors are persons that get this quality under the conditions strictly ruled by the legislation in force. The audited entity can be a material/ an asset unity, the whole Government, ministries, departments, programmes, actions, transactions, operations;

The audit represents the examination made by an independent and competent person regarding the fidelity of the accounting and financial presentasions and is the key for the probity and credibility of economic transactions.

Keywords: professional culture, objectivity, the autonomy of journalists, journalistic ethics

1. Introduction

Within auditing practice for over a millenium, different terms have been used in different periods, with a similar meaning, such as: inspection, control, revizion, checking, accounting expertise, supervision etc. The AUDIT notion/word comes generally from the latin word „audire" that means „to listen to and to inform others", in the Anglo-Saxon countries of today this term means „a revision of the accounting or other nature information, made by an independent professional, in order to provide an opinion over the regularity and sincerity of the audited information (Toma 2005, p.14) Until the beginning of the 20th century, the work of external and internal auditors was characterised by the fact that:

• searching, first of all, the detection of frauds and errors;

• auditors weren't concerned to evaluate the internal control, and as a result, they didn't establish the risks resulted from the insufficient internal control (Dobroţeanu & Dobruţeanu, 2002, p. 16).

• the control of the operations and transactions was usually made exhaustively;

Audit consistes of a set of activities related to each other (a process) carried out by auditors or other experts who, based on their theoretical and practical knowledge, and following tasks assigned by certain bodies, analyse the information and operations of an entity or regarding a certain activity in order to

provide an insurance through an opinion or to make some recommendations (Oprean. 2002, p. 17). Auditors are competent professionals who have obtained this qualification on the basis of exams. They are independent of the audited operations and persons, have a certain ethical conduct established by the Code of Ethics and the VIIIth EEC Directive from 1984, have professional training standards and technical standards and standards of work.

The statutory audit of the AFS made by the entities from tourism and their role in growing the credibility of the provided information

An important role of the financial audit is to provide the public with the confidence that the informatin disseminated by the financial statements corresponds to reality in the reporting entities, meaning they reflect a true and fair view of the assets, liabilities, financial position, profit or loss of the enity. This central objective of financial accounting and annual financial statements is presumed to be achieved if it is complied with:

• fundamental conventions (accrual accounting and business continuity);

• the qualitative characteristics of the information;

 • the general accounting principles and the rules for the recognition and measurement of items in the financial statements (*https://www.cafr.ro/uploads/AF%2011-2012%20Site-a9d3.pdf*)

The role of professional accountants is underlined by the Ethics Code of Professional Accountants issued by the International Federation of Accountants IFAC which appreciates that a distinctive feature of the accounting profession is the assumption of responsibility to act in the public interest. The fundamental objective of the financial audit is determined by the regulations specific to the respective field, namely the activity carried out by the financial auditors in order to express their opinion on the financial statements or their components, the exercise of other insurance missions and professional services according to the international auditing standards and other regulations adopted by the Chamber of

Financial Auditors from Romania (Emergency Ordinance nr. 75/1999 regarding financial audit activity, republished in the Official Monitor of Romania, Part I, nr. 598 from 22.08.2003, modified and completed with Law nr. 26 from 2 March 2010 for modification and completion of Emergency Ordinance of the Government nr. 75/1999). The professional accountant is responsible that is not limited to the satisfaction of the employer or any other party (http://www.ifac.org/sites/default/files/publications/files/2012-IESBA-Handbook.pdf, consultat la 30.11.2017). Financial auditing serves to provide the public with the confidence that the information disseminated corresponds to the reality underlying it being a true reflection of the asset, liability, financial position, profit or loss of the entity.

The correct representation

The financial-accounting information should be useful and it does not have to be used only for the purposes of this project but all the events proposed to be represented. For a perfect correct representation it is necessary for a description to fulfill three conditions, namely to be complete, neutral and free from errors. According to IASB the excellency could be provided only sometimes or perhaps never because no one and nothing is perfect. Financial information is accompanied by qualitative features such as comparability, verifiability, opportunity, intelligibility(Adinugraha, 2018; Schumacher, 2019; Cavusoglu, 2019; Lucero & Ocampo Jr, 2019). Financial information related to the reporting entity are much more useful if it is possible to make the comparison with other entities within the same activity field or with information about the same entity but from another time. Verifiability is the amplifier feature and it assures all the users that these information reflects exactly all the economic events that it should be represented. Opportunity requires that all information is nade available to decision-makers in a timely manner and has the capacity to influence their decisions.

Intelligibility requires presenting information in a simple, clear and consistent way. It is possible that, sometimes, even the informed and careful users decide to appeal to the servise of a councelor for understanding information regarding the complex economic phenomena" (IASB, International Standards for Financial Booking, Official rules issued at 1st January, 2011, Part A General Conceptual frame and provisions, CECCAR Publishing House, Bucharest, 2011, p. A37)

The most common way for users to obtain reliable information is to perform an independent audit. Subsequently, the audited information is in the decision-making process, starting from the assumption that this information is reasonably complete, accurate and impartial/fair.

The usefulness of the information provided by the financial statements is given by the qualitativ characteristics: intelligibility, relevance, credibility and comparability (International Standards of Accounting 2004, Economic Publishing House, Bucharest 2004, pp. 49-51).

In order to be able to express a reasoned opinion on the validity and correct application of the internal procedures established by the management of the entity on the fair, clear and complete picture of the financial statements, the auditor as a competent and independent person uses reference rules on the accounting system used and specific audit rules. Practising the financial audit involves applying two basic concepts:

1. accounting normalization;

2. specific rules of the audit, established by professional associations (Chersan, 2013).

Empiric study regarding the accuracy and implementation of the reform provided by the AFS

According to point 563 from Accounting Regulations approved with Order PFM nr 1802/2014:

"(1) The annual financial statements of big and medium entities, as well as the ones belonging to the national entities/companies, societies with wholly or majority state capital and autonomous company are audited by one or more statutory auditors or audit firms.

(2) There are also subject to be controlled the entities that, at the moment of the balance sheet date, exceed the limits of at least two from the three following criteria:

a) total assets:16.000.000 lei;

b) the net turnover: 32.000.000 lei;

c) average number of employees within the financial exercise: 50.

Auditing obligation for the entities mentioned in this paragraph it is mandatory only when these exceed the limits in two successive financial exercises. The entities in case are also exempted from the auditing obligation for the annual financial statements if the limits of the two from three already mentioned criteria are not exceeded in two successive financial exercises" (*http://contabilul.manager.ro/a/20493/conditii-de-indeplinit-pentru-auditarea-situatiilor-financiare-aflati-cand-sunteti-scutit-de-un-audit-si-de-eventuale-amenzi.html*)

There is not an audit that can guarantee that FS-s don't have significant errors or frauds. Errors can appear due to:

• inaccurate accounting data processing;

• use of wrong reasoning for recording/booking operations in accounting;

• accounting estimates or the applied treatement;

• managerial decisions based on the cost benefit ratio regarding the accounting system, internal control.

There is a possibility that these errors can not be found out by the auditor. Applicability area of the audit is defined by the audit procedures considered to be necessary under the given circumstances, in order to obtain the audit objective. The audit procedures are decided by the auditor based on standards audit, the

requirements of the relevant professional bodies, the legislation and regulations in force and the deadlines for commitment and reporting requirements. The objectives of the audit are related to the patrimony, the result of the exercise and the financial situation of the enterprise (Dobroţeanu & Dobroţeanu, 2002; Dănescu & Spătăcean, 2011; Chersan, 2013).

In order to validate the integrity of the patrimony, the auditor considers the following:

1. keeping a correct and up to date accounting;

2. making an inventory of the patrimony;

3. correct takeover in the balance of data verification from synthetic accounts and their concordance with analytical accounts;

4. the correct evaluation of the patrimony;

5. drawing up of the balance sheet based on the verification balance after the inventory.

From the point of view of the objective and area of using the audit, several types of audit are distinguished:

1. Compliance audit;
2. Audit of financial attestation;
3. Audit of Performance.

Compliance audit involves examining and evaluating financial statements, expressing their views on the audit, and consists of the audit within:

- systems and financial transactions, namely assessing compliance with the statutes and regulations in force;
- internal control and its functions.

According to point 563 of the Accounting Regulations approved by the Ministry of Public Finance Order no. 1802/2014:

"(1) The annual financial statements of medium and large entities as well as of national societies/companies, wholly or majority-owned companies and autonomous regies are audited by one or more statutory auditors or audit firms.

(2) Audits are also subject to entities that, at the balance sheet date, exceed the limits of at least two of the following three:

        a) total assets: 16.000.000 lei;

        b) the net turnover: 32.000.000 lei;

  c) average number of employees within the financial exercise: 50. Auditing obligation for the entities mentioned in this paragraph it is mandatory only when these exceed the limits in two successive financial exercises. The entities in case are also exempted from the auditing obligation for the annual financial statements if the limits of the two from three already mentioned criteria are not exceeded in two successive financial exercises *"(http://contabilul.manager.ro/a/20493/conditii-de-indeplinit-pentru-auditarea-situatiilor-financiare-aflati-cand-sunteti-scutit-de-un-audit-si-de-eventuale-amenzi.html)*

1.1   There is not an audit that can guarantee that FS-s don't have significant errors or frauds. Errors can appear due to:

1.2   • inaccurate accounting data processing;

1.3   • use of wrong reasoning for recording/booking operations in accounting;

1.4   • accounting estimates or the applied treatement;

1.5   • managerial decisions based on the cost benefit ratio regarding the accounting system, internal control.

1.6   There is a possibility that these errors can not be found out by the auditor. Applicability area of the audit is defined by the audit procedures considered to be necessary under the given circumstances, in

order to obtain the audit objective. The audit procedures are decided by the auditor based on standards audit, the requirements of the relevant professional bodies, the legislation and regulations in force and the deadlines for commitment and reporting requirements (Ghita, 2008; Ionascu, Mihai & Ionascu, 2010). The objectives of the audit are related to the patrimony, the result of the exercise and the financial situation of the enterprise.

1.7   In order to validate the integrity of the patrimony, the auditor considers the following:

1.8   1. keeping a correct and up to date accounting;

1.9   2. making an inventory of the patrimony;

1.10   3. correct takeover in the balance of data verification from synthetic accounts and their concordance with analytical accounts;

1.11   4. the correct evaluation of the patrimony;

1.12   5. drawing up of the balance sheet based on the verification balance after the inventory.

1.13   From the point of view of the objective and area of using the audit, several types of audit are distinguished:

1. Compliance audit;
2. Audit of financial attestation;
3. Audit of Performance.

Compliance audit involves examining and evaluating financial statements, expressing their views on the audit, and consists of the audit within:

- systems and financial transactions, namely assessing compliance with the statutes and regulations in force;
- internal control and its functions;

- honesty and adequacy in relation to administrative decisions taken within the audited entity.

The audit of financial attestation is met in the public sector where auditors are required to express their views on the government's financial reports. In the private sector, an independent auditor can provide audit reports with credibility on the financial statements.

Performance audit is also called the results audit one and is an objective and systematic examination of reality in order to assess the performance of a governmental organization, program or activity in order to obtain information on the use of public funds and facilitating decision-making by managers about supervising and initiating corrective action. Depending on how the audit work is organized, the types of internal and external audit are defined.

Audit of financial statements and audit report serve the interests of all users of audited information (Alina Domnișor, Daniela Medințu, Radu Prodan, Fiscal risk can be minimized through financial audit).

In the financial statements, items of a fiscal nature may be encountered in the form of claims and debts. Examining all client's receivables and payables is an integral part of the financial audit mission. The auditor has the responsibility to review and evaluate the statements of its client's management on tax receivables and liabilities in all material respects.

The fiscal risk can be minimized through financial audit. (Alina Domnișor, Daniela Medințu, Radu Prodan, Fiscal risk can be minimized through financial audit). Although the audit has been regulated in our country since 1999 through O.U.G. 75, only entities listed on the capital market and those of public interest are obliged to carry out the financial audit.

The audit is done according to the assumptions below, respectively:

Hypothesis nr.1. Financial audit increases the credibility of presenting all tax liabilities to which the entity is subject under Romanian accounting and tax regulations.

Hypothesis nr.2. Auditing the two components of the tax system (taxes and fiscal mechanism) can be achieved through special purpose audit missions. This hypothesis can define the composition of the financial statement, consisting of direct, indirect taxes and other taxes.

In order to prove the above hypotheses empirical research was used, on the one hand, and on the other hand several research methods were used, which showed that the assessment of the fiscal risk at the level of accounts and assertions can demonstrate adequate and sufficient audit evidence to validate our assumptions above.

The empirical study was conducted on 100 public interest entities in which the two hypotheses above were tested. Out of the questionnaires sent, 70 public interest entities responded. Response processing showed that, following the financial audit, for the years 2013-2015, the audit risk was below 5% and the fiscal risk below 2%. through financial audit, the entity has minimized also its tax risk.

To demonstrate the second hypothesis, a mix of applicative research methods has been used to exemplify the taxes and contributions resulting from the use of human resources (Călin & Nedelcu, 2006; Ghita, 2008; Ionascu, Mihai & Ionascu, 2010; Gîrbina, Albu & Albu, 2012).

Financial audit increases the credibility of presenting all tax liabilities to which the entity is subject under Romanian accounting and tax regulations (Boulescu, Ghiță & Mareş, 2001; Pântea & Bodea, 2012; Brabete, Mihai & Drăgan, 2013).

Internal audit organization requirements

A financial auditor or an audit firm is required and must comply with the following organizational requirements:

a) an audit firm must establish appropriate policies and procedures to ensure that associates or shareholders, as well as members of the administrative, management and supervisory bodies of the firm or affiliated entity, do not

interfere in conducting the statutory audit in any way jeopardize the independence and objectivity of the financial auditor and any member of the audit team performing the statutory audit on behalf of the audit firm;

b) a financial auditor or an audit firm must implement adequate administrative and accounting procedures, internal quality control mechanisms, effective risk assessment procedures, safeguards for information processing systems as well as effective control. Internal quality assurance control mechanisms are designed to ensure compliance with decisions and procedures by both the financial auditor and the audit firm;

c) a financial auditor or an audit firm must establish appropriate policies and procedures to ensure that its employees and any other natural person whose services are at his disposal or under his control and who are directly involved in statutory audit activities hold knowledge and experience to carry out the assigned tasks;

d) a financial auditor or an audit firm must put in place adequate policies and procedures to ensure that the outsourcing of important audit activities does not affect the quality of the internal quality control applied by the financial auditor or audit firm, nor the ability of ASPAAS to oversee the way which the financial auditor or audit firm complies with the obligations set out in this law and, where applicable, Regulation (EU) no. 537/2014;

e) a financial auditor or an audit firm must establish appropriate and effective administrative and organizational mechanisms to prevent, identify, eliminate or manage and to communicate any matter which threatens its independence, in accordance with the provisions of Art. 21, 24, 25;

f) a financial auditor or an audit firm must establish appropriate policies and procedures for conducting statutory audit, guidance, supervision and review of employee activity, as well as organizing the structure of the audit dossier according to the provisions of art. 29 par. (9) - (12);

g) a financial auditor or an audit firm must establish an internal quality control system to ensure the quality of the audit.

(*https://www.cafr.ro/uploads/Legea%20162%20din%202017-0b03.pdf*)

Transposition of financial and accounting information and their importance in the analysis of the diagnosis of tourism entities

Accounting information is the basis for determining effective ratios of economic and financial operations or transactions and provides the basis for making predictable forecasts. The finance and accounting department must provide information to assist management in operational and decision-making activity (Isfanescu, Robu, Anghel & Tutu, 1999; Oprean, 2006; Călin & Nedelcu, 2006; Mihai, Dragan, Ciumag & Iota, 2011). Financial accounting data is encoded by a chart of accounts and by accounting rules and methods that are difficult to understand by someone without a minimum of accounting education. Accounting balance is the financial accounting summary document, and besides this document, the business administrator must request a set of information from managerial accounting - turnover analysis on business divisions, profitability analysis, cost structure, assets and debt analysis, etc. All of these reports contain the transposition of financial accounting information.

The purpose and importance of diagnostic analysis

The tourism entity, as a system, is a complex social economic system, composed of subsystems between which there are multiple dynamic links. The activity of the economic system and its subsystems is influenced by a number of factors and their action must be known to ensure stable and optimal operation in a dynamic environment. In the process of assuring the normal functioning of the entity as a system, it is important to analyze economically, diagnose and regulate the activity and action of factors determined by management in the process of analysis, forecasting and decision making (The role of the financial and

accounting department in managing a company /Rolul departamentului financiar-contabil in administrarea unei firme în http://www.infolegal.ro/rolul-departamentul-financiar-contabil-in-administrarea-unei-firme/2014/03/11/).

A company's business diagnosis has as main objective the estimation of the current and potential market of the entity and of its market place (Marin, 2005; Budugan, Georgescu, Berheci & Beţianu, 2007; Răileanu, Dobroţeanu & Dobroţeanu, 2011). Commercial analysis addresses sales trends, structural analysis of sales on products and markets, structural analysis of sales on products and markets, customer analysis, sales distribution by product life cycle, supplier analysis and study competition (Işfănescu, Robu, Anghel, Tuţu, 1998, p. 51). Actual turnover is determined as a ratio between turnover in constant prices and the average price index. The turnover is the basic indicator of the volume of activity of the economic agent and obviously does not lack any system of indicators used for the company's economic diagnosis and evaluation, the appreciation of the efficiency of the management (Busu & Busu, 2018; Dima & Vladutescu, 2018; Smarandache et al., 2019).

Conclusions

Expressing some conclusions on some of the topics presented in this paper involves approaching all the defining features of the audit complex in the integrated vision of a constantly evolving profession not only in our country but also internationally as a result of the worldwide evolution of the globalization that most countries with democratic openness tend to align (Negrea, 2015; Voinea, 2015; Negrea, 2018; Vlăduţescu, 2018; Smarandache et al., 2019).

It is possible to draw a conclusion, going in two directions, the first from the larger globalized system to the smaller subsystems, and the second in the reverse direction. Our view is that both approaches are normal, because European and international integration must also include the audit sector by accepting or adopting international directives in this area. So, it starts from the norms of

regulations and the international adoptions, as global elements, and later on to the audit offices-legal entities and freelancers-auditors.

Apart from the slightly different accounting systems that tend to become uniform and national constitutional legislation, there are no significant divergences in the terminology, methodology and perception of the audit. Like any integration that takes place in both directions, it is noticed that the importance of the basic cell of the system that is professional is not lost. Auditory activity, regardless of the stage of its development, can not function entirely independently and it is necessary to work with other sciences and trades such as accounting, statistics, information systems, law etc. (Arunrangsiwed, 2018; Gencel & Saracaloglu, 2018; Nowak & Ulfik, 2018). In developed countries, within large audit offices there are also employed sociologists, some of whom have appreciated that the field of audit has developed similarly to the automobile industry, that it means, it has emerged quite late as a secondary science but it has experienced rapid development. In the course of recent evolution, scientific development in this field has been predominantly of an intensive nature, specific the increase in the quality of the audit, at the expense of extensive development involving loans from other sciences or the design of new techniques and methods.

Different historical sources place the audit before our time, others during the first millennium, but about today's audit can only be heard from the moment of the emergence of capitalism, the great industrial revolution (6th century). At the level of our country, there is a slow evolution of this service sector, which can be interpreted as a non-interest of the persons and organizations involved in decision-making. It is important that auditors take the lead by setting up their own auditor's room, distinct from C.E.C.A.R., as a result of the necessary legislation on the financial-accounting audit activity.

As well as other terms (auditing, evaluation, diagnosis, etc.) also the audit can be implemented in several areas of activity (technical audit, commercial audit, legal

audit, sociological audit) as the term requires verification and explicitly states that it is one financial or accounting.

The contribution brought by the Chamber of Auditors through the issuance of ethical and professional conduct rules represents a very important step in the finalization and crystallization of this profession in Romania, as long as it has been observed that these overlap to a large extent with those issued by similar bodies in countries with tradition in the field.

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ROMANIAN JOURNALISTS - PERCEPTIONS ABOUT ROLES, CONSTRAINTS AND AUTONOMY

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Abstract

Objectivity is, according to the Romanian journalists, their most important professional role. 95% of them think that should tell the facts as they happen, without interfering in any way, and 85% say that they should be detached observers, according to the study *Worlds of Journalism*. On the other hand, half of the journalists said that what is ethical in journalism depends on a specific situation.

This paper will examine the perceptions of Romanian journalists regarding their professional roles, internal or external constraints, media independence and freedom of expression, all using the results of the international study *Worlds of Journalism*. The research was conducted in 66 countries worldwide, more than 27,000 journalists being interviewed during 2012 - 2015. In our country there were interviewed 341 journalists from 80 media organizations (radio, TV, print and online).

From a theoretical point of view this paper will analyze some key concepts such as professional autonomy, perception of the role of journalists or the social functions of journalism. External autonomy envisages independence

in relation to other spheres of power in society (McQuail, 2005), the degree of independence that journalists have when doing their job and whether this is consistent with the ideological values and ethical principles. Also, we must not forget the ways through which the press serves democracy: it should inform, supervise governments and the political class and give voice to public opinion (Curran, 2011).

Keywords: professional culture, objectivity, the autonomy of journalists, journalistic ethics

Introduction

Journalists, like people working in other different fields, have a professional culture based on well-defined values, but also on a clear ideology, reflected in the way they think and act.

One can generally speak of culture as a set of ideas (values, attitudes, and beliefs), practices (of cultural production), and artifacts (cultural products, texts). Journalism culture […] can be defined as a particular set of ideas and practices by which journalists, consciously and unconsciously, legitimate their role in society and render their work meaningful for themselves and others" (Hanitzsch, 2007, p. 369).

The task of a journalist is not an easy one, because a well-trained and truly professional journalist must prove to have "good judgment as to what issues or events that make good stories, how to gather the facts and details essential to the topic being covered and how to structure stories in a way that makes them interesting, factual and unbiased" (Niblock, 1996, p. 2). In the Ethics Code of the Romanian Press Club, the professional journalist is defined as a person with at least a year's experience in the field for whom media is the main occupation and who is paid for his or her journalistic activity. Thus the Romanian journalist "has the right to criticize, both the Power and the Opposition in the name of the

freedom of expression, and the sole criterion for judging the facts is their duty to abide the laws of the country and the moral principles" (http://www.ajs.ro/wp-content/uploads/2018/01/cod.pdf). The public has the constitutional right to be properly informed and therefore, the first article of the Ethics code stresses the fact that the most important duty of the Romanian journalists is to tell the truth, regardless of the consequences this might have upon them.

Romanian journalists prove that they understood this at least theoretically. In their view, objectivity is the most important role of the profession. According to the results of the *Worlds of Journalism* study (http://www.worldsofjournalism.org/), 95% of the Romanian journalists think they should report the facts as they happen without any interference, and 85% say their duty is to be detached observers of the reality. On the other hand, half of the journalists consider that what is or isn't ethic in journalism depends on a specific situation. Thus this paper will analyze the perceptions of Romanian journalists regarding their professional roles, internal or external constraints, media independence and freedom of expression, all using the results of the *Worlds of Journalism* study.

Methodological framework

The *World of Journalism* study has broken down all barriers in terms of comparative studies in communications science, with more than 27,000 journalists from 66 countries around the world interviewed. The study was conducted at an academic level and aimed at making a real picture of the professional culture of journalists, the main objective being
to help journalism researchers, practitioners, media managers and policy makers better understand the worldviews and changes that are taking place in the professional orientations of journalists, the conditions and limitations under which journalists operate, and the social functions of journalism in a changing world. (https://www.worldsofjournalism.org)

The study was based on a common methodological framework (in order to be able to make a multinational comparison) and all national teams used the same questionnaire translated into their own language. In Romania, there were 341 respondents from 80 media organizations (radio, TV, print and online), interviews being conducted between February 2014 and October 2015. The standard questionnaire was translated from English into Romanian, and had 150 questions. Interviewing methods were mixed: by phone, face to face, by email, and by online questionnaire. There was also a field manual with instructions on the most important aspects of the study. SPSS programme was used for analysis. The World of Journalism Center in Munich coordinated the data processing and verified them for errors, inconsistencies or frauds.

Who are the Romanian journalists?

The economic crisis has greatly affected the newsrooms in Romania. The number of journalists has decreased in recent years. Indeed, there are journalists who have migrated to other newsrooms, but also many who have left the field completely. However, it is important to know who the Romanian journalists are at this very moment in order to be able to create or adapt the policies in the field. According to the results of the *World of Journalism* study, more women than men work in Romanian newsrooms (62.5% of the journalists are women and 37.5% are men). Romanian journalists are very young, most of them are between 25 and 34 years old (36.7%), and 33.4% are only between 18 and 24 years old. 14.7% are between the ages of 35 and 40 and 10.9% are between 41 and 50. In terms of their eduction, almost half of the journalists have a university degree, and a quarter have also a masters degree. The current generation of Romanian journalists is (or should be) more educated and much better prepared in the field of journalism because 80% of those with higher education have a journalism diploma or one in the fields of communication sciences.

However, the Romanian journalists have little professional experience. Their average experience is 5 years, and the number is one of the lowest in the study and well below the average of the European Union countries. In Germany and Croatia, for example, journalists have an average of 20 years of professional experience, in the Netherlands and the UK they have an average of 18 years, in Austria 17 years, and in Italy 15 years.

Professional roles

Objectivity is one of the key concepts of the identity of journalists around the world, a real "milestone of the professional ideology of journalists in liberal democracies" (Lichtenberg, 1996, p. 225 in Bailey, et al, 2008). Even if media objectivity has been put to a heavy test lately (Donald Trump`s campaign and also the Brexit campaign are strong evidence to that effect), Romanian journalists believe that their most important role is precisely objectivity. 95% of them think they have to report things as they are, and 85.6% state they have to be detached observers of reality.

It is obvious that things have changed over the past few years because a few years ago, in 2009, in a research on self-regulation of the Romanian press run by the Independent Journalism Center, Active Watch and IMAS (http://www.cji.ro/wp-content/uploads/2013/03/Autoreglementarea-presei-in-Romania.pdf), 83% of the journalists declared that their most important value as professionals is fairness, followed by equidistance (69%) and public interest (68%).

The five main values and concepts that characterize the professional culture of journalists (Deuze, 2005, p. 447) can be also found in the results of the *World of Journalism* study:

• *Public service* - it refers especially to the watch dog function that journalists often assume. They are guardians of democracy and their role is to watch out for any governmental wrong doings.

• *Objectivity* - the *World of Journalism* study shows that journalists believe they must be objective and equidistant. They also think that these values give them credibility in the eyes of the public.

• *Autonomy* – this is another very important value referring to the fact that journalists should be independent in their work and no external factors shoud intervene in what they report.

• *Rapidity* - technological developments and the fast way with which information is now spreading have made it harder for journalists to do an accurate and objective job. They are now working under great pressure of time, the competition pressure, the money pressure, the public's pressure and so on. Also, due to budget issues many journalists nowadays must be overspecialized and do different types of work in their newsrooms.

• *Ethics* - journalists should abide the codes of ethics of the profession.

As far as Romanian journalists are concerned, the study has revealed that they are assuming the rather classic roles of educating and informing. 80% of them declare their goal is to educate the audience, provide them with analyzes of current affairs, as well as promote tolerance and cultural diversity.

However, the profession is inclined to "idealize" its social utility: it's portraying itself as serving the public interest, hiding or circumventing the economic or social advantages of its pursuit; thus the professionals legitimacy is based on their "altruism", on the desire and the ability to be devoted to the public good. (Coman, 2007, p. 243)

Moreover, Romanian journalists declare themselves loyal to the public and not to the politicians, claiming it is important to help people express their own opinions, support national development and fight for social change. Only 3.9% of the Romanian journalists claim their duty is to present a positive image of the political leaders, and 5.4% think they should support government policy. However, given that Romanian journalists are very young, they have little experience in the field, and almost 80% of them have worked in a single editorial

office, the question arises whether in practice they are loyal to the public just as they claim or this is just an ideal.

Because the public-service ideal can be seen as a powerful component of journalism's ideology. It is an ideal that journalists aspire to, and use to legitimize aggressive (Clayman, 2002) or increasingly interpretive (Patterson, 1997) styles of reporting. Journalists share a sense of 'doing it for the public', of working as some kind of representative watchdog of the status quo in the name of people, who 'vote with their wallets' for their services (by buying a newspaper, watching or listening to a newscast, visiting and returning to a news site). (Deuze, 2015, p. 447)

Thus, the research of professional roles that journalists attribute to themselves is extremely important because the way in which they perceive their roles also influences how they do their jobs (Hellmueller & Mellado, 2015).

The results of the *World of Journalism* study prove, indeed, that loyalty to the public is often an ideal, and the rush for clicks is still very important and contrasts with this ideal of public service because 62% of Romanian journalists claim that their role is to present news that attracts the largest audience. And while they call themselves loyal to the public, journalists who assume the role of watch dog of democracy are fewer: only 51% think their role is to monitor the political leaders of the country. At the same time, 46% of journalists believe it is unimportant or less important for journalists to set the political agenda.

Authonomy in topic selection

The concept of autonomy is a key factor in the functioning of journalism and refers to the independence of the media from editorial, political, economic or institutional points of view. Journalists should have the opportunity to express themselves freely and to publish the materials they consider appropriate, respecting professional and ethical standards. The professional autonomy in the

press guarantees the pluralism of opinions and the objectivity that Romanian journalists consider so important.

As journalism continues to face the challenges of the digital age, the rules and resources of the news media structure remain open and negotiable. It is within the permeability of this profession that the agency inherent in journalistic autonomy can assume its influence in the duality of structure. The level of autonomy enjoyed by journalists is therefore a fluid and moving concept – continuously adjusted according to what is needed to perform the task of reporting the news. (Sjøvaag, 2013, p. 164)

Autonomy can be restricted at two levels, one external and one internal (Reich and Hanitzsch, 2013). The internal level refers to the freedom of a journalist to do his job without being put under pressure by his managers or commercial factors, while the external level takes into account elements such as government censorship, legislation or professional regulations. But, in the end, as journalism is practiced within the boundaries of the institution, professional autonomy is negotiated within an institutional context [...] and journalistic autonomy is conceptualized as both a positive and a negative right - it is based on the freedom to speak and publish, and freedom from interference in that activity (cf Carpentier, 2005). (Sjøvaag, 2013, p. 156)

As far as Romanian journalists are concerned, there is a certain degree of autonomy, but the problem is that it often we are talking about the individual autonomy of journalists and not the autonomy of the entire professional class (Petre, 2013).

Regarding autonomy in the selection of topics, the *World of Journalism* study shows that Romanian journalists feel that they have a great freedom to choose the topics they publish. Almost 79% of journalists say they have complete freedom and a large freedom to choose the topics. Actually, 35% of them say they have complete freedom, 15.7% state they have some freedom, 3.6% say they have little freedom to choose the topics, and finally, 1.8% claim they have no

freedom to choose the topics. Percentages are comparable to those in Western countries (with solid press and long standing democracies). For example, in Switzerland, 77.9% of journalists said they had complete freedom and a large freedom to choose subjects, 78.7% of the Austrian journalists feel the same and 72.8% in the UK.

The study also reveals that Romanian journalists turn out to be somehow paradoxical about the ethical standards of the profession. Although most of them have said that journalists should adhere to ethical codes, in any situation or context, 22.6% of journalists believe it is acceptable to set aside moral standards if extraordinary circumstances require this. However, should there be an extremely important article, only 3.8% of journalists would publish it without verifying the information, 4.7% would accept money from sources and 4.5% would consider it justified to modify or invent a quote.

Influences on journalists and on freedom of expression

Following the pilot study of the *World of Journalism* research conducted on 1,700 journalists from 17 countries during 2007 and 2011, Hanitzsch et. al (2010) structure the sources of influence, as perceived by journalists, in six main conceptually and empirically distinct areas. These are political, economic, professional, procedural, organizational influences as well as reference groups.

• *Political influences* refer to all sources that come from or relate to the political environment. But, surprisingly, in this category (and not in the one of economic influences), there are businessmen along with politicians or government officials.

Representing, advocating, and imposing the interests of business and trade are political acts with political implications. The implications may only indirectly, if at all, affect the news organization for which the journalist works. In the view of the journalists, the influence of business people therefore refers to

the general interests of business and trade that are commonly negociated in the realm of the political. (Hanitzsch et. al 2010, 15)

- *Economic influences* refer to the factors that have consequences on media organizations in which journalists work. These are external influences, which are not always directly related to editorial work, but which ultimately reflects on them, too. The fact that an editorial office has to survive, the fact that the production of quality news is costly or the fact that media owners expect profit from the organizations will all become economic influences on the journalists.

- *Organizational influences* take into account the internal mechanisms that supervises the management procedures and the routines of news-rooms and media organizations. "The organizational domain includes sources of influence that stem from multiple levels: from within the newsroom (supervivors and higher editors) and from within the media organization (managemtn and ownership)" (Hanitzsch et al, 2010, p. 15).

- *Procedural influences* represent the various operational constraints that journalists face in their work. These constraints vary from standards and procedures imposed in editorial offices to the time and space milits or problems in accessing sources.

- *Professional influences* refer especially to laws, policies and conventions of the profession or the editorial offices.

These constraints largely materialize in the form of limited resources in terms of time and space, represented by the items "pressing news deadlines" and "shortage of resources". Another important aspect of procedural influences is the fact that news production is a highly standardized and routinized process, and journalists have to cope with these procedures and standards as they impose important limits on routine news work" (Hanitzsch et al, 2010, pp. 15 – 16).

- *Reference groups* represent the influences from the audience, influences from some professional categories (such as colleagues from other newsrooms or competing media organizations), and finally, the influences that journalists have on their friends, family or acquaintances.

The professional activity of the Romanian journalists, as well as the editorial production in the newsrooms, are influenced by a wide range of elements, as shown by the country's report from the *Worlds of Journalism* study entitled *Journalists in Romania*. The most important influences are the procedural ones. 82.2% of journalists answered that they were influenced by the limitations in accessing the information. 81.4% stated that they were influenced by journalistic ethics, but this may also be due to the fact that journalists deviating from the professional norms started to be sanctioned by the courts (based on the new Code Civil), and the number of processes in this case continues to grow (www.activewatch.ro/Assets/Upload/files/FreeEx/rapoarte/Raport%20FreeEx% 202015-2016.pdf).

Interestingly enough, personal values and beliefs have a huge influence. 71.2% of journalists chose this response, a much higher percentage than Western European journalists (51.3% in Italy, 42.6% in the Netherlands, 40.1% in Belgium, 50.2% in Switzerland or 49.8% in Denmark). However, the percentage is similar to that in the former communist countries who are also strongly influenced by personal values and beliefs in their editorial activity: 72.6% in Estonia, 73.8% in the Czech Republic, 77.4% in Hungary, or 71.8% in Latvia.

The *World of Journalism* study proves not only that the field is extremely dynamic (which is already known), but also the fact that the professional culture of journalists is continuously changing at a rapid pace. Just a few years ago when the pilot study was conducted (between 2007 and 2011), the work of Romanian journalists was not mostly influenced by access to information, ethics or personal values, but especially by the deadlines and news sources. During that period of time procedural influences were more important (but others than at this moment),

as well as organizational influences (chief editors and higher management). Now, however, organizational influence has declined: only 41% of journalists claim to be influenced by their editors or editor-in-chief, 30% by managers and 25% by the organization's owners.

Surprisingly, the editorial policy of the newsroom or media organisation does not have much influence on Romanian journalists. Only 55% of them claim to be influenced by editorial policy. This may be a consequence of the fact that many newsrooms do not have a well-defined editorial policy and do not have a clear set of rules and values to guide journalists. As for the participation in the editorial decisions, the percentage is important: 57.4% of journalists have stated that they are always or very often involved in editorial activities, whether we are talking about decision-making or just daily editorial meetings.

A constant that has influenced journalists for many years now is the audience. Prior to 1989, the Romanian press was under the control of the Communist state and after 1989 on the media market started to appear private companies, mainly focused on profit. Ever since, the audience data has become a key element in shaping the editorial policy, but also in the way the journalists work. The *World of Journalism* report reveals that 69% of the Romanian journalists are influenced by audience feedback and 43.7% by audience data.

The results of the *World of Journalism* study bring a major surprise. The perception of the Romanian journalists is that political influences on their work are the lowest. Only 8.9% consider that government officials influence their work, 8.1% say that politicians are influential, and 8% speak of the influence of pressure groups. Indeed, 2016 was the year in which Romania had the best score in the last decade in the *Freedom of the Press Report*, namely 38. Romania had a better score only in 2002, 35, while in others year dropped significantly in the rankings, reaching even a score of 47 in 2005 (https://freedomhouse.org/report/freedom-press/2016/romania).

However, it is not to be neglected that lately the press in Romania has gone through issues that seriously affected the freedom of speech. The *FreeEx* report shows that in 2015-2016 some representatives of local authorities have tried to prevent journalists from publishing critical materials about them, more journalists have been removed from editorial offices because they have not complied with the political guidelines, and last, but not least, near the election date there has been a competition in the political environment to support televisions (which are going through difficult financial times).

In 2019, the situation is even worse. Romania has droped 3 ranks in the World Press Freedom Index and it's placed on number 47. The report underlines the fact that "the media have gradually been turned into political propaganda tools. They are very politicised, their funding mechanisms are opaque or even corrupt, and their editorial policies are subordinated to owner interests". (World Press Freedom Index, 2019) The same problems have been reported also by the FreeEx Report which draws attention to the fact that journalists have been assaulted, threatened and insulted by politicians, government officials and law enforcement officials. Moreover, an independent journalist was threatened with the death by a policeman because of her investigative reports.

This difference between the ideal situation and the actual one is explained, first of all, by the existence of many influences on professional autonomy. In addition, journalists have not felt such a powerful influence of politics because pressures on them are no longer exercised directly at the level of the editorial content. The forms of pressure have diversified and became more subtle. They are now carried out through different means of labor law or intellectual property management (restrictive contracts for journalists, forms of employment with poor social protection, a.s.o.). All these make journalist vulnerable and lead him to self-censorship" (Center for Independent Journalism, 2016, p. 5).

Indeed, the economic crisis in the recent years has left the press extremely vulnerable to attacks from the political environment, and so many journalists have been fired or forced to resign.

Moreover, one of the sad truths of Romanian journalism is that the survival of the commercial media channels is not necessarily positively correlated with the journalistic quality of the professional body, but with the direct input of the owner-donor or the demands of the audience. The former instrumentalize the media channels for power purposes, the former are fervent consumers of entertainment (Petre, 2013, p. 11).

The *Report on Freedom of Expression in Romanian Legislation* also draws attention to the fact that media properties often concured with the political map and the press was used to gain or consolidate certain influences.

The influence of politics was reflected in the editorial content to the point where, in electoral situations or punctual political competitions, media ceased to be the neutral observers of the phenomenon. Initially, they turned into instruments of political competition, ultimately becoming active actors and setting aside the necessary fairness and equidistance (Center for Independent Journalism, 2016, p. 4).

Journalists in Romania have still been the target of verbal attacks, intimidation and even physical aggression, which explains the high percentage of those who have claimed in the *World of Journalism* research that censorship represents an important influence. 22.6% of the Romanian journalists declared that censorship is influencing the way they work in their newsroom, the percentage being even ten times higher compared to countries like Denmark (1.2%), Switzerland (2%), Finland (2.5%) or Germany (2.8%). The percentage is considerably higher even compared to some of the other former communist countries: 2.4% in Latvia, 6% in Estonia or 14% in the Czech Republic.

Future research

It is important that more research regarding journalists' professional culture to be done, both nationally and internationally, because the results of such studies as *World of Journalism* help us better understand the media phenomenon around the world. Greater attention should be given to the factors that influence the work of journalists and the establishment of differences between their sometimes subjective perceptions and the realities of the professional environment.

Acknowledgement

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THE INFLUENCE OF PROFESSIONAL EXPERIENCE ON PEOPLE'S TENDENCY TOWARDS WORKAHOLISM

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Abstract

Workalholism is placed among the phenomena of organizational pathologies and may lead to serious health problems regarding both the physical and the mental status of the directly involved person or of the ones around him/her. This phenomenon has an impact on the emotional balance of the subject leading to depression, anxiety or even paranoia, which are usually connected to drug or alcohol addiction, compulsive eating, habits that give that lead to the feeling that you are no longer able to control your own life. A workaholic is a person who cannot control himself, working more than necessary, while becoming unhappy and starting to have health problems.

The conclusions of the present research reflect that gender or the level of education are not so important when talking about the process of becoming workaholic, but the professional experience achieved over the years could strongly influence the process. The results were obtained through a survey applied on 30 persons, half men and half women of 30 to 45 years old. For the survey were selected subjects with any educational level and any kind of professional experience (0-3 years, 3-10 years and over 10 years). The hypothesis that the professional experience could influence the tendency to becoming a

workaholic was confirmed, but more important here are the reasons of suffering from this disease. Therefore, workaholism represents a pathological relationship between a human and his work, which causes changes of his internal status, compulsive behavior, loss of control, poor health and a low social life.

Keywords: workaholism, age, experience, addiction, involvement.

1. Theoretical framework

In the modern world, many people get to work over schedule or on weekends, losing touch with their family members/friends or talk to them in a very superficial way. Over the years, they become too involved in their work and start to ignore their families, which leads to many conflicts. The more a workaholic gets involved into his work, the more he loses contact with his family, members' of which cannot explain his behavior.

Work addiction generates some negative and hard to explain reactions or behaviors that would not be understood by his friends and family, so the workaholic would get to be rejected.

The term 'workaholism' was used for the first time by Wayne Oates (1971) having the meaning of 'the addiction of work'. It is not about a normal addiction of having a job, financial earnings or a professional activity. It is about a real addiction and an excessive orientation. In theory 'workaholism' is seen as an organizational pathology. A person which is addicted to work is called a 'workaholic'. Oates said in an article called '*Confessions of a Workaholic'* that a workaholic is '*a person who needs to work and is not able to stop even when his social life is affected*' (Oates, 1971).

One of the first academic definitions of a workaholic was given by Spence and Robbins (1992, Burke 2000) and contains some psychological mechanisms, describing the workaholic as '*a person who works too much because of his interior pressure, while having a low level of job satisfaction'.*

Robinson thought workaholism was a fatal compulsive disease, characterized by internal requirements, overtime work and incapacity of organizing an efficient schedule.

Workaholics can be defined as '*being too involved in their work and having a lack of care towards different aspects of their lives'* (Porter 1996).

Even scientists showed interest towards workaholism, but they were unable to decide on a singular definition of it (Negrea, 2017; Negrea & Voinea, 2018; Rosca & Partenie, 2018). Some of them consider workaholics as being hyper-performers, while others consider them obsessive, unhappy persons who do not have a high job performance. In addition, some authors make a distinction between negative and positive forms of workaholism. For example, Scott (1997) has identified compulsive workaholics and those profit-oriented.

The most common approach proposes 3 dimensions:

- work involvement
- the feeling of being lead to work
- the pleasure to work

Combined, these 3 dimensions, lead to multiple types of workaholics, but trying to understand this phenomenon is still complicated.

The specialized literature defines 3 main characteristics of workaholism. First of all, workaholics spend a lot of time at work, when they have this possibility. Secondly, an workaholic is always thinking of his work issues, finding it hard to take a break.

A workaholic works a lot, up to 60 hours per week, meanwhile in most countries, the weekly working time is limited at 45 hours, usually spread in 5-6 days (Moiser, 1982).

The difference between the workaholics and non-workaholics is their attitude. A workaholic is the type of person who cannot enjoy the holiday time, because he is always concerned about what is going on at the office.

The pattern of a workaholic is made from:

- time spent at work,

- concern about work,

- the work made outside the schedule (Scott 1997).

Zlate (2007) said that it is really important to consider emotional work involvement and the possibility to control the activities, in order to find a balance between the two.

Workaholism is an excess that leads to chaos and problems in people's lives. Some people work even 80 hours per week, but they are still able to maintain a balance in their life, while others fail after 40 hours of work per week. So not only the excess of working hours could lead to workaholism, but also breaking the balance is a certain path to it(Zlate 2007).

Workaholics work a lot, even when they are not pressed by anyone, they are glad when they work, considering other activities useless. Studies made by Ronald Gerson (1998) show that workaholism is more encountered at people with bachelor degree, because they have higher positions in an organization.

The developments of technology defined a culture of speed, where an employee must achieve more things, being overcharged with requirements.

Seybold and Salomone (1994) show more definitions of workaholism.

- Workaholism as an addiction: Robinson sustained this idea, comparing this type of addiction with alcoholism. Oates states that a workaholic has an element of addiction in his behavior since he was born. Spruell (1987) argues that nowadays workoholism is the most common addiction.

- Workaholism as a way of escapism or a method for being in control: some say this phenomenon is a way to escape from the ugly side of life through excessive work. Some say workaholism is actually a way to control their lives.

- Workaholism as the expression of a need for competition or a need for selfesteem. They wish to overcome the expectations of others. Another cause could be a low self-esteem.

Facts that influence/sustain workaholism:

- heredity,
- personal issues,
- need to control their lives
- need to succeed
- bad self-esteem since childhood
- workaholic parents (Seybold and Salmone 1994).

Workaholism may lead to serious health issues. Mostly, a workaholic's behavior is connected to a high level of stress at the work place (Taris Schaufeli and Verhoven 2005) and to a work-family conflict (Burke 1999).

This phenomenon has a great impact on the emotional balance of a person (Coman, 2014; Coman & Coman, 2017; Basic, Delić & Sofradzija, 2019), bringing new psycho-pathological elements, such as depression, anxiety and even paranoia. These are connected to drugs or alcohol addiction and relationships destruction.

Workaholism leaves some finger prints on the health condition of a person. There may appear symptoms such as: ulcer, back pain, migraines or extreme muscular pain. In some extreme cases, workoholism can lead to a person's death. So we can say that workaholism can be seen as a real progressive disease.

In Romania, there was launched a study made by www.hr-romania.ro, ''Balanta Work-life'', that revealed more data about Romanians tendency towards workaholism. This tendency increases simultaneously with the number of employers, this fact being justified by the desire of employees to be appreciated and to obtain a higher position inside the organization. The study shows that an employer prefers the professional life instead of the personal one, being motivated by the payment or chances to promote.

The workaholism could be reduced by the companies if they would create an environment without pressure for employees (Vlăduțescu, 2018a; Vlăduțescu, 2018b; Chirițescu & Dumitru, 2019), so they can be satisfied at their work places

and where their supervisors would be available to listen to their problems (Sandu et al., 2018; Frunza, Frunza & Grad, 2019). Other important things in the process of reducing the increasing tendency of workaholism would be: respect, mutual help and a positive attitude.

2. Objectives and hypotheses

This experiment aims to show how people can become workaholics according to age, gender, level of education and professional experience. At the same time, we wanted to observe how much workaholism can affect the self-esteem and the social life/the relationship with the family members.

The present study aimed to establish to which extent becoming a workaholic can be influenced by gender, age, level of education or professional experience, meanwhile enhancing the idea that workaholism can affect one's self -steem and personal life.

Participants

30 randomly selected participants - 15 men and 15 women with ages between 30 to 45 years old. In the given study, there were involved persons with middle level of education, as well as persons with bachelor degree, with professional experience between: 0-3 years, 3-10 years and over 10 years.

3. Methods and tools

The results were obtained by answering a series of 21 questions. The first 3 questions were about primary data, such as gender, age and level of experience. The other 18 questions referred at personal opinions, attitudes and motivation. The participants were asked to write every single question according to their own opinion, attitude, job motivation and family relationship with numbers from 1 to 5 (where 1 represented the 'false' value and 5 represented the 'true' value).

4. Analysis and interpretation of the results

Regarding the gender, after running the test, observed that there is not a great difference between the results for men and those for women (for women the score was 56.8, while for men the score was 55.73). In the same way, I noticed that the difference between the persons with a low level of education and those with a high one is not quite big (the score for those with low level of education was 56.17, while the value for those with high level of education was 56.33). Since normally age is connected to professional experience, the results revealed the fact that the two indicators are interdependent. Therefore, after running the ANOVA test, there could be observed a significant difference between those having 0-3 years professional experience (score 34.5), those having 3-10 years (score 48.18) and those having with 10 or more years of professional experience (score 68).

5. Conclusions

The present research made me understand that no one's gender or level of education is important in terms of influencing the tendency towards workaholism, but the professional experience gained over the years. People are dealing frequently with situations that cause them certain emotions, affective states, situations that lead them to adopt certain attitudes towards their work. Nowadays, workaholics are people whose sensitivity is being used, people who devote themselves to work and employers are speculating this. As they grow older, people desire to get promoted and improve their careers, but the experience in a certain work field is not always an advantage for a workaholic's relationship with his family, friends or regarding his free time. The hypothesis that professional experience influences people's tendency towards workaholism has been confirmed, but more important are the factors which started the disease, representing a pathological connection between a subject and its work which causes changes in the internal disposition, through compulsive states, loss of

control, poor health and diminishing of social interest. The mankind is part of a continuous process of development and its lack of social life can affect his capacity to adapt to the environment, to new or unusual situations. It is very important to discover what causes the person to become a workaholic and through what methods can we help him to manage this addiction.

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NEWSWORHINESS AND THE EXPECTATIONS OF SOURCES IN HEALTH JOURNALISM

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Abstract:

In the present study, we set out to open a discussion about the way doctors deal with journalism. We wanted to find out if the first think that they need journalists in the daily landscape of their profession. Isolated in linguistic and epistemic insularity, physicians are often asked to interact with journalists and adhere to the discursive construction rules of the press. Thus, the discursive interaction of the two worlds often collides. Disconsideration and expedition in dramatic and superficial have become the most common features of health journalism in Romania. In the following, we present some of the results of a broader survey, results that relate to the attention physicians give to journalists.

Keywords: medical journalism, speech, information, education, role

Introduction

In the present study we have analyzed how doctors in Romania understand the role of health journalism and, in particular, the way the doctors see the work of the journalist. Health journalism is based on a type of discourse with immediate stake, with most obvious and urgent implications. Researchers have shown that health journalism is highlighted by the special expectations the

public has of the press, but also by the much more prominent educational role of the press in this field (Radu, 2015; Abrudan & Fofiu, 2017; Coman, Popa & Radu, 2018).

The tripartite journalist-source-public relationship found in any type of media communication has, in this area, sensitively different valences, sensitively different implications and sensitively different expectations

The research has presented, so far, among other things, the dual identity of the receiver of the health journalism message, namely a receiver, which is often both a media consumer and a patient. Hence, different expectations from other journalistic discursive contexts. On the other hand, the health journalist, besides the type of domain documentation, also has a greater responsibility given the immediate effects on the public (Negrea, 2014).

Few researchers have focused on how physicians, the main sources in the field, understand the role and impact of health journalists. Hence our concern in this paper, namely to open the discussion about the way in which journalism is perceived by the sources. Thus, if the public awaits some answers from journalists, if journalists have the education of the public as their main function, but also, of course, informing them, how do the doctors understand the collaboration with the press came as a natural question.

How do journalists choose their information?

According to the systematization of the values of news (Harcup, O'Neil, 2001), journalistic material must meet certain reception imperatives. Before becoming vulgarized by the "clickbait" method, the press text (regardless of the channel type) must respond to criteria regarding the selection and ranking of the information.

We are talking on the one hand about a series of criteria related to market segmentation, the imperative of novelty, of exceptionality and of the power of generalization. On the other hand, we are talking about the criterion of

negativism, for example, of the emotional potential of a material, we are talking about the criterion of frequency, the laws of proximity, the type of persons involved (criterion of social relevance) (Negrea, 2017). A majority of 12 criteria of newsworthiness are recognized and accepted, which explicitly outline the too general criterion of "interest" (Negrea, 2015).

Thus, one criterion is frequency. On the one hand, from time to time and / or in certain social circumstances (at certain times of the year - in our case, for example, season of viral diseases - autumn, spring), journalists are interested in statistics, various reports of the institutions, as well as events of a readily decipherable significance. Journalists are also interested in events involving as many people as possible and / or affecting a large number of people. Specialty literature calls this criterion "the starting threshold".

Journalists also take on topics that they can understand, usually informationally saturated topics that ensure a lightness of decoding.

The level of public acceptance is also an extremely important criterion in the selection of topics. Of course, as we know, the public asks to be amazed (and here is another criterion), surprised, but to an extent that it still feels safe, in the area of familiarity where various accidents occur with a high degree of predictability. The public has to agree, implicitly, with the type of information it receives. We will not insist on this topic (we will do it in another study), we hold on to the subject of the present study that, however, the discussion about public interest in certain subjects and the rejection of others is not entirely a contemporary myth. And we add here the criterion of negativism - the public will be more interested in negative information, with a degree of dramatic emphasis, to the detriment of good news, transmitted as such, without creating a spectacular context, around a intensely underlined conflict.

Methodology

In order to accomplish this study, I analyzed the systematizations made by the Romanian College of Physicians, respectively the media analyzes made in the guild, but we also conducted our own research and we interviewed doctors from several institutions in Craiova and with different specializations. The questions for the doctors were:

1. Do you follow health information published in the general press?

80% of the respondents said they follow health information published in mainstream media, while 1% said they never read said news, 15% sometimes read health news in media, and 4% didn't know / wouldn't respond.

2. What do you think is the role of the media in the field of health – information or education?

Information is the observed role of media by 40% of our respondents, while 10% consider education as the main role. 30% consider that the press should focus on both education and information, while 20% didn't know / did not respond.

3. On a scale of 1 to 10, how well are the subjects being treated?

The average satisfaction value was 4.73 – not great, not bad.

4. Do you think media helps you communicate with patients?

A large number of respondents - 74% thought that the media helped them communicate with their patients, while 26% said the media is not of help.

Conclusions

From the observations made so far, there was a lack of awareness of the role of the profession of journalist, with the professional and procedural sets it implies. The doctors' complaints are general, not punctual, prevalent on the type of professional information that is difficult to assimilate by an outsider. In turn, journalists have to respond to expectations of the receptors, that is to say, of the public, expectations that have long been explained in the criteria of

newsworthiness. These actors of health journalism rarely meet the on same side of the barricade of quality information. Often, journalists are looking for an easy-to-read event for the public and doctors revel in a victim's status and expect them to decide what is important and what not to be made public.

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SOCIAL JOURNALISM IN ONLINE WORLD. CONCEPTUAL DELIMITATIONS

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Abstract

In this article we look at the type of journalism generated by technological evolution. Our study starts from the question: "How did technology affect journalistic content?". And the hypothesis of our analysis was that in the new logistic context, journalism of human interest, namely forms of social journalism, is preferred and privileged. Journalists themselves have gone through various stages of dealing with the public quickly, so that, as we have shown, the press liaison function has led to the creation of worlds of consensus, to the detriment of a conglomerate of individuals bound together by communication bridges.

Keywords: social journalism, technology, proximity, ideological consensus

Introduction

The technological changes that have been made to what we call the "digital era" have produced other types of mutations, not so easy to perceive. This a-spatiality has produced anthropological, psychological changes. The public's perspective on the journalistic act has changed (see the illusions of citizen journalism), the public's perspective on the type of information, rhetoric

(the escalation of forms of journalism as well as dramatization and emotional discourse) has changed.

The new virtual world demands its own type of expression, its own type of text and speech. All these changes are also internalized in the professional self-presentation of journalists. It is changing, therefore, the way the journalists perceive themselves and their profession. J. M. Charon (2007) has already been talking about a decade of transition from information journalism to a "communication journalism focused not on rapid and accurate data transmission, but on the creation of intersubjective links to an emotional contract between the press institution (incarnated by the star-presenter) and its audience".

From the very beginning, the professional status of the journalist assumed what the theory calls "openness" - to be a journalist it was necessary to have a writing talent, not even a specialization, not even an academic one. Luminița Rosca (2010) insisted on the "degree of instruction of those who make up this professional field", on the eclecticism of editorial offices in which everyone was accepted, regardless of type and level of education. Things have not become clearer over time, and the online environment, we say, has relaunched the discussion about the professional status of the journalist, about professional content, but also about the finality of this profession (Coman, 2007).

The Popular Journalism of the Digital Age

The distopya of virtuality also produces mutations in terms of types of journalistic discourse. Thus, for example, the idea of proximity is called to explain the constellation of publications (online) appearing outside the idea of hierarchy. Ephemeral or duplicate news sites (which replace the print edition), sites that act not necessarily as a brand, but as a source for a certain type of information, urges us to reconsider, rethink, maybe redefine the idea of proximity.

The axis of proximity, as we know, supports types of journalistic discourse subsumed to social journalism in its most general sense. Consequently, social journalism becomes, we could say, the popular journalism of the digital era, a form of human response to the pace of technology. And technology does not mean dehumanization. On the contrary, we could say, technology seems to have a more intense emotional discourse. The journalism of human interest quite frequently crosses the boundaries of the duels between the expressiveness skills. Many times, the struggle for impact and "like" overturns hierarchies of professional procedures, to the detriment of informational value and in favor of expression performance.

Online communication also means self-communication. The mix of institutional discourse and personal discourse is one of the key features of contemporary communication. In this context, the need for the appropriation and customization of online journalism has developed a proper writing for interpersonal communication: unformalized, personalized, close to oral language. Concision, clarity, accuracy, precision, and main attributes of journalistic style are preserved in the online environment. However, the new developments related to the natural evolution of colloquial expressions and the evolution of various linguistic fields have been added (Vlad, 2013; Stănescu, 2015; Stănescu, 2016). Certainly, the linguistic differences imposed by the types of audiences to which it is addressed are preserved, but the imperative, I would say, is to bring the audience closer together, not to create communication bridges, but worlds accepted and inhabited by both the issuer and the receiver. The accepted linguistic and ideological worlds are the result of tacit ideological adhesions in which the public accepts certain expressiveness and content that the journalist knows and offers. In the new linguistic world, personalized and generated by ideological adherence, persuasion efforts are quite timid, communal labor turning to confirmation and echo rhetoric.

Thus, going further, we can also make the observation that interactivity remains a basic word in online journalism, but we already call it different realities through this term. Since the opening of new virtual screens, readers have proven to be very active, very implicit, willing to leave footprints on the pages of the publications. The recipients post comments at the end of the article, expressing their opinion on a specific topic, bringing suggestions to the journalist, and even completing them. Feedback is, in this sense, the main feature of online journalism. The difference to the dawn of online journalism is, in our opinion, given that the recipients' agreement / disagreement is more important. Not only the number of reactions is important in evaluating an article. but also their quality. To challenge and educate interactivity, journalism in the digital environment also allows the introduction of interactive elements in text, generating the readers' reaction, and by a simple click they can open new information pages, new themes of discussion. We include surveys, questions on a particular topic, tests, answers to common questions, games, computers, discussion lists.

In the new world of the common agreement, there is almost no need for conversational incentives. Receptors are attracted emotionally by the force of expressivity. That is why we believe that certain types of journalistic, written press, second level (signage or photojournalism) can be restored or new ones developed (live text).

Emotion, personalization, humanity are characteristics that surpass the once inimitable principles of journalism in the traditional sense. An article should not just be liked. An article must awaken an emotional reaction (anger, sadness, joy).

Personalized Informations Worlds

In this sense, and at the level of content, the journalist's attention is naturally oriented towards the perfecting of the echo generated at the rhetorical

level (Smarandache et al., 2015). Most of the topics are selected based on the logic of proximity and human interest. In this way, the local press, the proximity press, the press of human (not necessarily citizen) issues becomes the type of journalism most frequent in the online environment. Global and national problems occur only when they find their local relevance or have a great customization disponibility.

More than a decade ago, theoreticians like M. Bromley (1997) and Deuze (2004) have long analyzed the convergence principle and have not once referred to this trait as a final point of journalism. Bromley shows that the potential for the final fragmentation of journalism is realized in the absence of an autonomous professional ethic. And Deuze sees technological development from the point of view of convergence. The researcher concludes that they will not end the journalism because the journalist is a pivotal point in the journalism network and he is the professional needed to filter the vast abundance of information available in technologically advanced societies.

The journalist becomes a kind of community gatekeeper (Voinea, 2015; Voinea et al. 2015; Voinea, Opran & Vlăduțescu, 2016). There was also debated the fear of dissipating the context and of diluting the accuracy in the transmission of information in the light of technological advances that have increased the speed of information (Abrudan & Fofiu, 2007; Radu, 2015; Coman, Popa & Radu, 2018). Time has shown that the new technology is superior (but postmodern) in terms of information transmission. Huang et al. (Deuze, 2007) shows how the quality of information transmission in newspapers remained relatively stable in terms of fairness and balance, in terms of sources, using official sources, and finding topics (Vlăduțescu, 2013; Vlăduțescu, 2014; Vladutescu, Budica, Dumitru & Stanescu, 2015). An important consideration here is that the impact of convergence on work in practice seems to be more about the exchange of information that reporters do with other specialists from different media institutions, rather than how independent journalists work alongside the

media platform. Convergence does not have a negative impact on the quality of information because technological development is a process of evolution, not of revolution, researchers show.

Conclusions

Adapting to new forms of journalism shows how journalism practices have become ways to enable the profession to reconnect to its community and restore confidence in the journalist's social function. The journalist has become sociable, friendly. The journalists met, at one point, their audience even on their personal blog. Today, the journalists invites their audience in their personal publication, a news site, usually generalist, a site strongly impressed by the reputation, the personality of the journalist, a single journalist. Journalism has touched the social media button and created this new personal world, much closer to eternity and absolute freedom. "The Internet is the perfect image of freedom," said journalist Cristian Tudor Popescu (2010) almost a decade ago. After 10 years, we discover this freedom limited by the journalist's seductive power and its emotional availability, by the ideological acceptability of the public.

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