ANNALS OF THE UNIVERSITY OF CRAIOVA FOR JOURNALISM, COMMUNICATION AND MANAGEMENT

TABLE OF CONTENTS

CONTINUOUS PUBLICATION

THE PERFORMANCE OF CONDOMINIUM HOUSING PROGRAM IN JIMMA TOWN, ETHIOPIA: A CASE STUDY

Fesseha Mulu GEBREMARIAM[1], Ermiyas ADMASU[2], Kaso TEHA[3]

[1, 2, 3] Department of Governance and Development Studies, Jimma University, Ethiopia

E-mail: fmulat647@gmail.com

Abstract: This study was conducted in six condominium sites to assess the performace of condominium housing program in Jimma town, Ethiopia. 280 questinnaires were accidentally distributed among cono residents. Besides, two focus group discussions with 11 participants from two condo sites, and an interview with two officials from Jimma town Housing Agency were also conducted. Moreover, field observation in the condo sites was held. The study reveals that condominium housing is not affordable to the poor section of the town. Most of the houses are rented, and a significant number of houses are transferred to third parties as well. Above all, most of the houses are transferred to people who are not from Jimma town, to Jimma University and to rich people of the town, not to the intended beneficeries of the program. Furthermore,

residents of the houses are suffering lack of infrastructure, and basic facilities. Thus, the government shall revise its policy regarding the financial capabilities of urban poor to repay the housing loans; strict verification and coordination among cities and towns to avoid multiple registration is needed. Above all, the demand for condo housing is higher. Thus, the government should invest aggressively, and allow & encourage entrepreneurs to participate in supplying (affordable) houses to the poor.

1. INTRODUCTION

Ethiopia is one of the poorest countries in the sub-Sahara Africa with per capita income of $590 (World Bank, 2015). According to MoUDHC (2014), the country has been making significant progress in its urbanization process, and it is estimated to increase for the years ahead. The report stated in the 1960s the level of urbanization was only 6% while by the years 1984, 1994 and 2013 the figure increased to 11%, 14% and 17.2% consecutively. And, by the year 2025, about 30% of the country's population is expected to live in urban centres. Currently, based on the latest United Nations projection, in 2016 Ethiopia's population is about 102,803,038 out of which 19.65% (20,202,815) of the population is living in the urban areas.

Despite some progress in the urbanization process, Ethiopia's urban centres are characterized by over-crowding, insufficient housing, high density, sanitation problems, unsafe living conditions and insecurity of tenure. The majority of the urban people are dispossessed (or homeless). Demographically, the rural-urban migration is very high (Getachew, 2016). In addition, the country has failed to satisfy its citizens need for housing in the urban centres. Ethiopia is one of the fastest growing economies in the world where cities and towns are also growing along with the economy. This economic growth intensifies migration from rural–to-urban areas and causes increasing concentration of people in urban areas. All these contribute to the increasing number of homeless families and mismatch between the increasing urban population demand for–and-supply of housing (MoUDHC, 2014; Tesfaye, 2007).

The FDRE government in collaboration with the regional governments has already built hundreds of thousands of condominium houses throughout the country yet special focus is given to the federal capital, Addis Ababa. To this

end, through the Condominium Proclamation N$^{\underline{o}}$ 370/2003, the House of People's Representatives of the FDRE officially announced the launch of a program called ''Integrated Housing Development Program (IHDP)''primarily targeting to supply affordable houses to the lower and middle income urban dwellers where the Ministry of Urban Development and Construction aims at Constructing 500,000 housing units, creating 400,000 job opportunity and reducing the number of slum dwellers by half from 60% to 30% by the end of Growth and Transformation Plan One (GTPI) throughout the country (MoUDC, 2013). Besides, the program aims to upgrade the inner part of the city by demolishing former slum areas and constructing condominium blocks (Cherent & Sewnet, 2012). The IHDP has also envisages to create temporary job opportunities, encouraging people to develop saving habits and economically empowering urban residents, and helping domestic construction industry to develop their capacities (Mahder as cited in Getachew, 2016).

At regional level, the Oromia Regional State Housing Development Agency was established by the proclamation N$^{\underline{o}}$ 108/1998 in July 2006 to implement the Integrated Housing Development program in the region. Accordingly, Jimma Town office for Housing and Urban Development has already constructed 1510 condominium houses.

So far, some studies have been conducted regarding condominium housing program in Ethiopia. Among others, a study conducted in Mekelle town, Ethiopia, by Tesfamariam (2010), on about 14,647 condo houses built in the first cycle until 2010. The study aimed at assessing the main factor that determines the affordability of these houses. And, [he] found out that the income of the residents and the costs of each condominium units were the main factors that determine the affordability of the condominium houses. Another survey study from Merkabu (2014), conducted in Addis Ababa, concluded that

the houses are in poor quality and constructed from poor quality materials. According to the study, the houses are unaffordable to low income people due to price increase as a result of delay in construction and transferring coupled with a lot of corruption in both cases. However, all these studies gave little attention to issues like: the availability of basic services and facilities (i.e. such as waste management systems, playing grounds, road to-and-from the condo houses, and water provision problems etc… as incorporated in the housing program), and the suitability of the houses to children, pregnant, old people and people with disability to live in. Thus, this study aims to:

a.   Assess the affordability of condominium houses to the dispossessed lower and middle income urban dwellers of Jimma town;

b.   Examine whether the current dwellers of the houses are actual allotees/ not; and

c.   Identify residents' perception on waste management and water provision.

2. RESEARCH METHODOLOGY

2.1. Description of the study area

Jimma town, the Capital of *Jimma* Zone, is located in southwest Ethiopia 350 km away from the capital, Addis Ababa. The town is located at an average altitude of 1700 meter above sea level. Its astronomical location is 7º 4' North Latitude and 36º 5' East Longitude. The town has a total area of 46.23 km2 (4623 hectares) with an average temperature ranges between 7.3 ^{0}C to 31 ºC (JCASP, 2006). It was founded in 1837 by *Abba Jifar*, and has a city administration, municipality and 17 *kebeles* (N.B. *Kebelle* is the smallest administrative unit in Ethiopia).

According to the CSA (Urban population projection values of 2015), *Jimma* is the largest city in south-western Ethiopia and the 9thmost populous city next to Dese with an estimated total population of 177,943. Besides, *Jimma* town, *Oromia*, Ethiopia, is the place where various ethnic groups such as the Oromos, Amharas, Tigrians, Kaffa, Guraghes, Dawro, Konta etc…with various religions such as *Waqa feta*, Christians and Muslims are living in peace and tolerance for many years. As a result of which many people used to call the town as ''the town of love'' (JCASP, 2006).

Trade is the main economic activity followed by agriculture where people are employed. Very few section of the society are employed in industrial sector, government and private offices (Gelata, 2015; JCASP, 2006).

Figure 1. Geographical location of the study area
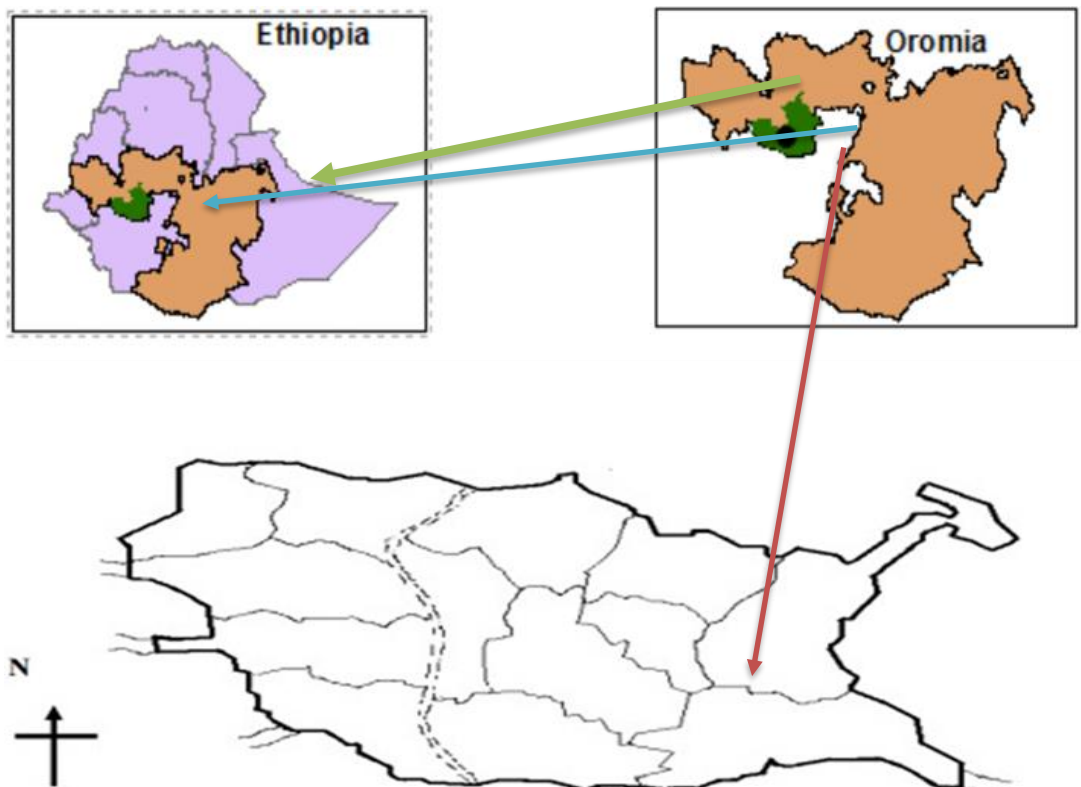
Legend	
- - - - - - - -	River boundary between adjustment *kebelles*
——————	Boundary of Jimma Town
—————	Boundary between *kebelles* of Jimma town

2.2. Population, Sample Size, Sampling Techniques/ Tools and Procedure

As it indicated in the tabe below, since the total number of population for the study is known (or is finite), the researcher adopted a formula from Krejcie & Morgan (1970), to determine the samples should be taken from a given finite population with the degree of accuracy expressed as a proportion (.05), and 95% level of confidence.

The formula is:

$$S = \frac{X^2 \, NP \, (1\text{-}P)}{d^2 \, (N\text{-}1) + x^2 \, P \, (1\text{-}P)}$$

Where:

S = Required Sample size

X^2 = the table value of the chi-square for 1 degree of freedom at the desired confidence level (1.96 for 95% confidence level. $X^2 = 1.96^2 = 3.841$)

N = Population Size

P = Population proportion (expressed as decimal) (assumed to be 0.5 (50%)

d^2 = Degree of accuracy (5%), expressed as a proportion (.05); It is margin of error.

Accordingly,

N= 1029

$X^2 = 3.841$

11

P=0.5

$d^2 = (0.05)^2 = 0.0025$

S= $\dfrac{3.84*1029*(0.5)*(0.5)}{(0.05)^2*(1029-1) + 3.84*(0.5)*(0.5)}$ = $\dfrac{987.84}{3.53}$ = 279.8413597, ≈ **280** samples

    Thus, the total number of samples (participants) to be taken, according to the formula indicated above, from a total of **1029** households is **280**.

Table 1. Number of households with their corresponding samples taken

nº	Site	No of households	Probability to proportional Size (PPS)
1	*Boche Bore*	285	78
2	*Kella*	291	79
3	*Yetebaberut*	183	50
4	*Ginjo Guduru*	96	26
5	*Kito Furdissa*	105	29
6	*Sar Safar*	69	18
Total		1029	280

Source: *Jimma* Town Office for Housing and Urban Development, 2016.

2.3. Data Collection Instruments

Both primary and secondary sources of data were used to collect the necessary data. Primary data were collected through questionnaire distributed among 280 participants where 210 (75%) are back fully and correctly filled while the rest 70 (25 %) are not either properly filled or not returned, FGD held with 11 condominium housing residents from 2 sites, key informants interview with key two informants from Jimma Town Office for Housing, housing transfer and Urban Development Agency and non-participant field observation conducted by the researcher in the condo sites. The secondary sources which are relevant to the study that include research papers, books, internet sources (or websites), different reports, Policy documents, published and/or unpublished government documents were reviewed for the purpose of the study.

Table 2. General Information about the key Informants

No.	Full Name	Occupation/ position	Date of interview	Place of Interview	Phone No.
1	Mr. Mohammed Nur	Head of Jimma Town Office for Housing, housing transfer and Urban Development	17/02/2017	Jimma Town	0917804570
2	Mrs. Belaynesh Ashenafi	Main Coordinator in Jimma Town Office for Housing, housing transfer	17/02/2017	Jimma Town	0917001336

		and Urban Development			

Table 1. General Information of participants of FGDs

No.	Full Name	Occupation/ position	Discussion date	Place where the discussion was held
1	Mr. Habib Mohammed	Teacher	17/03/2017	Kella site
2	Mr. Abdissa Ayana	Teacher	17/03/2017	Kella Site
3	Mrs. Meselech Birhanu	Teacher	17/03/2017	Kella site
4	Mrs. Meseret Bayisa	Trader	17/03/2017	Kella Site
5	Mr. Lenin Kuto	Teacher	17/03/2017	Kella site
6	Mr. Chalachew Yhune	Lawyer	17/03/2017	Kella Site
7	Mr. Hussein Abdella	Water supply Officer	23/03/2017	Boche Bore
8	Mr. Andinet Gebre	ICT Technician	23/03/2017	Boche Bore
9	Mr. Mohammed Jibril	Trader	23/03/2017	Boche Bore
10	Mr.Youzersif Tegen	Student	23/03/2017	Boche Bore
11	Mrs. Abrehet G/Mariam	House wife	23/03/2017	Boche Bore

2.4. Method of Data Analysis and Interpretation

The data collected through questionnaire are encoded, processed and analysed quantitatively using simple bar chart and Statistical package for Social Sciences (SPSS) version 20.0 in the form of frequency distribution table and percentage to summarize, present and analyse the data collected. Qualitative data collected from interviews were triangulated by their content from *Affan Oromo* and *Amharic* to English.

3. DISCUSSION, DATA ANALYSIS AND INTERPRETATIO

3.1. Socio-demographic characteristics of respondents

Table 2: Socio-demographic characteristics of respondents'

Items	Frequency	Percentage (%)
1. Sex		
Male	123	58.57%
Female	87	41.43%
Total	**210**	**100%**
2. Age Category		
Less than 18	24	11.43%
18-35	82	39.05%
36-64	94	44.76%
65 and above	10	4.76%
Total	**210**	**100%**

3. Marital status		
Married	53	24.24%
Divorced	15	7.14%
Widowed	21	10.00%
Single	121	57.62%
Total	**210**	**100%**
4. Family Size (Including dependents)		
Less than 3	132	62.86%
3 -7	71	33.81%
8 and above	7	3.33%
Total	**210**	**100%**

Own survey, 2017

The above table shows that 123 (58.57 %) of the participants are male while 87 (41.43%) of them are female condo residents. This indicates condo houses are less preferable by women than their men counterparts. In terms of age distribution, 24 (11.43 %) of the participants members of households are less than 18 years old while 82 (39.05%), 94 (44.76%), and 10 (4.76%) of the participants are aged between 18-35, 36-64, and $\geq$ 65 respectively. The number of respondents aged less than 18 and $\geq$ 65 is smaller comparing to the number of participants of other age groups. This implies that condominium houses are less suitable to reside for minors aged less than 18 and for older people who are physically weak.

The table above also shows the marital status and family size of the respondents. Accordingly, 53(25.24%), 15(7.14%), 21(10%) and 121(57.62%)

of the respondents are married, divorced, widowed and single respectively. The greater number of unmarried people living in the condo houses indicates that the houses are less preferable to people who have a family like a wife/husband, children etc.

Finally, 132(62.86%) of the participants have a family size of less than 3 members while 71(33.81%) of them have 3-7 family members, and the remaining 7(3.33%) of the participants have a family size of 8 and above. The higher proportion of residents with smaller family size in the study area reveals that condominium houses are not suitable for people with a large number of family size.

3.2. Owners' Perception on the Affordability of Condominium Housing in Jimma Town

Based on the data collected through questionnaire, 78(37.14%) of the participants are condominium house owners.

As the next pie-chart reveals that most, 28, (35.90 %), of the participants who possess and reside in condo houses are engaged in their own private business. Government employees took the second place. They constitute 26.92 % (21) of the total participants condo owners. The number of house wives constitutes 16.67% (13) of the overall number of condo owners who live in the houses. Besides, the number of participants hired in NGOs constitutes 3.85 % (3) of the respondents who own a condominium house. But, the number of unemployed, and those who work on family businesses is very small. Their number is 5(6.41%) and 8 (10.26%) of the participants respectively.

.

Chart 1. Summary of occupation of sampled condo house owners in Jimma
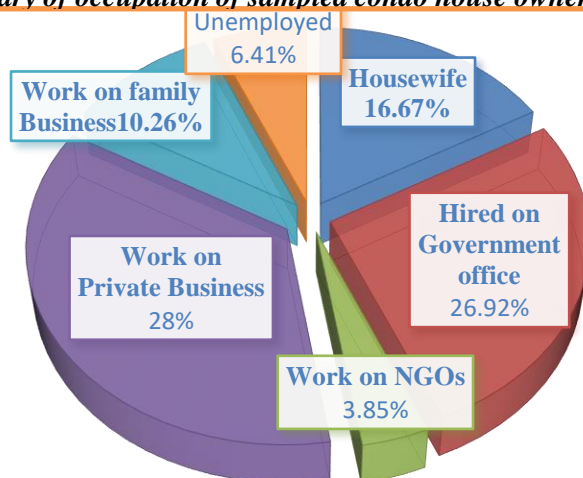
Own survey, 2017.

Table 3. Average monthly income, Housing typology, source of income and Monthly payment of condominium house owners in Jimma town

List of Items	Frequency	Percentage
Average monthly income		**(%)**
Less than 1000 ETB	11	14.10%
1000-2000 ETB	21	26.92%
2001- 4000 ETB	28	35.90%
4001-6000 ETB	10	12.82%
6001 ETB and above	8	10.26%
Total	**78**	**100%**
Housing Typology		
Studio	9	11.54%
One bed room	26	33.33%
Two bed room	20	25.64%
Three bed room	15	19.23%

18

Shop	8	10.26%
Total	**78**	**100%**
Monthly payment		
Less than 400 ETB	9	11.54%
401-800 ETB	13	16.67%
801-1200 ETB	41	52.56%
1201 ETB and above	15	19.23%
Total	**78**	**100%**
Source of Income to repay the monthly required amount		
Own personal income from employment	49	62.82%
From family and relatives	13	16.67%
Income from renting other condo house(s)	16	20.51%
Total	**78**	**100%**

Own survey, 2017.

Based on the above table, most of the condo owners live in one, two and three bed rooms. This shows owners prefer studios and shops to rent than to live themselves in these houses. That's why only 9(11.54%) and 8(10.26%) condo owning participants live in studio and shops use for business purposes respectively. However, 26(33.33%) live in one bed room condominium house while those who own and reside in 2 bed room and 3 bed room condo houses are 20(25.64%) and 15(19.23%) owners and residents respectively. In this regards, a data obtained from focus group discussants of Kella site, revealed the reason why most of the studios are currently resided by tenants. That is: due to the fact that studio houses are small in size, it is very difficult to live in them for a long period of time. A bed and all the other staffs have to be in a single room. Even there is no a separate space for kitchen. What is separated in the class is

only a toilet. The rest of the things, they need to put them on the same room. It seems to be a store house than a place they are going to live in. Above all, if residents have a family and live in a studio, life would be too hard to them. These and other factors force owners to rent studio condo houses.

The table above also indicates the average monthly income of the respondents who own and live in the study area, and the amount they have to pay per month to the Commercial Banks of Ethiopia including the interest of the principal loan. Accordingly, 11(14.10%), 21(26.92%), 28 (35.90%), 10(12.82 %) and 8(10.26%) of the participants who own and live in the condo houses earn less than 1000 ETB, 1000-2000 ETB, 2001-4000 ETB, 4001-6000 ETB, and above 6000 ETB per month respectively. Besides, 13(16.67%) of the owners reported that they earn their income from the support of families and relatives while 16(20.51%) and 49(62.82%) of them are renting other house(s) and generate personal income from employment respectively.

3.3. The identity of dwellers: Who is residing in the condos-owners or tenants?

Based on the data collected from questionnaires among condo residents, the next table summarizes the actual residents of the condos.

Table 4. Condo residents of sampled households in Jimma town, Ethiopia

Items	Frequency	Percentage
How did you get in to the house you are living in?		**(%)**
originally transferred to me	21	10.00%
You bought it from someone	45	21.43%
rented it from the owner	132	62.86%
Resettled due to redevelopment	0	0.00%

A gift from family, friend	12	5.71%
Total	**210**	**100%**
Where is the owner of the house you are living in?		
I myself, who is living in the house, is the owner	78	37.14%
I am a tenant, and the owner has another houses in *Jimma* town	32	15.24%
I am living on rent bases, and the owner is not from *Jimma*	63	30.00%
I am living on rent bases, but I don't know who and where the owner is. I rented the house by a broker , and simply give the rent money to the agent of the owner or simply make the payment by bank	30	14.29%
The owner of the house is a tenant in Jimma	7	3.33%
Total	**210**	**100%**

Own survey, 2017.

The above table indicates condominium houses have become a means of generating income for the owners of the houses than serving for sheltering to themselves. That's why most of condominium residents, 132(62.86%), are tenants. Those residents bought the houses from someone to whom the house is originally transferred amounts 10% (21) of the participants. However, unlike Addis Ababa and some cities & towns of the country, there is no one in Jimma Town who is in the condo houses as a result of redevelopment.

In addition, the number of condo owners to whom the house was not originally transferred, but bought from someone are 45(21.43%) of the total participants. This indicates the houses are transferred to those who are not either

financially capable of repaying the housing loan or transferred to people who are not from Jimma Town. Besides, the number of participants residing in the houses who got the houses as a gift from family/friends constitutes 5.71% (12).

Besides, most of the tenants (63), (i.e. 47.73%) of the total tenants who participate in this study responded that they know the owner is not from Jimma while 30 (22.73%) of the tenants are not aware of who and where the owner is. In addition, 32(24.24%) of the tenants who are in the house are due to the fact that the owners have own additional house (Condo and other) in Jimma town. These figures indicates the execution housing program in Jimma Town has missed one of the basic objectives of the program .i.e. "to supply affordable house to the poor and middle income residents of a given town who don't have a house." And, the remaining 7(5.03%) of tenants replied that the owners of the houses they are living rent the house due to various reasons such as safety, health and other issues they prefer to rent their houses while they are tenants in some parts of the town. Furthermore, as it is indicated in the table above, the condo houses in Jimma Town are not transferred to the beneficiaries without any limit so long as they are financially capable of buying a number of condo houses at the time of transfer. This leads to some people able to have 2 and above condo houses in their name while others own nothing.

4. RESIDENTS' PERCEPTION ON AVAILABILITY OF BASIC SERVICES AND FACILITIES IN THE STUDY AREA

4.4.1.1. Water provision in the study area

Table 5. Residents' perception on water provision

Items	Frequency	Percentage (%)
Are you satisfied with the supply of water on the		

condos?		
Absolutely satisfied	0.00	0.00%
Not bad	161	76.67%
Absolutely dissatisfied	49	23.33%
Total	**210**	**100%**
In average, how many days per week can you get access to the supply of water?		
No access at all	21	10%
1-2 days	28	13.33%
3-5 days	158	75.24%
6-7 days	3	1.43%
Total	**210**	**100%**
If you are not happy with the provision of water supply, what do you think of about the cause for the problem?		
The pipe lines are poor in quality/broken/ stolen/ properly not installed	159	75.71%
Due to less power to reach up floor	51	24.29%
Totally, pipe lines are not installed	0.00	0.00%
Total	**210**	**100%**
On what floor you are residing in the building?		
Ground floor	83	39.52%
First floor	62	29.52%
Second floor	65	30.95%
Total	**210**	**100%**

Own Survey, 2017.

Although access to water is the common problem of the town these days, being in the condominium houses has its own additional problems. That's why no respondent is fully satisfied with the provision of water in the condos. Besides, being on the ground floor gives you a privilege to get an access to water than those who are in the upper floors. This is due to the reason that the water loses a power to go up. Since majority of residents are living in the upper floor (i.e. 1st and 2nd floor), based on the above table, most of the residents (161), (i.e. 76.67%) are neither absolutely satisfied nor totally dissatisfied while 49 (23.33%) of the participants are totally dissatisfied with the provision of water in the condos. However, majority of the (158) (i.e. 75.24%) have an access to water from 3-5 days in a week while 28 (13.33%) and 3(1.43%) of the participants have an access to water between 1-2 and 6-7 days of a week while 21 (10%) of the participants don't have access to water

4.4.1.2. Residents' practices on waste management in the study area

The data on the practice of waste management in the selected condo sites of Jimma town, is presented as follows.

Table 6. Residents' Practices on Waste management in the study area

Items	Frequency	Percentage (%)
How do you perceive the waste management practice of the people residing in the condos?		
Very good. Residents have good practices of discharging wastes properly	5	2.38%
Satisfactory. Most residents have good practice of discharging wastes, but only few fail to do the same	55	26.19%

Very bad. People just discharge wastes on the fields, in front of their doors etc.	93	44.29%
Very bad though residents are well informed on the need for proper discharge of wastes.	57	27.14%
Total	**210**	**100%**
If you have expriened overflow of sewage, what do you think causes the overflow?		
Blocked due to various solid wastes such as chat, plastics etc… that causes flooding	86	40.95%
There is no periodic sucking of the sewages	58	27.62%
Due to leakage in the sewage tubes as a result of either the tubes are not well installed or broken	66	31.43%
Total	**210**	**100%**
Which one of the following explains the condition of the safety ditches, sewage holes in your site?		
They are functioning very well	0	0.00%
They are nearly stopping functioning	51	24.29%
They are buried/ open not getting proper protection, and functioning unsatisfactory	159	75.71%
Total	**210**	**100%**

Own survey, 2017.

According to the above table, majority of the respondents, 150(71.43%), believe that most condo residents have a bad habit of waste management practices. This indicates that the living environment of Jimma condos is not suitable to live in. This could have negative impact on the health of residents. In this regard, it is only 5(02.38%) of the participants replied that there is a very

good practice of waste management practice while 55(26.19%) of them are to the opinion that majority of the residents discharge wastes properly. The bad waste disposal habits of residents is manifested in various ways. The most common habit, according to the majority (93, i.e. 44.29%), of the respondents is to discharge wastes on the fields, in front of their doors.

However, some respondents thought that the point of discussion has to be whether a functioning waste management system exists in the condos or not. In this regard, 57(27.14%) of the respondents think that though residents are not good in discharging wastes properly, the problem is not about know how to discharge or they don't bad waste disposal practice affects their health. Rather, there is no proper and functioning facilities/ or infrastructure by which they can discharge wastes properly. Some throw away wastes in to the diches. This results sewage overflow and blocked.

Figure 2. Improper waste discharge by residents in some selected site

Solid wastes inside a dich

Solid waste out of containers
in *Yetebaberut* condo site,

Besides, based on the above table, 86(40.95%) of the participants replied that blocked due to solid wastes such as chat and plastics causes flooding and sewage overflowing while 66(31.43%) of them attribute the problem to the poor installations of sewage tubes/tunnels are not properly installed or broken in which this results in the overflow of sewage. But, only 58 (27.62%) of the participants think that the non-existence of periodic sucking of the sewages is the main cause for the problem indicated.

Figure 3. Liquid waste overflowing in some selected sites, Jimma Town

Liquid waste flow outside from buried diches in

5. CONCLUSION AND RECOMMENDATIONS

Despite a number of condominium houses are built in Jimma town, almost the progam fails to meet its objectives. First of all, the houses are built with the intention of benefiting residents of the town, not residents from elsewhere. The housing, housing transfer and urban development agency did almost nothing to upgrade residents' awareness on the importance of the housing program to the poor and middle income sections of the society. This results in the houses are transferred to people who are not from Jimma, to people who rich either have their own houses in the town, and to Jimma University which is not in the scope and intention of the housing program.

Besides, the houses are poor in all aspects of infrastucture and basic facilities which are necessary to live in. Thus, the researchers recommend:

1. The demand for condominium housing is increasing these days. This shows there is potential market for the government. So, the government has to work aggressively to satisfy the demand for housing, and encourage real state and private construction companies to participate in constructing condo houses.

2.The government need also to revise the affordability of condominium housing to the poor section of urban dwellers, and devise other mechanism to help the poor to own houses unless residents tend to continue selling the houses transferred to them.

3. To avoid multiple registration, the housing agency need to work hard to verify the identity of people who registered to benefit from the program.

4. The houses before transferred to beneficiaries, all concerned bodies must realize the quality of the houses, the availability and functioning of basic facilities (or social infrastructures) such as water provision, power, and road etc.

REFERENCES

Central Statistical Agency of the Federal Democratic Republic of Ethiopia (2015). Statistical Report on Urban Employment-Unemployment Survey, Addis Ababa, Ethiopia.

Cherent, Z., & Sewnet, H (2012). Building Ethiopia: Sustainable and Innovative in Architecture and Design. Vol. I. (1ˢᵗ ed.). Ethiopia Institute of Architecture, Building Construction and City Development (EiABC), Digital Impression, Ethiopia. ISBN: 978-99944-993-7-3.

Condominium Proclamation No 370/2003. Federal Negarit Gazeta of the Federal Democratic Republic of Ethiopia, 9thYear No.95, Addis Ababa, Ethiopia.

CSA (2015). (Also available on line at: https://en.wikipedia.org/wiki/List_of_cities_and_towns_in_Ethiopia , Retrieved on 15 Dec, 2016 at 2:31 PM).

Gelata, D. S (2014). Socio-economic Contributions of Micro and Small Enterprises: The Case of Jimma town. Sci. Technol. Arts Res. J., 2(2): 123-134.

Getachew, T. (2016). Assessment of Affordability and Living Condition of Condominium Housing in Addis Ababa: The Case of Lideta Sub city in Addis Ababa, Ethiopia. (Unpublished MA Thesis), 2016.

JCASP (Jimma City Administration Strategic Plan, 2006). Oromia National Regional State, Jimma City Administration Strategic Plan (2006-2010), Jimma, Ethiopia.

Krejcie, R.V. & Morgan, D.W (1970). Determining Sample Size for Research Activities. Educational and Psychological Measure men, 30, 607-608.

Mahder, H. M (2013). Welfare Impact of the Condominium Housing Program in Mekele. Thesis. Mekelle: MU. URI: http://opendocs.ids.ac.uk/opendocs/handle/123456789/4467.

Merkebu, K. A (2014). Assessment on the Performance of IHDP with Particular Reference to the Program's Objectives: Focusing on Addis Ababa, Addis Ababa University, MA Thesis Unpublished.

MoUDHC (2014). National Report on Housing & Sustainable Urban Development, Addis Ababa, Ethiopia.

MoUDC (2013). Housing Strategy of Ethiopia, Addis Ababa, Ethiopia.

Tesfaye, A (2007). Problems and prospects of housing development in Ethiopia. Property Management, vol. 25, No.1, pp. 27-53.

Tesfamariam, R (2010). Assessment of Condominium Housing: Fitness to the Intended Purpose: The Case of Mekelle City. (Unpublished MA Thesis).

The World Bank (2015). Ethiopia Overview, (Available online at the following link: http://www.worldbank.org/en/country/ethiopia/overview, Retrieved at 11/24/2016).

United Nations Projection (2016). (Also available on: http://www.worldometers.info/world-population/ethiopia-population/ Retrieved Nov 24/2016).

LEADERSHIP IN THE PRE-UNIVERSITARY SYSTEM

Janina-Elena VAȘCU[1], Mihaela Aurelia ȘTEFAN[2]

[1]Teacher, Deputy General School Inspector

Dolj County School Inspectorate, Romania, jvascu@yahoo.com

[2]Senior Lecturer, PhD, TSTD

University of Craiova, Romania, stefan.mihaela25@yahoo.com

Abstract

The school manager, by complying with the adequate way of becoming a leader, has to adopt a new attitude in order to reach the basic objectives of his organization, related to time, performance and cost.

The results should be the beneficiaries' satisfaction and quality in education. The school manager has to take the responsibility of a leader, a role that becomes more and more complex due to the others' expectations related to decision making, strategic organization and improvement of educational process.

The speciality literature approaches, from the praxiological point of view, the management and leadership topic and we may notice some

differences between the theoretical characteristics and the obvious and necessary practice as a solution inside a successful organization.

This study aims at analyzing the leader's capacity concerning intelligence as a form and attribute of behavioural organization, as an aptitude or capacity, as a process, as a real or potential fact, because the individual differences related to mental features and the development of analysis tools represent the bridge between manager and leader.

The raw material of a leader personality is intelligence, difficult to define but easy to identify.

The capacity to understand what is really essential, to solve problems based on the previous experience represent the attribute of an open-minded, skillful leader, relying on teamwork, with solutions for each and every situation.

1. INTRODUCTION

Everyone knows what a school manager is but nobody can describe him/her exactly. There are many definitions throughout literature, which standardize the qualities of a manager, the ideal model, but these can or cannot have an effect on the actors implied in the educational process, both from the position of leading, guiding or controlling and of implementing it.

We admit that there are compulsory competences that have to be achieved in order to work with people in an organizational context, that maximizing the results of a school becomes a compulsory mission of its manager, but the internal structure of a school manager's personality can turn him/her into a true leader.

2. CONCEPTUAL DETAILS

The school manager, in order to be a leader, has to adopt an other attitude in reaching the basic goals of the organization, in terms of time, performance and cost. The summary of these goals is to get beneficiaries' satisfaction and quality in education.

Thus, the object of the activity stays the same but the way of acting differs for the manager who takes the responsibility of becoming the leadership protagonist. A leader challenges and develops and does not accept the previous situation; he/she does not act the way he/she has to but he/she does the right thing. A leader does not imitate, he/she is original. A leader does not surrender in front of a hostile environment, he/she conquers it. A leader does not manage cold resources, he/she innovates, focuses on people and not on system and structure, he/she does not aim at getting control because his/her goal is to inspire trust.

A leader does not give up the short-term perspective in the favour of the long-term one, his/her goal is the horizon and not the low line and the essential questions are "what" and "why" and not "how" and "when" (Iosifescu, proda, Gavrilovici, 2004).

In other words, the manager becomes a leader when he/she has the strength to be himself/herself, to act naturally, involved and motivated, to achieve the perfect balance between the personal goals and the organizational ones.

According to the evolution of research and literature that approach the topic of management and leadership from the praxiologic point of view, we can notice a distance between the theoretical characteristics and the necessary and obvious practice as a solution inside a successful organization.

Taking into account the fact that during 2008 – 2016, the positions of leading, guiding and control in schools were taken by assignment of mission and this was done by the general school inspector – the hierarchically superior position.

The manager was imposed to the school staff and this is the reason for which he/she was task-oriented, neglecting the human relationships. Thus, in 90% of schools there was a "gap" in the organizational managerial communication, in decision-making, in problem solving and in reaching goals.

Because of a very long period during which the school managers were not evaluated according to a selection/exam, *de lege ferenda* they should attend some courses in the first two years of mandate in order to pass "calmly" from the rigid leader to a motivated one, with positive attitudes towards the organizational culture.

The leader competence results only from an applicative education, by the practice of concrete situations followed by feedback.

The courses should aim at identifying the abilities necessary for school leaders and also developing the competences for designing and deploying short-term, mid-term and long-term strategies, for evaluating and monitoring the organizational culture, for creating the optimal environment in order to achieve the strategic goals, for using as good as possible the human, material, financial and relational resources. An essential component of school leaders is the communicating competence. Statistics show that 70% of the leader's time is used to communicate, an important key for a successful leadership.

Moreover, the national standards for the positions of leading, guiding and control were elaborated starting from the competences of communicating and interlinking.

For this reason we propose the continuous training of the school leader in order for him/her to be able to elaborate a message and to find the favourable conditions for sending it, to rehearse a clear, logical and operational message, to clearly define the aim of the message and also the best conditions for a good communication, to be able to receive the message, to understand it and to process it and to give answers integrated in the managerial action.

The national exam for the positions as school leaders has not evaluated this essential component of communication, the written test measuring only the theoretical knowledge and the practical test – the interview- has just left the impression of evaluating the quality as a good communicator of the candidate.

We advocate this situation by explaining the fact that the interview was actually a lame monologue of each candidate and no member of the examination board was allowed to ask questions. Thus, each candidate presented a managerial offer or an improvement of it and many of them were not able to deliver a coherent speech.

An other critical aspect relates to the fact that the candidates' strategies were not evaluated by specialized persons because the mixed composition of the board (representatives of the local public administration, school inspectors) has proved poor competences of its members concerning strategic management.

This could be sufficient reasons to sustain the continuous training of school principals in their first two years of their mandate.

The school manager has to assume the role of a leader, who becomes more and more complex due to the others' expectations, related to decision making, strategic organization and optimizing the educational process. Inside

the organization, the leader's influence depends very much on the type of authority he/she has on people.

An efficient leader has to use, for his advantage, the motivational aspects and the satisfaction of successful actions and, at the same time, to remove every aspect that brings insatisfaction and demotivation.

The triangle formed by competences, authority and managerial responsibility offers the capacity of leading to a person who exerts his position according to laws and regulations, benefitting from a suitable training. There are other attributes of leadership added to this triangle:

- the authority that offers the manager the concrete opportunity to influence and control the behaviour of his subordinates;
- the responsibility that represents what the manager owes to the organization.

The progress in the managerial field is a long process, taking place during the whole career and its ideal route would be a combination of the managerial styles, multidisciplinary group work, delegating attributions, vision on the organization as a whole.

But would any good teacher become the best manager? Obviously, in order to be a good school principal, you need much more than a good practice as a teacher. To teach children could be a vocation but not a sufficient one for leading an organization.

In order to adapt himself/herself to the latest educational reforms, to society requirements, to the technological progress and to the needs of the direct beneficiaries of the educational services, the school managers long for a special thing and that is the value and importance of human relationships. And only now we can say that a manager can turn into a leader.

By assuming the leader role, he/she becomes responsible, firstly, for himself/herself and then for the direct and indirect beneficiaries, for his professions and for the organization. The moment when a manager becomes a leader could be easily identified due to some obvious aspects related to the others' behaviour towards him/her.

So, a leader is followed by his/her team because:

- has credibility, proving an extraordinary capacity of creating/developing relationships;
- proves competence and integrity, respects the individual differences;
- appreciates people and the relationships with them;
- optimizes the material and human resources;
- commissions tasks;
- has high expectations by intending to maintain a tension favourable to movement.

Without analyzing the leaders' styles that are defined by the personality features of the actors implied, we have a look on their human side, which influences a lot the leadership act.

The "raw material" of a leader's personality is intelligence, difficult to be defined but easily identified. We may naturally ask:"What kind of leader has the potential for a continuous evolution and development so that he/she could solve any problem appeared in a school organization?"

The mature manager, who wants to become a leader, through his/her own efforts succeeds in overpassing every obstacle by combining the dynamism of his efforts with the most efficient forms of action. People should not expect wonders generated by their leader because they could easily become servile and lack criticism.

The main quality of a leader is the ability to influence the others. The strategies used by a leader to protect huimself/herself from unrealistic expectations and, implicitly, failure, are:

- inoculating trust in his/her own abilities to make the best decisions;
- maintaining a skeptical attitude, based on dialogue, by encouraging questions with open answers;
- using some structures of decision-making based on cooperation, fellowship, consensus, applied democracy and participation;
- giving up coercive measures and encouraging positive criticism.

In order to have an efficient school organization, the vision has to be simple but vibrating as image in the leader' s mind, it has to describe a future state of fact, credible and preferable to the current one, it has to be desirable enough to energise those who want to join the leader's team, it has to be presented everybody intelligently, at a certain emotional or spiritual level.

An efficient leader is like an orchestra conductor, who makes different people with different abilities and talents work together for a common goal.

The qualities of a leader are part of his/her intelligence that is the basis of his/her actions, of group activity, of decision-making, of problem solving. We present the most eloquent qualities of an intelligent leader:

- initiative and entrepreneurial motivation;
- "soft skills" in his/her activities, that is "soft aptitudes" or interpersonal competences that are usually associated to emotional intelligence and surpass the limit of professional aptitudes;
- charisma, the capacity of managing the respect in oder to motivate his team members; in literature, the term "charisma" is known as an extraordinary way of leadership;
- the concern for a cause – which consumes most part of leaders' life;

- determination and concentration in setting a clear mission, some SMART goals;
- directing each action towards a certain mission, the prioritization of activities such as more time should be spent for the most important results;
- ability of leading himself/herself before leading the others;
- leading through personal example;
- the ability to encourage and support his /her team members.

A true leader is aware of the fact that he/she cannot be a leader if he/she is followed by nobody on his/her way to success.

People are different and have their own personal points of view. There will always be people who have different opinions and perspectives and this leads to the divergence of intentions and, sometimes, of actions. Such people will not follow their leaders.

We reconsider the allegations already established about leaders from the psychologically point of view by relating them to the most human characteristic: INTELLIGENCE.

1. Each person has a leading potential but not every person has the necessary intelligence to get qualities specific to a leader. The art of leadership comprises the capacity of becoming conscious and understanding your own emotions and the others' feelings in order to manage and use them for positive results.

2. Leaders do not inspire, do not command, they allow and value, they do not restrict and do not disqualify. Intelligent leaders create and challenge, do not manipulate, they attract, persuade and do not put pressure.

3. The faults in a leader's activity have to be approached as a feedback for his/her actions and not as failures, thus emphasizing the ability to discern what is essential.

4. The leader solves new problems or situations based on his/her previous experience.

5. Leaders, powerful persons, have the tendency to forgive more often, have a larger margin of understanding and forgiveness (Pleșu, 2005). Weak leaders use forgiveness as a tool for controlling and dominate.

Taking into consideration the theory of the English psychologist Charles Sperman who, in 1900, investigated intelligence through a series of aptitudes and factors, we can transpose this theory in defining the essential psychological features of intelligent leaders:

- the leader with spatial skills who has the capacity to imagine objects tridimensionally;
- the leader with thinking skills has the capacity to solve logical problems, to make plans or previsions;
- the leader with numerical skills has the capacity to use very well figures and to solve quantitative problems;
- the leader with verbal fluidity has the capacity to use words rapidly and easily.

The skills and the abilities of a successful leader would not be complete without the development of the emotional intelligence that help him to understand and to manage the emotions for creating harmonious relationships with the ones around him. The leaders with a very complex emotional intelligence have these capabilities:

1. He aware the emotions and their effects to the behaviour, but the impact of these to the others too, has the capacity to estimate the problems about the personal and the professional life.
2. He determines the opportunities and the strong spots, but the limits in achieving a goal too.
3. He has the ability to resist efficiently to the stress and frustration.
4. He is flexible and has a huge willingness to adapt to the change.
5. He has a developed sense of self-evaluation and a huge belief in the abilities to resist the demands.
6. He motivates himself through the demand of personal realization and development.
7. He builds and maintain relationships.
8. Perseverance in front of the obstacles and, the taking over the control and sustaining his own position if necessary too.
9. He approaches cleverly the management of change.
10. He manages well the conflicts and prevents the negative influences of the emotional factors that affect the capacity of listening, he has the quality of calming down his employees, if making him to feel comfortable.

The benefits of emotional intelligence are: efficient management and leadership, better performances, better motivation, innovation in activity, self-belief and excellent team work. Being emotional intelligent, the leader remarks and fells the emotions, notices what the emotion transmit, being very easy for him to develop and follow a new objective.

The leaders that self-know emotionally, understand how the feelings influence their professional performances.

The abilities of an intelligent leader:

1. Emotional self-knowledge (knowledge of the limits and qualities);

2. Self-confidence;

3. Self-control;

4. Ambition which determines him to overcome his own results;

5. To be open-minded with his feelings, actions and convictions;

6. The optimism which makes him to believe that the obstacles are opportunities, not threats;

7. Initiative, creation and efficiency;

8. Continuously learning resulted from ambition, from high personal standards;

9. Ability to be open-minded to the others;

10. The empathy, which allows him to have a good relationship with different people;

11. Social knowledge which allows him to understand the basic values and unwritten rules that operate in different groups;

12. Oversees carefully the satisfaction of the direct and indirect beneficiaries of the educational services;

13. Formulates a common mission somehow to inspire the others, to follow it in a common scope, making the work more entertaining;

14. The indicators of the power of influence of the leader varies from finding the ideal approach for a listener, to knowing how to convince the key people and to find a network of supporter's initiative;

15. Can offer constructive and timely opinions, is an innate mentor and adviser, teaches the others different abilities;

16. Sustains vehemently the change, even in front of adversities, making the arguments for the change to become the most important, knows to find practice modalities for crossing the barriers which oppose the change;

17. Solves very well the conflicts, is capable to separate the sides in a conflict, to understand every side's perspective, and then to find a common point of view accepted by everyone, brings to the surface the conflict, gets to know about every side's feelings and point of views and then redirects the energy to an common ideal;

18. Is a team player, is a very good mate and is himself a model of respect, mutual help and cooperation, wins the active and enthusiast devotement of the others for the good of the group and build the spirit and the identity of the group.

The intelligent leader is in accord with the values he guides after and can often infer the best deployment of the action, being capable to see the overview in a complex situation. He has a particular talent in identifying the aspects that he has to improve and accepts the feedback and the constructive critics.

The type of self-believing leader has a presence and a certitude which makes him to remark in a working group with well-defined objectives and precise tasks.

The leader that remains calm in maximum stress conditions or while being in a crisis situation wears the emblem of the self-control, being appreciated by his employees. He recognizes when he makes a mistake inappropriate gesture, he is modest in his relationships with the others.

A win belongs to the entire team, does not arrogate the victory. He is flexible and he adapts to a variety of challenges, changing his behaviour by the changes that appear and he proves to be flexible in his thinking when he has new information and events. He takes advantage of opportunities or creates them, instead waiting for them. This kind of leader does not hesitate to deviate from the rule when this action is necessary for influencing the future chances.

An optimistic leader sees the others in a positive light, waiting for the best from them, listens carefully and understands the point of view of the others.

The leader with a powerful social conscience is politically shrewd, capable of detecting the important social networks and to interpret the important relationships of power. He masters the solicitude and this competence favours an emotional climate that permits to the ones who are in direct contact with the beneficiaries of the national services to maintain the relationships in good conditions.

The leader which is source of inspiration creates resonance and mobilizes the people offering them a convincing vision or a mutual mission, has the power of influence, is persuasive and charming when he addresses a group, he knows to recognize the necessity of a change when it is well argued.

A true builds the spirit and the emblem of the group. The ideal director is flexible, diplomatic, is a person that establishes optimum relationships of cooperation with the school workers, with the parents, students and another factor that contribute to the educational act, cooperate with others education institutes horizontally and vertically.

3. CONCLUSIONS

The leader, the director and the manager, any of them must develop a collective type of action for the entire managerial team, based on an unstopped cooperation.

This thing needs a democratic climate, knowledge, leaders with skills and abilities for solving the specific problems of the group phenomenon and being able to build efficient and performant teams of work.

Basic activities of a leader:

- shares tasks and responsibilities, according to the interests and knowledge of the group members
- facilities the communication of the participants from the working groups

- He ensures that the participants get involved equally, actively, flexibly, voluntarily, that there are not situations of exclusion from the groups because of the conflicts
- He prevents and mediates the conflicts from the group
- He consults and oversees permanently the members of his group
- He assumes the role of facilitator of the discussions

Communication is linked to the personal side of the leader, to his reputation and to his self-respect, to the ability to motivate the others in the current activity, to de abilities and techniques of transmitting the message he has, both written and oral, acquired through hard work and practice, bust we have to say that most of them are innate.

Whatever his daily activity is, a leader must manage his time to communicate because this is the only way the fundamental needs of effectiveness and efficiency from a school can be met: the need of knowledge, the need of understanding and the need of expression. Communication bases very much on the confidence a leader must win with ability from his employees and from his contributors.

A good leader must know to listen, and to get to the level of his employees, because anyone needs permanently to feel important.

Responsibility of the informational flow belongs mostly to the leader and is considering:
- His concern of informing the contributors in the decision work and to get informed correctly by them;
- His capacity to create good conditions for everyone to express himself freely.

The intelligent leader doesn't use the premature critics against a point of view that he doesn't agree or he doesn't understand, on the contrary he gives the opportunity for a free discussion.

His work of leading in the collective act includes the capacity to permit controversies, to synthesize the opinions, to advise the opinions, to clarify everything, allowing the informational flow to himself and from himself.

The success of the leader and of the school organization leaded by him depends very much on the successful fulfilling of the communication act, an essential characteristic of the intelligence.

To understand what is very important in the act of leading, using the accumulated experience, finding the best solutions in activity, communicating efficiently in the group – represents the attribute of the clever leader, dignified to have a leading job in the actual context of the Romanian education.

REFERENCES

Allport, Gordon. 1961. Structura și dezvoltarea personalității. București: Editura Didactică și Pedagogică.

Bogathy, Zoltan. 2004. Manual de psihologia muncii și organizațională. Iași: Polirom

Cristea, Sorin. 2003. Managementul organizației școlare. București: Editura Didactică și Pedagogică.

Dijmărescu, Ion. 1995. Bazele Managementului. București: Editura Didactică și Pedagogică.

Duncan, W. Jack. 1983. Management New York, Toronto: Random Hause Business Division.

Goleman, Daniel., MkKee, Annie and Boyatzis, Richard, eds. 2014. [EQ] Inteligența emoțională în Leadership. București: Editua Curtea Veche.

Iosifescu, Șerban., Prodan, Adriana, and Gavrilovici, Ovidiu, eds. 2004. Management   educațional, volumul II. Iași: Editura CDRMO.

Jinga, Ioan and Istrate, Elena, coord. 1998. Manual de pedagogie. București: Editura All.

Morgan, Gareth. 1989. Creative Organization Theory. Newbury Park, Sage.

Nica, Panaite, Prodan, Adriana, Iftimescu, Aurelian. 2014. Management: 1997. Iași: Editura Sanvialy.

Nicolescu, Ovidiu, Verboncu, Ion. 1995. Management. București: Editura Economică.

Orțan, Florica, Marcu, Vasile and Deac, Adina Emilia. 2003. Managementul activităților extracurriculare. Oradea: Editura Universității.

Orțan, Florica. 2003. Management educațional. Oradea: Editura Universității.

Păun, Emil. 1999. Școala, o abordare sociopedagogică. Iași: Editura Polirom.

Petrescu, Ion. Coord. 1998. Tratat de management universitar. Brașov: Editura Lux Libris.

Pleșu, Andrei. 2005. Toleranța și intolerabilul. Criza unui concept, în Cuvântul nr. 2.

Prodan, Adriana. 1999. Managementul de succes. Iași: Editura Polirom.

Vlăsceanu, Mihaela. 2003. Organizații și comportament organizațional. Iași: Editura Polirom.

Zlate, Mielu. 2004. Leadership și management. Iași: Editura Polirom.

Zlate, Mielu. 2007. Tratat de psihologie organizațional-managerială, vol II. Iași: Editura Polirom.

INFORMATIONAL CONTENT OF THE PERIODIC SYNTHESIS REPORTS

Aurelia DUMITRU[1], Andrei Bogdan BUDICĂ[2]

[1]PhD Candidate, University of Craiova (Romania)
[2]Assistant Professor, University of Craiova, FEAA (Romania)

Abstract

The financial reports are elaborated for the users that have enough knowledge on the business and economic activities and that study and analyse the information carefully. According to OMPF 1802 from December 29, 2014, OMPF 773/2015, OMPF 123/2016, the entities can be grouped into micro entities, small, middle and big entities. The grouping is made according to the trial balance finished at the end of the financial exercise 2014/2015. Those that have chosen a financial exercise different from the current year, determine the respective criteria, so that the end of the financial exercise can be on a date subsequent to the date of January 1, 2016, according to OMPF 123/2016.

Keywords: synthesis reports, financial information, economic entity
JEL classification:

1. INTRODUCTION

According to order OMPF 123/2016, the entities must not exceed on the date of the balance sheet the limits of at least two of the following three measurement criteria:

☐ The total amount of the assets: 1500000 lei

☐ The net turnover: 3000000 lei

☐ The medium number of employees during the financial exercise: 10

These elaborate financial reports that include:

☐ The abridged balance sheet code 10,

☐ The abridged profit-and-loss-account code 20;

☐ The form entitled "Informative data" code 30 and the one concerned with "The situation of the immobilized assets," code 40 were annexed to the documents.

Although the micro entities do not have the obligation to elaborate explanatory notes, according to the EY specialists, these must contain however information on the adopted accounting policies, financial engagements, the assets and contingent debts that are not stipulated within the balance sheet, the loans and credits granted to the members of the management and administration, the acquisitions of the personal actions.

The small entities, that are not part of the micro entities and that do not exceed the limits of at least two of the following three measurement criteria:

☐ The total amount of the assets: 17500000 lei

☐ The net turnover: 35000000 lei

☐ The medium number of employees during the financial exercise: 50

elaborate finacial report that include: the abridged balance sheet code 10, the abridged profit-and-loss-account code 20; explanatory notes of the annual

financial reports. Optionally, there can be elaborated the situation concerning the modifications of the proper capital and/or the treasury flows. The form entitled "Informative data" code 30 and the one concerned with "The situation of the immobilized assets," code 40 were annexed to the documents.

The medium and big entities, that on the date of the balance sheet exceed the limits of at least two of the following three measurement criteria:

☐ The total amount of the assets 17500000 lei

☐ The net turnover 35000000 lei

☐ The medium number of employees during the financial exercise: 50,

 as well as the public entities, elaborate annual financial reports that include: the abridged balance sheet code 10, abridged profit-and-loss account code 20; explanatory notes of the annual financial reports. Optionally, there can be elaborated the situation concerning the modifications of the proper capital and/or the treasury flows. The form entitled "Informative data" code 30 and the one concerned with "The situation of the immobilized assets," code 40 were annexed to the documents.

In the case of the newly established societies, these can elaborate for the first reporting exercise, abridged annual finacial reports or annual financial reports with five components and annual financial reports in the format valid for the micro entities (Munteanu, 2012; Pântea & Bodea, 2014; Stefanescu, Pitulice & Mihalcea, 2017).

2. INFORMATION PROVIDED BY THE BALANCE SHEET

The structure of the balance sheet - (F 10), the main indicators are: immobilized assets, circulating assets, short term investments, bank accounts, expenses in advance, debts: the sums that must be paid in less than a year, commisions,   incomes in advance, capital and reserves, capital surpluses,

reserves and reevaluation, reserves, the the carried profit, the net and the gross profit, the total of equities.

The balance sheet helps us underline the main characteristic of the accounting method that is the double representation of the wealth (Feleaga & Feleaga, 2007; Iacob, Ionescu & Goagără, 2007; Iacob, Ionescu & Avram, 2011; Neacşu & Feleagă, 2017).

The balance sheet reflects valorically teh balance between the economic goods and their financing resources (http://biblioteca-digitala-online.blogspot.com/2013/01/conceptul-de-bilant.html). The balance sheet is represented by a table made up of two distinct parts: the left side, that stands for the assets, the economic goods and the right side, that stands for the liabilities.

2.1. INFORMATION USED BY THE PROFIT-AND-LOSS ACCOUNT

The structure of the profit-and-loss account: (F20)

The companies must include, whether in the profit-and-loss account, or within the notes made on the profit-and-loss account an analysis of the expenditure, making use of a classification based either on the nature of expenses, or on their function in the company. It comprehends: the production income and spending, the turnovers, the financial income and expenses, the extraordinary income and expenses, the gross profit or loss, the net profit or loss:

The profit-and-loss account (Vuţă, 2009, p. 31) is a component of the balance sheet that has been introduced as a necessity of verifying the observance of the fiscal interests by the institutions of the state, as a way of obtaining information, necessary for the management of the company, for the administrator, as an area of interest with respect to the profit, the sources of profit, the structure of expenditure for the completed financial exercise. Furthermore, it provides the

familiarization with the way of exploting the results obtained by the comparison between the values related to the selling process, called incomes, and those referring to the consumption or use of the resources related to the incomes, called expenses. The Profit-and-Loss account is represented by a list, a vertical scheme, or by a bilateral sheet, a horizontal scheme. We must notice the separation of the exceptional expenses and incomes from the current ones (Herndon, 2016; Ferris, Eckstein & DeHond, 2017; du Toit-Brits & van Zyl, 2017).

The result of the financial exercise (OMPF no. 123/2016) can be favourable, that is a gross taxable profit or unfavourable, called the loss of the exercise, determined by the deduction from the total incomes of the total expenses. When the total expenses are higher than the total incomes, losses are registered.

Not only within the profit-and-loss account, but within the entire financial accounting, the incomes and expenses are presented as follows: for the incomes, we take into account the nature of results and the nature of the company's activity, while for the expenses, we must have in view the type of the used resources and the type of activity developed by the economic society.

The incomes are the following: incomes from sales, incomes from the stored products, incomes from immobilized production, other exploitation incomes, interest incomes, other financial incomes, exceptional incomes from capital and management operations, incomes from amortizations and commissions. The incomes are structured in relation to the kind of the used resources, thus: raw material expenses, materials and goods expenses, third party expenses, duties and taxes expenses, salaries and personnel expenses, interest expenses, other financial expenses, personnel expenses, interest expenses, other exceptional expenses concerned with the capital and

management operations, amortization expenses (Quffa, 2016; Ślusarczyk, Baryń & Kot, 2016).

The profit-and-loss account is structured according to exploitation, financial and extraordinary incomes and expenses. The result obtained, whether a profit or a loss, is differently determined for each group, the exploitation, the financial and the extraordinary(Othman, Noordin, Sembok, Kheder, Ibrahim & Kazi, 2016; de Beer & Mentz, 2017; Qian & Huang, 2017).

The calculation of the indicators concerned with the activity of exploitation, as it is seen through the profit-and-loss account is largely dealt with in the accounting system from our country.

2.2. INFORMATION PROVIDED BY THE TREASURY FLOWS

The situation of the treasury flows (OMPF no. 123/2016). The important tax payers have the duty to elaborate the treasury flows when they develop the anual financial situations. The situation of the cash flow indicates where, what, how, why and how much cash was obtained and then spent, the modifications of the cash flows from one period to another. It is standardized by IAS 7 and OMPF 1802/2014. There are two methods concerned with the development of treasury flows, the direct and the indirect method. The treasury flows consist of: Exploitation activities (Feleagă & Feleagă, 2007, p. 23):

Cash inflows: from goods and services sales; from the rentability of borrowings, the interest; any other incomes considered exploitation incomes according to the law of financial accounting.

Cash ourflows: to the suppliers for the acquired stocks; to the employees and other suppliers for godos and services; to the state, under the form of taxes, budget debts; credit interests; any other expenses accepted by the law of financial accounting as an exploitation activity.

Investment activities.

Cash inflows: from the sale of assets, such as lands; form the sale of debt instruments or equities of other commercial societies; within the sale of other debt instruments of other commercial societies that have been acquired by the economic entity.

Cash outflows:

Payments made from the cash flow for the acquisition of the productive assets, lands; payments made for the acquisition of debt instruments or equities of other companies; the payment of borrowings to other companies.

Financing activities.

Cash inflows: cash inflows from the sale of the equity instruments;

Cash outflows: the payment of dividends to the shareholders; acquisition of the circulating capitals; the repayment of the long term debts.

a) The critical method. The critical method makes reference to the cash flow from the components of the exploitation related cashinflows and outflows, comapred to the adjustment or conversion of the net income by elements that do not affect the funds of the company. According to the Ias 7, the treasury flow in relation to the cash flow includes the monetary disponibilities and the demand deposits. It is a quick method, a professional accounting soft that generates daily this relation between receipts and payments, if the data are daily registered by the process of finacial accounting. The data can also be registered manually in a less professional accounting program, that maintains however the same condition, the correct, daily registration of the documents, in a chronological order.

b) The indirect method. The indirect method deals with the cash and cashflow from the components of exploitation related cash inflows and

outflows, by the adjustment of the incomes and expenses obtained after the cash transactions on the net income of the company.

The explanatory notes of the annual financial reports must present information on the accounting regulations that lie at the basis of the elaboration of the annual financial reports, as well as on the accounting policies used (Bojian, 2001; Ristea, Dumitru & Ioanăş, 2009; Ristea, 2010; Sălceanu, 2012; Brzeszczak & Czuma-Imiołczyk, 2017). The explanatory notes must also offer additional information that do not exist in the balance sheet, profit-ans-loss account, if there are modifications, equity movements, the situation of the cash flows.

2.3. INFORMATION PROVIDED BY THE REPORT ON THE EQUITY MODIFICATIONS

Both the big and public interest entities must elaborate the report on the equity modifications (Man, Vladutescu & Ciurea, 2009). These entities elaborate the report on the equity modifications and present as a constituent part of their annual financial situations. The equity modifications of an entity between the beginning and the end of the reporting period reflect the increase or decrease of the net assets throughout the period (Zhuravskaya, Morozova, Anashkina & Ingaldi, 2016; Kovacs & Kot, 2016; Grabara, Brezeanu & Paun, 2016; Grabara, 2017). Consequently, the report on the equity modifications must underline: the capital transactions with the owners, the deliveries to them, the outstanding balance of the accumulated profit or loss at the beginning of the balance sheet and on the date of the balance, the modifications made during the financial exercise, a reconciliation between accounting value of each category of equity at the beginning and the end of the financial exercise, with the distinct presentation of each modification; the net profit or the net loss of the period,

each income or expenditure element is accepted within the equity and the ensemble of these elements, the effect generated by the modifications of the accounting policies and the correction of the fundamental errors (Dobrotă, 2016; Hussein, 2017; Ланцова, 2017).

2.4. INFORMATION PROVIDED BY THE EXPLANATORY NOTES

The content of the explanatory notes concerning the anual financial reports for all the entities. All the entities must include, (within the explanatory notes on the financial reports), in addition to the information asked for according to other dispositions of the current regulation, information on: the adopted accounting policies, the assessment bases applied to various elements; the conformity between the adopted accounting policies and the accounting principles stipulated by the regulations. OMPF no. 1802 from December 29, 2014.

All the entities must include, in addition to the information asked for according to the legal dispositions, explanatory notes on the anual financial reports, that must contain:

☐   The adopted accounting policies concerned with: the assessment bases applied to the various elements, the conformity between the accounting policies and the accounting principles, any significant modifications of the adopted accounting policies.

☐   A tabel for the immobilizations that are evaluated at reevaluated values, that should underline: the movements of the reevaluation reserve during the financial exercise, with explanations for the fiscal treatment of the content elements, the accounting value that would have been noticed in the balance sheet if the corporal immobilizations had not been reevaluated.

☐   If the financial instruments are corectly evaluated: the significant hypotheses that lie at the basis of assessment models and techniques for each category of financial instruments, the accurate value, the value modifications directly included in the profit-and-loss account, as well as the modifications included in the reserves of accurate value, information on the nature of instruments, for each class of financial instruments, the significant terms and conditions that can affect the value, the cash flows, the equity movements that take place during the financial exercise.

☐   The total value of the financial engagements, assets, debts, guarantees, contingent debts, not included in the balance sheet, indicating the nature and form of each real guarantee, any kind of engagements concerned with the pensions, the associated and/or affiliated entities.

☐   The toatl sum of the loans and credits granted to the administration and governing bodies, together with the designation of the rates of interest, conditions, reimbursed, amortized sums, engagements under the form of guarantees, with the specification of the total sum for eac category.

☐   The total number and the structure of the individual elements of incomes or expenses, with an exceptional incidence.

☐   The sums owed by the entity that become exigible after more than 5 years, as well as the value and the total value of the entity's debts covered by real guarantees, with the specification of those guarantees' nature and from.

☐   The medium number of employees during the financial exercise.

REFERENCES

Bojian, O. (2001). Bazele contabilității. București: Ed. ASE.

Brzeszczak, A., & Czuma-Imiołczyk, L. (2017). Czestochowa municipal company as an entity performing commune's own tasks in terms of waste management in Czestochowa city. World Scientific News, 72, 77-85.

de Beer, J. J., & Mentz, E. (2017). A cultural-historical activity theory focus on the holders of indigenous knowledge as self-directed learners: Lessons for education in South African schools. Suid-Afrikaanse Tydskrif vir Natuurwetenskap en Tegnologie, 36(1), 11-bladsye.

du Toit-Brits, C., & van Zyl, C. M. (2017). Self-directed learning characteristics: making learning personal, empowering and successful. Africa Education Review, 1-20.

Feleaga, L., & Feleaga, N. (2007). Contabilitate financiara o abordarea europeana si internationala, vol. II.

Ferris, D., Eckstein, G., & DeHond, G. (2017). Self-directed language development: A study of first-year college writers. Research in the Teaching of English, 51(4), 418.

Gabriela, Dobrotă (2016). The Growth Rate of Public Debt in Romania-Determinant of a Real Strategy Management. Annals of'Constantin Brancusi'University of Targu-Jiu. Economy Series.

Grabara, J. K. (2017). The another point of view on sustainable management. Calitatea, 18(S1), 344.

Grabara, J., Brezeanu, P., & Paun, A. P. (2016). The Correlation Analysis Between the Public Debt, the Budget Deficit and GDP in Romania. Social Sciences and Education Research Review, 2(1), 5-15.

Herndon, V. L. (2016). Changing places in teaching and learning: A qualitative study on the   facilitation of problem-based learning (Doctoral dissertation, Capella University).

Hussein, S. (2017). The effect of green marketing on lebanese consumer behavior in retail market. British Journal of Marketing Studies, 5(4), 49-62.

Iacob, C., Ionescu, I., & Avram, M. (2011). Contabilitate de gestiune: sinteze şi aplicaţii. Universitaria.

Iacob, C., Ionescu, I., & Goagără, D. (2007). Contabilitate de gestiune: conformă cu practica internaţională. Universitaria.

Janmaimool, P. (2017). Application of Protection Motivation Theory to Investigate Sustainable Waste Management Behaviors. Sustainability, 9(7), 1079.

Kovacs, G., & Kot, S. (2016). New logistics and production trends as the effect of global economy changes. Polish Journal of Management Studies, 14(2).

Man, M., Vladutescu, S. & Ciurea, V. (2009). Reflections on the Evolution of Romanian Pre-University Educational Organisations. Annual of the University of Mining and Geology "St. Ivan Rilski", 52, 187-190.

Munteanu, V. (2012). Audit financiar contabil. Ediţia a doua. Bucureşti: Editura Pro Universitaria.

Neacşu, I., & Feleagă, L. (2017). Evoluţii şi tendinţe privind legislaţia preţurilor de transfer din România: este nevoie de o schimbare?. Audit Financiar, 15(145).

Othman, R., Noordin, M. F., Sembok, T. M. T., Kheder, A. M., Ibrahim, E. N. M., & Kazi, S. H. (2016). Relationship and Design Model for a Web Based System Utilizing Self-Directed Learning.

Pântea, I. P., & Bodea, G. (2014).Contabilitatea financiară. Intelcredo.

Qian, Z. W., & Huang, G. (2017). Human Capital and Innovation Ability in Medical Education: An Empirical Study. Eurasia Journal of Mathematics, Science and Technology Education, 13(8), 5395-5403.

Quffa, W. A. (2016). A Review of the History of Gender Equality in the United States of America. Social Sciences and Education Research Review, 3(2), 143-149.

Ristea, M. (2010). Contabilitate financiara. București: Ed. Economica.

Ristea, M., Dumitru, C. G., & Ioanăș, C. (2009). Contabilitatea societăților comerciale. București: Editura Universitară.

Sălceanu, A. (2012). Contabilitate financiară. Bucuresti: Ed. Economica.

Ślusarczyk, B., Baryń, M., & Kot, S. (2016). Tire Industry Products as an Alternative Fuel. Polish Journal of Environmental Studies, 25(3).

Stefanescu, A., Pitulice, I. C., & Mihalcea, F. (2017). Empirical Research on the Internal Audit. Perspective of the Professionals within the Romanian Banking System. Ecoforum Journal, 6(1).

Zhuravskaya, M., Morozova, E., Anashkina, N., & Ingaldi, M. (2016). Toyota-oriented technologies as ecological management tools for transport enterprises. Polish Journal of Management Studies, 13(2), 192-203.

Ланцова, М. В. (2017). Управление информационными потоками в контексте внедрения бережливого производства. Приволжский научный вестник, (2 (66)).

THE IMPACT OF THE CONCEPT OF LEADERSHIP IN EDUCATIONAL MANAGEMENT

Oprea-Valentin BUŞU[1], Valentina-Violeta DRAGĂ[2]

[1]Assistant, PhD, TSTD, University of Craiova, Romania, valentin_busu@yahoo.com
[2]Teacher school counselor, C.J.R.A.E. Dolj, Romania, valentina_draga@yahoo.com

Abstract

The proliferation of leadership policies in education, especially in secondary education, had a major role in transforming schools into complex organizations, with a major impact on the role of teachers and how they carry out their work. Thus, the concepts of educational management, training, leadership, have become very topical, imposing new coordinates such as excellence in education, the teaching act as an end and assuming responsibility for the needs, standards and expectations of the organization. Leadership is an art and a science. There are leaders in management positions who fail to have results due to the lack of expertise and proper management tools. On the other

hand, a manager that has no leadership qualities will always have problems with building and motivating a team.

Developing a school, seen both in terms of decentralization and about the needs and skills of modern society implies a direct and indirect development of the qualities and behavior of the manager, seen as a key element to the motivation and involvement of teachers. So, we talk about a successful leader. If a school is functioning, that does not mean that it is a successful one. It is important in this case the way it is run, the principles and values that are reflected in practice.

1. INTRODUCTION

The most common question that arises on the topic addressed is whether there are differences between management and leadership. What is the difference between a manager and a leader? Can any manager to be a leader? For these reasons, we have developed studies and theories on this topic and opinions are still divided.

Management is a process aimed at achieving the objectives (purposes) using resources: people, materials, space, time. Resources are considered inputs (input) in the process, and objectives are considered outputs (outputs), the success of good leadership (management) being given by the ratio between input and output, which shows the productivity of the organization.

Managers are individuals who, using a series of laws, principles, methods, depending on personal skills, strive to reach the set goals. The leader

is the one who by his personality can inspire others to improve their efforts to achieve a common goal.

There are leaders in management positions who fail to have results due to the lack of expertise and proper management tools. On the other hand, a manager that has no leadership qualities will always have problems with building and motivating a team.

The main difficulty in the management of schools is the complexity of variables involved: students, teachers, curricula, educational technology, partnership relations with other public or private institutions, etc., the new approach to leadership - human resources oriented rather than task oriented (Bush 2003).

2. CONCEPTUAL DETAILS

The literature on the subject uses two approaches to describe mutual relations between leadership and management. One of them perceives these phenomena as incompatible and assess them as either positive or negative, and the other supports the existence of a general agreement between leadership and management as processes that cannot be separated from each other.

Schools need leaders who envision to improve the quality and the outcome of the learning process, and are also effective in managing tasks in progress (Călin & Teodorescu, 2016; Agbo, 2017 Rajović & Bulatović, 2017).

Transforming a manager into a leader, according to Leithwood, is uniformly positive and the effects of applying his studies on some schools showed that leadership practices have a considerable influence on the cooperation leader-teachers, but also between the aspects of leadership and the change in the attitude of teachers towards modernizing the school and their behavior related to professional development (Bush 2003).

In addition to these factors, attention should be paid to maintaining a balance between professional and personal ambitions. A challenge in this regard is the ability to keep on the right track, as conditions change drastically over time.

It is also essential but extremely difficult to encourage the desire for change and modernization and the creation of a working team whose members complement one another.

Facilitating a collaborative environment, change oriented, where the teachers develop leadership skills and competencies by pursuing common goals and maintaining a democratic and collegial workplace is another prerequisite for the implementation of successful leadership.

However, facilitation strategies can create ambiguity and discomfort, blurring responsibilities and forcing employees to adopt new roles and relationships.

These give rise to emotions and great expectations, that may lead to initiatives related to human and material resources and to the fragmentation of collective vision (Conley 1993).

Strategic choices applied by leaders, as drawn in the specialty literature, are based on the following:

1. leaders should use flexible strategies;

2. leaders must balance the short-term and long-term needs of the organization;

3. strategic options should serve institutional values;

4. the same action can serve several strategies to implement a new direction.

The leader is the one who envisions the growth of the organization, and he is the one who solves the problems.

A leader can solve an ethical problem as follows: leaders must act and be willing to act based on a definite set of ethical principles.

One of the ethical principles is the anticipation of the consequences of each choice and thus try to identify its effects and how they influence the organization. The leader can re-evaluate ethical issues and examine the problem from different perspectives, being fully informed in terms of justice, morality, critics.

Schools need leaders with vision to improve the learning environment of the school system, as part of the functional school-based management (SBM). SBM involves a set framework school regarding pupils, teacher development, and the allocation of financial and material resources. An effective management system has an impact on the motivation and commitment of teachers to produce successful students, by facilitating a school management that is both appropriate to the context and to the needs of the school, to the development and implementation of plans to improve the school, to the establishment of fair and effective evaluation systems for teachers, to structure classrooms and schools according to school needs, to the building of partnerships with the community, and to ensuring that there are staff to support school functions of other departments (Smoląg & Ślusarczyk, 2017).

An effective management leads to the creating of learning situations, so that the students learn to be more than (inter)active, to engage motivated, responsibly, reflexively, individually, and / or through collaboration (Ștefan 2014).

Bülach C. Boothe D. and Pickett W. (2007), American education specialists, have identified some categories of frequent mistakes of school managers, the most common being:

- poor skills in human relations;

- poor interpersonal skills;

- lack of vision;

- lack of knowledge about training / curriculum;

 - control oriented;

 - unethical or lack of character;

 - forgetting what it is like to be a teacher;

 - inconsistency;

 - show favoritism;

- judgment failure, etc.

Mistakes that can be included in the category of poor skills in human relationships are the most common.

Lack of trust and a careless attitude were the two most common behaviors associated with this category of mistakes. These two behaviors tend to go together.

Other mistakes are related to failure to give encouragements to employees, to delegate and the lack of compliments.

All these statistics show us that the manager's focus on the task and not on the human resource is one of the features that distinguishes a leader from a manager.

A clear vision is essential for determining the type and direction of change, but is equally important to ensure effective assessment of innovations and effective execution of other tasks at school. School success requires both leadership and management. Leadership and management are not the same, but both are important. Organizations with a supersaturation of management or with a shortage of management eventually lose their spirit and purpose. Organizations with strong and charismatic leaders whose management is bad, may have a measure of success at first, but will fail soon. The challenge in a

modern organization is to have a manager with an objective perspective and the vision and commitment created by intelligent leadership. Organizational effectiveness depends on the quality of leadership (Jarvis, 2016; DeBo'rah, 2016; Siminică, Motoi & Dumitru, 2017; Forte, 2017).

School managers can contribute positively to the effectiveness of school when they are ready and able to use their extensive knowledge of leadership to solve complex problems related to school, and build confidence through working relationships with school staff, parents, students and local community. Managers may have different and overlapping styles, including: management training, transformation and distribution, with each style having an influence on student outcomes but also on how teachers respond to their style of management. However, it is important for school managers to lead in a way that is appropriate to school culture and context, so they need to be offered training opportunities and support for their management, and that their performance is assessed by inspectors, and representatives of various forums to provide oversight on the quality of school management (Janmaimool, 2017; Frunză, 2017).

School managers who put strong emphasis on leadership training, are focusing on planning issues, evaluation, coordination and improvement of teaching to achieve positive results of learning. School managers should assess the performance of students and teachers and to lead them in a way that is responsive to cultural and educational strengths and adequate to the needs of students and teachers.

School is, as we know, a complex organization and when we come to examine the work commitments in such an organization, we understand that reference is made to teacher commitment to the organization. Commitment to school includes two dimensions: efficiency and consideration and is defined as

the intensity of the teacher involvement in school events (effective dimension) and its assessment of the school, which is the compensation for his stay there (size consideration).

Teacher satisfaction at work is an important factor. It is built on emotions, beliefs and behaviors. It is an important indicator of the feelings of the worker regarding his workplace. It may even be a tool for prediction of various behaviors, such as employee contribution level at work, absenteeism and even predict dropout (Cerban, 2016; Strechie, 2017; Zakerian, Sadoughi, Nabavi & Mahdi, 2017).

Employee commitment to work is associated with the satisfaction of the employee on his job.

The teacher's degree of involvement depends mainly on the manager, who works as a leader with a style, and who must implement creative ideas so that every teacher must feel that the institution where he is teaching is an essential part of his life. When a teacher feels personally responsible for student success, he will dedicate to his work. A happy teacher will make his students happy. The perception on leadership has changed over several years. Educational Leadership is a long-term journey which requires patience and tolerance from those responsible. The most significant long-term contribution of leadership is to protect and help people, institutions and organizations to develop (Popescu, 2002; Kot & Teodorescu, 2015).

The emotions of the manager as a leader regarding his role and the role of teachers will greatly influence their activity. Its role in a modern school is characterized by considerable orientation to task because of the multitude and variety of needs and demands of society as a multicultural society. A manager must, among other things, manage, plan, monitor, measure and evaluate and, in parallel, support students and their teachers in their educational social and

organizational tasks. Normally, engaging in multitasking affects the perception of the manager on its role and its mode of administrating the staff. His managerial style will directly influence the level of satisfaction among teachers, which in turn will affect his role to various degrees (Grabara, 2017). Therefore, it is no less important for school managers to support each other socially, morally and professionally.

When the atmosphere in schools is often measured, and is influenced by managerial style and involvement in decision-making, the work of teachers and their perceptions about the system and when management style is based on openness, trust, personal example and compensation staff, they enjoy more satisfaction. For a manager who is responsible for the direction, guidance and decision making, creativity is an important factor in generating a positive organizational climate.

3. CONCLUSIONS

Leadership is a process of exercising influence, as in persuading others to follow you. The leader must inspire and stimulate group members, convincing them to respect his vision, actions and ideas. Thus, he acquires trust and credibility, demonstrating an extraordinary ability to develop relationships, competence and integrity, an attitude of appreciation / valuing people and his relationship with them, paying attention to them and their problems.

Leadership is now a desirable/required attribute for school managers. In this context, the managers' self-confidence, generates optimism in others because the leadership is in direct relation with the power to influence people's behavior. Around true leaders, employees feel more competent and find work more interesting.

Some specialists like Gerald A. Cole (2004), believe that "manager" and "leader" are synonymous terms, using them alternately, but leadership and management, are distinct dimensions of executives: leadership means the ability to cause people to act; manager instead is the individual providing organizational objectives by planning, organizing and guiding the work. Most executives believe that leadership and management are two different roles but the most effective executives are those who know how to combine both. And because most schools today are more manageable and less driven, they need to develop their capacity to exercise leadership. We conclude that it is extremely important to pay more attention to orientating managers to obtain better results in leadership because the real purpose of an organization is to help ordinary people to accomplish extraordinary things.

REFERENCES

Agbo, N. L. (2017). The Influence of Message Framing on Voting Behaviour in South-East Nigeria in the 2015 Presidential Election (Doctoral dissertation).

Avery, G. C. 2004. Understanding leadership: Paradigms and cases. London: Sage.

Bulach, C. Boothe, D. & Pickett, W. 2007. Analyzing the Leadership Behaviors of the School Principals. Georgia: Retrieved October 25.

Bush, T. 2003. Theoriers of Educational leadership and Management, London: Sage Publication Ltd.

Călin, R. A., & Teodorescu, B. (2016). The Tutoring Phenomenon-An Exploratory Study.   Creative Imagination in Social Sciences, 127.

Cerban, M. The Development of the "Hedge" Concept. Application on Scientific Texts. Analele Universității din Craiova. Seria Științe Filologice. Lingvistică.

Cole, G. A. 2004. Management Theory and Practice. Andover: South-Western Cengage Learning.

Conley, D. 1993. Roadmap to restructuring: Policies, practices, and the emerging visions of schooling. Eugene, Oregon: ERIC Clearinghouse on Educational Management.

DeBo'rah, L. (2016). Life after the homicide of young urban African American males: Parental experiences (Doctoral dissertation, Capella University).

du Toit-Brits, C., & van Zyl, C. M. (2017). Self-directed learning characteristics: making learning personal, empowering and successful. Africa Education Review, 1-20.

Fernandez, K. E. 2011. Evaluating school improvement plans and their effect on academic performance, Las Vegas: *Educational Policy*.

Forte, A. N. S. (2017). Strategies for Reducing Employee Absenteeism for a Sustainable Future: A Bermuda Perspective.

Frunză, S. (2017). Axiology, Leadership and Management Ethics. Meta: Research in Hermeneutics, Phenomenology, and Practical Philosophy, Vol. IX, No. 1: 284-299.

Giordano, E. A. 2008. *School clusters and resource teacher centres*, Paris: UNESCO International Institute for Educational Planning.

Heifetz, R. A., Grashow, A. and Linsky, M. 2009. The Practice of Adaptive Leadership: Tools and Tactics for Changing Your Organization and the World. New York: Harvard Business Review Press.

Janmaimool, P. (2017). Application of Protection Motivation Theory to Investigate Sustainable Waste Management Behaviors. Sustainability, 9(7), 1079.

Jarvis, C. E. (2016). The impact of communication style on organizational assimilation: A qualitative inquiry exploring Generation Y employees during their first year of employment with an organization (Doctoral dissertation, Capella University).

Kot, S., & Teodorescu, B. (2015). Public Relations Profile in Current Postmodern Context. Annals of the University of Craiova for Journalism, Communication and Management, 1(1), 24-31.

Krames, J. A. 2005. What the Best CEOs Know, New York: McGraw-Hill.

Leithwood K. A. 1995. Effective School District Leadership: Transforming Politics into Education, New York: Press Albany.

Miles, K., and Frank, S. *The Strategic Schoo*l. 2008. California: Corwin Press, Thousand Oaks.

Popescu, Gabriel (2002). Surse biblice ale textului racinian: O abordare hermeneutică. București: Paideia.

Rajović, G., & Bulatović, J. (2017). Geography Education Research in Serbia: a Teacher's Perspective. European Journal of Contemporary Education, (6), 100-125.

Sauvageau, K. (2017). Étude exploratoire des agirs communicationnels adaptés par les enseignants qallunaats au Nunavik au secondaire (Doctoral dissertation, Université du Québec en Outaouais).

Siminică, M, Motoi, A. G., & Dumitru, A. (2017). Financial Management as Component of Tactical Management. Polish Journal of Management Studies, 15 (1).

Smoląg, K., & Ślusarczyk, B. (2017). Social Media Usage in the University Activities. In   Advances in Applied Economic Research (pp. 225-237). Springer, Cham.

Stefan, M.A. 2014. Dezvoltarea competenței de învățare autonomă la studenți. Craiova: Sitech, p. 53.

Strechie, M. (2017, June). The Dacians, The Wolf Warriors. In International Conference   Knowledge-Based Organization (Vol. 23, No. 2, pp. 367-373). De Gruyter Open.

Williams, D. 2005. Real Leadership: Helping People and Organizations Face Their Toughest Challenges. San Francisco: Berrett-Koehler.

Zakerian, M., Sadoughi, Z., Nabavi, A., & Mahdi, R. (2017). Feasibility Analysis Functions of Iranian Universities in Achieving Sustainability. Journal of Sustainable Development, 10(2), 191.

ETHICS AND DEONTOLOGY IN SOLVING CONFLICTS

Raluca-Ștefania BALICA,
PhD Candidate, West University of Timisoara, Romania

Abstract

This study tries to present the main sources of the conflicts, but also the ethical and deontological ways of solving them. Thus, I have shown different views on the sources of the conflicts: communication, emotions, values, history, structure, human needs, differences in professional training, differences in perceiving realities and in the value system, equity at the job, communication deficiencies, the difficult behaviors of some people, competition, differences between departments, interdependence, territory, sharing resources, objectives and ideologies, irrational hostilities.

Keywords: conflict, poor communication, values systems, deontological code, solving conflicts.

1. SOURCES OF THE CONFLICTS

Just like the situation when we try to define the notion of conflict, and in identifying the causes that may lead to the emergence of conflictual situations,

there are lots of opinions, but, firstly, we have to see if we are dealing with psychological causes or if there are also other elements characteristic to the organizations.

For example, an advised opinion is that of Bogdan Mândru, who, on his blog destinated mostly to the problem of solving conflicts, identifies as potential causes may lead to the emergence of conflicts the following seven elements: poor communication, values systems, the existence of some different purposes, the managerial styles and organizational ambiguities, limited resources, mutual departmental dependence, social intergroup differences (B. Mândru, available at http://bogdanmandru.wordpress.com/).

The author Bernard Mayer, in his work, The Dynamics of Conflict Resolution: a Practioner's Guide, when he has in mind the nature of conflicts, proposes as the main sources of conflicts the following factors: communication, emotions, values, history, structure, and as a central factor which underlies the outbreak of all conflictual situations, the author places the human needs (B. Mayer, 2010, p. 9).

In fact, in the vision of the same theorist (B. Mayer, op. cit., p. 9), the sources of conflicts, even if they are different, at a certain time they interact with each other. Thus, people's history mainly affects their values, and the values affect the communication styles, the emotional reactions and the structures in which they operate.

At relatively the same problem, Adrian Petelean identifies as potential conflictual causes the following: differences in professional training, differences in perceiving realities and in the value system, equity at the job, communication deficiencies, the difficult behaviors of some people, competition, differences between departments, interdependence, territory,

sharing resources, objectives and ideologies, irrational hostilities (A. Petelean, 2006, pp. 25-35).

Has to be mentioned the fact that between the factors mentioned above, some of them are general and can trigger any kind of conflict (excepting the intrapsychic one), and other like differences in professional training, equity at the job, differences between departments, are most of the time the causes of some conflicts which take place inside the organizations.

The authors of the work called The Communication and Management of the Conflict propose 11 sources which generate the conflict: the differences and incompatibilities between people, the human needs/interests, the failure to comply with explicit and implicit rules, inappropriate behaviors, aggressivity, social competences, the external framework, the status, the prestige, the 'principles' of those who are involved, the use and communication of their culture and information (A. Stoica-Constantin, 2004, p. 43). Next, those who have elaborated The Guide for Trainers and Teachers: The Conflict Management have synthesized the potential triggering factors in the conflict: fundamental needs, different values, different perceptions, different interests, limited resources and psychological needs.

When the air, water and food,which are the vital factors of life, are not enough for the parties that interact, conflicts inherently arise.

Also, concerning the psychological needs as sources of conflict, love, fairness, happiness, to which we all tend, are essential for our peace of mind, and if these needs are harmed, it is triggering what we have called above, the interior conflict, intrapsychic, which can easily lead to other social conflicts.

Generally, there are infinite differences between people, when we talk about opinions, interests, culture, personality features, needs, tastes and

preferences, attitudes, but, as we already said above, this doesn't mean that these differences are the source of the conflicts.

Usually, these incompatibilities are conflict-generating when they become the object of the interrelation, meaning they are expressed in an ostentatious way or one of the parties wants to impose its own values and opinions (M. Bocoș; R. Gavra; S. D. Marcu, 2008, p. 67).

For example, two individuals with different needs: one needs eight hours of rest per night and the other one only six, or one is thermophile, and the other one prefers temperature to be under 20 degrees, they are not in a conflict, only if these differences are not mutual accepted.

However, if these differences lead to a conflict, it should be a mild one, but if we take into consideration the victims of religious intolerance, the conflicts as a result of not accepting differences, they are not harmless at all.

The poor communication may be a factor that can lead into a conflict when one of the parties gives incomplete information, or not enough, or wrong, when channels that are inappropriate for transmitting that message are used, when one of the parties use an inadequate language in the perception of the interlocutor, when the message is not formulated in a clear and concise manner.

At the same time, it's important to notice the fact that a poor communication may be caused by age differences, culture or class. So, two or more individuals may have different perceptions about the same problem, especially because of the fact that, generally, we tend to solve a problem before we understand it. As Aurel Pera was saying, "When two interlocutors support with arguments opposing theses, then appears a conflict of opinion between them, which is a positive act of knowledge, education and communication (A. Pera, 2017, p. 54).

Also, communication can be conflicting when it is completely missing out, individuals accumulate greater tension by passing time and at a certain moment they feel the need to unload and it is impossible for them to do so in an appropriate manner and intensity.

The values systems are considered another factor that lead to conflicts which targets, in general, the ethical aspects of individuals or organizations, the values in which they believe and according to which they guide their existence. More precisely, values represent our beliefs according to which we distinguish what is good and what is bad, what is important and what is less important, divides things into true and false. When our values are incompatible with those of the people we interact with, we are predisposed to conflict, because we feel that our integrity is compromised. In the opinion of specialists, a conflict of values is much deeper and much more difficult to solve because individuals consider that their image and self-esteem is affected.

Just as for the different purposes of individuals, and for the values, their incompatibility is not necessarily a conflictual source, but, if we strictly refer to the organizational context, then, indeed, if the goals or values of the employees are different, considering only their own interests and values and ignoring others, then this incompatibility can easily cause the outbreak of a conflict. As we already mentioned above, emotions can represent the cause of a conflict. In terms of their role in the emergence of a conflictual situation, they are seen as the "fuel" that ignites the conflict, especially because they are generated by our previous experiences (B. Mayer, op.cit., p. 10). Because of the emotions, people cannot think and act rationally anymore, representing a source of energy that helps the parties to have the courage, power and perseverance necessary in a conflictual situation. In my opinion, the most powerful conflict trigger factor are the limited resources: time, money and other material resources, the human

resources, and because the fact that we live in an informational society, also the information can enter in this category of limited resources.

When these material resources are not enough for both sides to be able to achieve their goals, they begin a conflict.

When Mayer tries to identify the factors that most often impel us to a conflict, he stops over the interests, on our practical concerns, which can be: temporary or permanent, conscious or unconscious, individual or group, and recommends that, when we try to understand a conflict and find solutions in order to be solved, to focus mainly on the interests of the parties (Idem). Regarding to other causes from which a conflict may arise, Ion-Ovidiu Pânişoară proposes for analysis the following: the previous conditions that individuals have lived, the affective states, like: stress, tension, cognitive states and styles of individuals and the existence of conflicting behavior which is, often, difficult to identify (I.O. Pânişoară, 2004, p. 141). Thus, if we take into consideration these four elements characteristic of a conflictual situation, a conflict may arise when one of the protagonists of the conflict perceives the other as having said or acted in a frustrating manner in relation to him.

As we have been able to notice with the help of what we mentioned above, the causes that can lead to a conflictual situation are multiple. From these sources, frequently arise many conflicts with ourselves, with our friends, at school, at work. Importantly, when trying to solve a conflict, is first to identify what were the sources behind it; thus, identified and solved, the conflict itself is solved.

2. ETHICS AND DEONTOLOGY IN SOLVING CONFLICTS

First of all, through ethics, we understand the science that deals with moral principles, representing the set of norms and rules of moral behavior,

about the ideology of a class or society, deontology is a behavior of ethics, that has the power to impose, while a deontological code involves a set of strict norms and rules that must be respected by those who practice a particular profession, so doctors, lawyers, journalists carry out their work on the basis of such a code (E. A. Botezat; E. M. Dobrescu; M. Tomescu, 2007, p. 59).

When we refer to ethical behavior, we think about a behavior guided by certain principles, an irreproachable conduct, an impeccable image.

Thus, any profession implies the respect for certain principles and norms of conduct contained in a deontological code, and in solving conflicts through alternative techniques of justice, compliance with ethical standards is particularly important because it helps us to inspire confidence and professionalism.

For example, in negotiation, when it comes to two known organizations, ethics play an important role from the point of view of those negotiating on behalf of these social entities, if they are not concerned about ethical compliance, then their image may suffer.

Thus, regarding to issues concerning ethical issues in solving conflicts, there are opinions which argue that ethical behavior in negotiation, mediation or arbitration reinforces the identity of these techniques, ethics having the power to direct the behavior of the people involved in the conflict in order to solve it, its functiond being one of adjustment (A. Petelean, op.cit., 192).

Due to the fact that negotiation is a dynamic process, it is not based on a specific regulation that negotiators have to take into account when seeking to reach an agreement, but, in order to ensure an ethical framework for the negotiating session, the participants must nevertheless take into account some commonly agreed norms, called by Adrian Petelean conventions, which take into consideration how the negotiation will take place (Ibidem, 192-196).

Thus, some of the conventions that must be respected in negotiation, in order to resolve the dispute between the parties, in an ethical manner, are regarded to: maintain consistency, the nature of the information used, the credibility of the negotiators, 'placing all cards on the table', eliminating tricks during and at the end of the negotiations. There are people who, when in a negotiation process, are left to dominate by their interests by adopting unethical behavior. Thus, in order to achieve their objectives, negotiators turn to 'vicious' forms of negotiation, such as: force, threat or deception. Those who choose not to have ethical behavior during the negotiation can indeed be successful, but it will certainly be for a short amount of time, because in the following negotiating contexts his image will be negative, partners looking at him with suspicion and mistrust. In terms of ethics in mediation, The Code of Ethics and Professional Deontology of Mediators has as its main objective the defense of the public interest and the promotion of trust in mediation, as the alternative method for solving the conflicts.

This code also sets out the general principles according to which all mediation processes take place, such as: the principle of the parties' freedom to resort to mediation and to take a decision, the principle of non-discrimination, the principle of independence, neutrality and impartiality, the principle of trust in moral integrity, the principle of professional secrecy, the principle of conflict of interest, the establishment of fees, the mediator's responsibility , incompatibilities and the quality of the mediation process (The Code of Ethics and Professional Deontology of Mediators, available at www.cmediere.ro).

Therefore, as Constantin Coadă says, according to these principles, the mediator should not be confused with an arbitrator and in no case with a judge; the role played by the mediator in the mediation process is that of facilitating communication between the two parties, which, firstly, at the mediation

briefing, they appear as two enemies and go as two friends, due to the fact that the communication between them was restored, understanding amiably, on the settlement of the conflict (C. Coandă, 2013, p. 15).

Thus, during a mediation process, the mediator has the obligation to observe all the above principles, in order to ensure an ethical framework for the mediation session, by providing quality services, maximum safety and trust, based on mutual respect and equality of chances of the parties.

REFERENCES

***, Codul de Etică și Deontologie Profesională a mediatorilor, disponibil la www.cmediere.ro.

Bocoș, M.; Gavra, R.; Marcu, S. D., 2008, Comunicarea și managementul conflictului, Editura Paralela 45, București.

Botezat, E. A.; Dobrescu, Emilian M.; Tomescu, E. M., , 2007, Dicționar de comunicare, mediere și negociere, Editura C. H. Beck, București.

Coadă, C., 2013, Legislația medierii. Note, comentarii și explicații, Editura Universul Juridic, București.

Mayer, B. S., 2010, The Dynamics of Conflict Resolution: a Practioner'S Guide, Jossey-Bass, San Francisco.

Mândru, B., Managementul conflictelor-Clasificare, Abordare și Strategii de Rezolvare, http://bogdanmandru.wordpress.com/, accesat în 12 aprilie 2014.

Pânișoară, I. O., 2004, Comunicarea eficientă. Metode de interacțiune educațională, Editura Polirom, Iași.

Pera, A., 2017, Psihologia și logica educației, Editura Universitară, București.

Petelean, A., 2006, Managementul conflictelor, Editura Didactică și Pedagogică, R.A., București.

Petelean, A., Forme viciate în negocierea conflictelor, http://markmedia.ro/article_show.php?g_id=509, accesat în 7 iunie 2014.

THE COMMUNICATION BETWEEN TRADITIONAL AND MODERN RITUALS IN ROMANIAN CELEBRATIONS

Bianca TEODORESCU

PhD Candidate, University of Craiova (Romania)

Abstract

This article is based on a meta-analytical method in order to observe the need of Romanians nowadays to understand better the traditional rituals in our country. Romanians, after 1989, became curious about other cultures and wanted to explore them instead focusing on their own tradition. However, in spite of this situation, in the present, Romania has started to get back to its roots, to understand the importance of preserving its traditions. People are seeking for traditions and rituals in the period of traditional Romanian celebrations. In order to do that, they have to know which parts of the regions from Romania are mostly based on traditions. In this case, I can say that Maramures and Bucovina which are considered the most desired in the Romanian celebrations period. Our society is in constant change, starting with the manifestation of the interest of the ordinary citizen regarding the stages

from traditionalism to modernism. Our society keeps its traditional celebrations intact, but it fails to escape the influence of other cultures. Today, Romania has a stable culture with a strong nationalist sense, but it is flexible and open to new ideas or cultures. Thus, our country becomes a centre of cultural creation manifested through different traditional rituals.

Keywords: anthropology, celebration, Romania, profane, sacred
JEL Classification: Z13, Y80

1. INTRODUCTION

A celebration is a manifest of traditional creation with the purpose to put in people's attention its significance over all the society. In the period of a celebration, the social space is starting to become more sacred than profane. Although our society is started to be conduct in a spirit of atheism, people still manage to participate in traditional and religious rituals in the period of Romanian celebrations (Panea, 2005; Rusu-Păsărin, 2005; Hedeşan, 2005) . Not all the celebrations have a sacred structured, most of them have a profane base in which people can find sort of traditional rituals, for example: First of March which is the day when the girls and the women are receiving from boys and men a symbol of spring celebration; the symbol has the name „Mărţişor". The affiliation of Romanian people in these rituals is generating a different type of behavior, where the rituals are coordinated in a profane way. Thus, sacrality becomes an older link of society with the profane. Between profane and society, we find the society as an equilibrium. Also, the society is not working without one of these two forms of manifestations. The acceptance of the people in participate in a celebration ritual creates a liminal state where its purpose is to make rituals in order to prepare the society for the celebration itself. Anyone

who participates in the ritual becomes a presence that resonates with the sacrality of the event (Cerban & Panea, 2011).

The existence of a threshold period on the celebration day has the purpose to put people in two stages:

— they accept the fact that the celebration is coming, and they are acting as the tradition is saying, participating to the rituals and preparing for it from all the points of view

— they understand that the celebration is approaching, but they don't have time for it. They just enter in the liminal state, but they are just observers of the rituals

The knowledge of traditional and cultural elements has to remain alive in the contemporary times of Romanian society. Romania nowadays becomes a form of receiving and preserving the cultural elements in order to adapt to the current days. The traditional rituals can live even in the future if people are collaborating to preserve them in the present. The celebrations were born at the country in the spirit of traditionalism. Our society has experienced many rituals in our era in which we live. In the village, tradition has the role of transposing and building the society in the traditional environment. All the actions of the old society make the behaviour of the people. The villagers strictly are following the traditional rituals, which they are meant to make them acquire some elementary traits in order to rise up in society. It is a priority for any citizen to know the cultural elements of the village. The desire to become a recognized member of the village group had him to participate in various rituals.

2. BEFORE CELEBRATIONS: RITUALS IN LIMINALITY

Liminality was present in any rituals of the village. In fact, we could say that rituals are directly proportional to rites of passage. French ethnologist Arnold Van Gennep reflects on limininality in the primitive societies of the African tribes village. He relies on the pursuit of African behaviour in tribes and the way in which they acquire a new status. A remarkable difference between them and the traditional Romanian society is motivated by the modernity present in the Romanian village. Here, although the village is known as a traditional entity, it belongs to a modern world. Traditional Romanian society is accentuated by the transition from one stage to another, from a primitivism emphasized to a traditional one that for African tribes symbolizes a concept of modernity. The status of the villagers is influenced by labour and material strength, and the rituals here are viewed through more effective actions. From the rituals of the villagers, the participation of people at various celebrations meant to celebrate the revocation of the past; it has been maintained until today. Birthdays in the traditional village are celebrated with goodwill and are a passing of the person from one stage to another. Depending on the age he or she was celebrating, the person was forced into liminal state to introduce a new state of knowledge of the world (Медведев & Федотова, 2015). For example, if the girl approached a specifically age, she would become a future participant in the woman's world. The wedding or the status of the housewife became a model for the future woman. A girl's growing is making her curious about the world of women where the main purpose is to become a wife in the villages. She becomes more aware about the future and hurrying to give up the childhood.

Rituals differentiate the way people look at society. We could say that rituals shape society. However, society is growing rapidly and it is becoming increasingly difficult for rituals to remain as they were seen in the villages. The

migration of people from the village to the city meant an adaptation to new forms of behaviours and also, they got distant from the sacred rituals in order to accept the profane world as is seen in the urban area (Buşu, 2015; Motoi, 2017). The Romanian society is no longer known as pure traditional, it becomes a means of attraction of modern rituals from other cultures. The dissolution of traditions in the Romanian national celebrations aimed to expose the idea of a profane society. Today Romania is loaded with sacred and profane symbols. Raising religion and maintaining the link with sacrality has proven that Romanians are still not ready to abandon tradition in exchange for an uncertain freedom. Profane is maintained as a composition of the sacred, as it actually represents the basis of any ritual.

Liminality connects the sacred to profane. It becomes a connection of the sacred with the profane, maintaining its ideas as a basis for passing from one point to another. Romanian Traditionalism has traversed a difficult period, now reaching an modernism with traditional tendencies. The modernization of the traditional Romanian village is due to ideas of conceptualization and embrace of the new with the price of giving up the sacred to the profane. Although, people are understanding that the Romanian traditions have an important aim because it is their duty to preserve the whole country in a moral and national point of view. Abandoning various religious rituals marked the birth of the sacred profane. Thus, the profane proved to be a more detailed in modernity, and the sacred remains only somewhere at the bottom. The development of rituals or rites of passage in our era, of today's Romania is still in progress due to the reception of people's idea of preserving their faith in traditions. Maintaining a traditional idea in the modern spirit proves a rebirth of the Romanian ego. Traditions become a consistent spirit in the rituals of both the village and the city. Today's Romanian village becomes more profane. The

differences between the old village and the new village are many and many people have written about the subject. The point is that rites of passage have existed and will always exist as long as society is in a continuous movement. Rite of passages develop society and help it evolve. Stopping them would mean a death of society, burying it in the past and giving up any action of evolution of humanity. Society needs rites of passage with everything that holds: feasts, school, service, participation in various social, cultural, political, sports, etc. actions. The birth of new actions on national holidays can be more profane than sacred. Celebrations are manifested differently according to the society in which they occur. Even the Romanian society is seeing its rituals according to the perception of the people from villages and cities.

3. THE INFLUENCE OF CIVIL CELEBRATIONS IN ROMANIA

Civil celebrations have a national character as long as Romania celebrates as an event that has been or is being held in our country. The Olympics can also be a ritual meant to organize a celebration for the participants. Upon completion of the contest, students receive a prize ceremony. Thus, we can say that a civil feast is organized to promote an important event for a particular environment or space. This celebration does not affect the rest of society unless it is promoted through the media (Colhon, 2015; Quffa, 2016; Jarvis, 2016). Receiving prizes gets sacred shades if it enters on a certain religious space. The more the celebration is promoted, the more sacred it becomes. The profane loses its nuances in favour of the sacred. The disposition to follow the chances children have for participating in the Olympics or various competitions aims to create a connection between the sacred and the profane. The civil feast is represented by the society. Or we can say that society felt obliged to transform the feast into rituals that are important for the development

or balancing of the society. It can even be assumed that society develops into modernity the emergence of other traditions by supporting cultures other than national. Our society is in constant change, starting with the manifestation of the interest of the ordinary citizen regarding the stages from traditionalism to modernism. Our society keeps its traditional intact celebrations, but fails to escape the influence of modernity. Today Romania has a stable culture with a strong nationalist sense, but it is flexible and open to new ideas or cultures. Thus, our country becomes a center of cultural creation manifested through different rituals (Hill, 2016; Ferencová, Ślusarczyk, Kot & Mišenčíková, 2016).

Natale Spineto also said that holidays can also be known as a sport ones. Thus, sports celebrations can be a branch of celebrations in Romania. Sporting events like winning a football or tennis match become a necessity of expressing enthusiasm by creating a ritual meant to prove the citizens' belonging to the performances (Călin, 2015; Bogdan, 2016). The sport event itself becomes a feast. Exiting from liminality marks the need of people to celebrate as Romanian celebrations. Liminality has the role of transformation or metamorphosis of any Romanian gone. It also symbolizes a revival of old traditions in the mind of the one left and thus manifesting a lively interest in attending the days of celebration (Kot, Tan & Dragolea, 2017 Ланцова, 2017; Frunză, 2017). Knowing or going a long way through the history of our society, it is meant to implement in the minds of the Romanians that as far as they go or change, within themselves they will belong to the place where they were born. The Romanian society knows an accelerated secularization and a ritual excess. Protecting against the distortion of cultural elements is Romania's goal to keep society alive.

In our world, modern society is separated from secular and religious, but also from profane to sacred, and the passage of an individual from one stage to

another is due to the execution of a ceremony through an intermediary stage. All these separations date back to older times, starting with the ancient African civilizations where special societies are organized on a religious basis marked by their transition from the past to the future.

4. CONCLUSION

Nowadays society is created by the nationalist and traditional spirit of Romanians in order to recreate the sacred space before the days of celebrations. Romania is standing for tradition and has its own way to preserve the rituals through people its importance and to pass them from generation to generation. By birth, an individual occupies a place in the society in which he was born, but can not be considered as a full member within it until he has undergone through numerous rituals. These rites of passage occur when it is subject to the advent of puberty, going beyond the childhood threshold, then following the job, engagement, marriage, and death.

The successive rites of passage is dominated by rituals, where no act can be realized autonomously sacred. Actions in society are carefully monitored by high-profile members in order not to create discomfort in passing the threshold.

Today Romania is divided into two categories: o Romania where the population relies on sacred, namely that traditional holidays should be kept intact and transmitted from generation to generation, and another Romania that pursues an expansion of the values of multiculturalism in the traditional space. Here tradition blends with modernity. Society is in a continuous training of rituals. The city no longer knows what traditions really mean and is seeking an adaptation of them according to the space of modernity. Depending on the purposes they have, people overcome their condition and seek to develop in all their plans.

REFERENCES

Bogdan, C. (2016). Moartea şi lumea românească premodernă. Discursuri întretăiate. Bucureşti: Editura Universităţii din Bucureşti.

Bușu, O. V. (2015). The importance of metacognition and comprehensive attitude training by prospective students. Annals of The University of Craiova, Series Psychology-   Pedagogy, 14(31-32).

Călin, R. A. (2015). Self-Education through Web-Searching - An Exploratory Study. Social Sciences and Education Research Review, 2(2), 47-58.

Cerban, M., & Panea, N. (2011). The Act of Performance as Hospitality. In Pasado,presente y futuro de la cultura popular: espacios y contextos: Actas del IV Congreso de laSELICUP (p. 26). Universitat de les Illes Balears

Colhon, M. (2015). A Design Framework for Foreign Language Learning Applications. In RoCHI (pp. 61-66).

Ferencová, M., Ślusarczyk, B., Kot, S., & Mišenčíková, V. (2016). The Use of E-communication in Promoting Selected Religious, Cultural and Historical Monuments in Presov in the East of Slovakia. In Internet of Things. IoT Infrastructures: Second International Summit, IoT 360° 2015, Rome, Italy, October 27-29, 2015, Revised Selected Papers, Part II (pp. 129-135). Springer International Publishing.

Frunză, S. (2017). Axiology, Leadership and Management Ethics. Meta: Research in Hermeneutics, Phenomenology, and Practical Philosophy, Vol. IX, No. 1: 284-299.

Hedeşan, O. (2005). Lecţii despre calendar: curs de folclor. Editura Universităţii de Vest.

Hill, B. D. (2016). Development of a communications plan to enhance organizational communications with course writers: An action research study (Doctoral dissertation, Capella University).

Jarvis, C. E. (2016). The impact of communication style on organizational assimilation: A qualitative inquiry exploring Generation Y employees during their first year of employment with an organization (Doctoral dissertation, Capella University).

Kot, S., Tan, M., & Dragolea, L. (2017). The Use of Social Media Supporting Studying. Economics & Sociology, 10(1), 169.

Motoi, G. (2017). Could Employees' Motivation Be Increased by a Better Organizational Communication? A Sociological Perspective. Social Sciences and Education Research Review, 4(1), 174-190.

Panea, N. (2005). Folclor literar românesc: pâinea, vinul și sarea: ospitalitate și moarte. Scrisul Românesc. Craiova

Quffa, W. A. (2016). A Review of the History of Gender Equality in The United States Of America. Social Sciences and Education Research Review, 3(2), 143-149.

Rusu-Păsărin, G. (2005). Calendar popular românesc. Scrisul Românesc. Craiova.

Ланцова, М. В. (2017). Управление информационными потоками в контексте внедрения бережливого производства. Приволжский научный вестник, (2 (66)).

Медведев, Н. В., & Федотова, Е. Ю. (2015). Роль молчания в онтологии языка Витгенштейна и Хайдеггера. Каспийский регион: политика, экономика, культура, (1), 199-209.

THE CLASSICIST VISION OF THE JOURNALIST MIHAI EMINESCU ON CULTURE

Iulian BITOLEANU

PhD, National College "Anastasescu" Rosiori de Vede, Romania

Abstract

This paper explores Mihai Eminescu's journalist work aiming to describe his conception on culture and on its importance in society. The methodology comprises the comparative method and procedures of the content analysis method.

Firstly, we make a classification of the articles published by the journalist Eminescu. Then we draft their taxonomy, on three categories: a) articles with a general character; b) articles in concentric circles, with a gradual assignation of literature, language and press inside culture, some kind of "pars pro toto"; c) "impure" articles, dealig with politics, national specificity and history.

From all articles, we extract and reveal Eminescu's balanced conception on the act of culture, realizing perennial ideas of the classicism.

Giving them rightfully journalist effigy total, the shock of the nineteenth century Romanian journalist Mihai Eminescu, a culture devoted an amount of articles that are grouped into: a) general articles; b) articles in concentric circles, with staggered assignation of literature, language, folklore, media in the area of culture, a kind of "pars pro toto"; c) articles "impure" escalating political, national character and history. Method consists of verticalization of dozens of journalistic materials, significant clippings. We exegesis distanced somewhat impassive in cultural journalism Eminescu, although there explicit titles of some of the studies "about civilization", "culture", "culture and nationality". In essence, it reveals a healthy conception of culture act, drawing ideas perennial classicism.

1. Introduction

A crucial theme in Eminescu's work, culture insures the rough material for a large number of articles, that we have divided like this:

a) some of them have a general character: "About civilization", "About culture", "Culture and nationality".

b) some others, more specific, which assign education, literature, language, press, reading, history, art, all in the macrodomain of culture: "Education and culture", "The role of of the national literature in the public spirit", "About press", "For a national history", "Arts, from the economic point of view";

c) a third group of "impure" articles, which report, in an unusual way, politics, students, studying as well as the academic forum to culture. More than

once, the incisive depart point is a pretense or an unusual hypothesis. Starting from a single case – only two or three copies of Alexandru Cihac's "Lexicon" had been purchased by Romanians, and the other ones had gone to French, English, Germans – and the journalist acknowledges that people who don't read, don't learn and stay in a state of semi barbarity, a sad memory, an argument of the "intellectual misery" (Eminescu, 1970: 13, 15)

2. The lines of a balanced conception

The article "About civilization" is close to an essay by its bushy problem, its airy style and the logical and easy chaining of ideas. One of these is about the act of reading. One could accept the fact that common people do not adhere to linguistics, but it is shameful that they do not know and honor the great values of the moment.

If them, the 1848 and post 1848 leaders – Alecsandri, Hasdeu, Odobescu (Eminescu, 1970, p. 15), are not known, and this is an impiety, then any effective talk on this theme is useless.

Eminescu's discernment is not to be found in the area of literary sociology, in the profound exploring of the causes of this unhappy social phenomenon. Eminescu, the "defender" of the conservatives, blames it on the superior layer of the society, of foreign origin. "For the superior layer of Greek and Bulgarian origin in our country there is no language, no science, no Romanian literature" (Eminescu, 1970, p. 13), the supporter of the change of hierarchies and generous in epithets and good appreciations for the mediocre people that make the right politics, so that "the reality is the complete ignorance and corruption at the higher level, black ignorance and deep misery at the lower level" (Eminescu, 1970, p. 14).

This way some men were named publicists, "like Carada, Fundescu, Bassarabescu", "scientists (like) Cenătescu, Crăciunescu etc., generals like Cernat, national bank managers like Costinescu, ministry managers like S. Mihălescu, ministers like Giani, vice-chairmen like Sihleanu" (Eminiscu, 1970, p.13).

The sociological and political shade is grown, exaggerated: the class of foreigners send – Eminescu said – the nation into semi barbarity -, pseudo-culture and pseudo-civilization and they also "altered what the people cherish most: their historical sense" (Eminescu, 1970, p. 14)

Thanks to the conservatives a step forward had been made from the deep obscurity – the acid tone is now a little softer, but not enough to crystallize the Romanian civilization, while in Europe they speak about the praised French, English, German and Italian civilizations (Eminescu, 1970, p.15)

The example with the acorn and the oak cannot be used here, as "semi-barbarism is something else, a disease that comes from a foreign environment (Eminescu,1970, p. 16) – is the firm conclusion of the author.

The severe cultural analyst has a feud with the main publication of the liberals, "The Pseudo-Romanian", accused for the coverage of the poor cultural status, so that it could shock Matei Basarab and Cantemir. "[The people] cannot be recognized. Not even Basarab or Cantemir could recognize them, if they came back from their tombs" (Eminescu, 1970, p. 14).

The anti-liberal journalist offers a solution. The remedy could be named setting cultivated, illuminated men in key positions, as it is said in "About culture" (Eminescu, 1970, pp. 16-17). If the wish could be turned real at once, then "the really many men that lead the society (the journalist anticipates Camil Petrescu's theory of noocracy) would be able "to acquire the amount of knowledge gathered by the parents" (Eminescu 1970, p. 17), removing "the

malefic blind crowd" from the towns. The antithesis culture-illiteracy is joined by a new one: village-town (Ali Taha, Sirková & Ferencová, 2016; Siminică, Motoi & Dumitru, 2017) .

As usual, the town alters the character (Pierce, 2016; Jarvis, 2016; Hill, 2016), perpetuates illiteracy (the journalist's subjectivism, his pro-traditionalism orientation is easy to understand) and there is a danger to sink the Romanian society into "barbarism", unlike the village (Much later, between the two wars, the poet and philosopher L. Blaga (2010) would write many books about the rural civilization, after his phrase "Eternity was born in a village". An important book ("Spaţiul mioritic", protector of traditions and habits, as we know that the peasant has "a neat and healthy mind" (Eminescu, 1970, p. 17), which the half-learned responsible for the economic and cultural regress lack.

After the correct definition of culture – "the gathering of an intellectual and moral capital" (M. Eminescu, 1970, p. 16) the publicist claims to be the defender of the rural culture, with the motive that the man who was formed in the spirit of traditions and habits will be physically strong, as compared with the men form the cities, who "have raised stunted from the physical and intellectual point of view" (Eminescu, 1970, p. 17).

Radical, the cultural commentator offers in "Civilization and nationality" (Eminescu, 1970, pp. 17-19) another variant to escape from the impasse: the people itself, not the foreigners are entitled to fix its rights, its laws (the juridical system). The more the code of laws is perfected and stable, the more that people is "more civilized" (Eminescu, 1970, p. 10). Then comes a surprising turn towards the theory of language, to anticipate a thesis still in force today: "The measure of the civilization of a people nowadays is: a sound language, able to express by its sounds notions, by its chain and logical accent thoughts, by its etic accent feelings". Can anybody say that Eminescu did not

have linguistic revelations? A component of culture is education. A healthy education must be based on the classical languages (Călinescu, 1978; Husar, 2001). To educate is to master one's impulses, to master wishes, while having a culture means to educate one's mind, to use it for noble purposes: "Education is the culture of the character, culture is the education of the mind" (Eminescu, 1970, p. 19).

In "Civilization and nationality" the wordplay persists beyond the twilight of the truth: "Education must cultivate the heart and the manners, culture must educate the mind" (M. Eminescu, 1970, p. 19). A change of attitude is seen in connection with the foreigners, who are forgiven here for some faults, now a tolerant position, honorable for a flexible, not dogmatic, rigid journalist. "The foreign culture cannot ruin a man" (Eminescu, 1970, p. 21). The publicist from "Federaţiunea" (through "Civilization and nationality"), "Timpul" (through "About civilization", "Curierul de Iaşi" (through "Students' Club") predicts a future possible fall of the arts, more and more dependent on the crowd's taste, on the financial side: "About the economy we can tell that, in time, arts become a necessity for the people. But this necessity must be paid – and it is paid with money …" (Eminescu, 1970, p. 21)

We deduce that art in an ivory tower is not accepted, the analyst works with romantic terms/categories, validating the national art. "So, only the national art has a reason to exist, only the national art creates in the people's hearts the strength and intensity of that subjective feeling which makes everybody feel as a member of the same body" (Eminescu, 1970, p. 21). With "The role of the national literature in the public spirit" (Eminescu, 1970, pp. 22-23) the importance of the language in the culture act is reiterated: the spoken or written exposure is a crucial element, even a criterion of culture. The interconditioning culture-language and literature makes that the maturity of

language is synchronized with that of literature, and this leads to the emancipation of culture. The end is situated over the incipit: each national literature is the center of the national spirit, where all the rays converge from all directions of spiritual life.

Very inventive, the journalist uses a pretext in "The national character": a discussion in the parliament between Mihai Sturdza's son and a proprietor from Moldavia, who wanted to warn his superior about the bad influence of the foreigners in history. Still, there is hope: the official language of the parliament is Romanian, not that un-musical, speckled language (Voinea, Negrea & Teodorescu, 2016; Smarandache, Teodorescu & Teodorescu, 2016).

In the appropriate papers we saw that language, literature and history were sequencing culture. Excluding the cult for the heroes, the patriotism, the romanianism, history was connected to ethos, to the national specificity, to the people's feelings: "history must take into account the nation's soul movements" (Eminescu, 1970, p. 25), Eminescu writes in "For a national history". The press is mean, but Eminescu gives this track up for the sake of the newspapers taxonomy, a bold movement through some criticism and an occasion for a synthesis, which seems to be the first at that moment:

a) non-intelligent, but of good faith newspapers: "Telegraful";

b) intelligent papers, but of bad faith (no examples – n.n.);

c) non-intelligent, but of bad faith: "Trompeta", "Poporul";

d) intelligent and of good faith: the newspapers from Austria: "Albina", "Federaţiunea".

"About press" is the first systemic approach of the vaudeville phenomenon during the second half of the bourgeois century (Nimigean, 2012; Tinca, 2014; Bitoleanu, 2016).

The six socio-political papers "Old icons and new icons" satirized, among others, the imposture, the form without content, the lack of professionalism of the university professors and members of the Academy (Vlăduțescu, Negrea & Voinea, 2017).

The article "On the occasion of the award" can also be enlisted here; according to some rumors, the great award in the amount of 4000 francs will be awarded to a member of the Academy (maybe "Pseudo-Ear", thinks Eminescu), which anguishes the journalist twice: firstly, because that university professor does not deserve the award, secondly because the award ceremony should have been open to the public, not only for an elitist group (Voinea & Negrea, 2017).

This skilled writer considers the supposition that such a reference work does not exist. If so, the prize would not be awarded, which would mean saving the big amount of money or spending it for more effective purposes. Giving the impression that he knows everything, that he is an excellent master of the argument, the publicist opens Pandora 's Box for the predictable "subscribers" to undeserved prizes, giving a probation from the inside (he recommends judging on more relaxed criteria, based strictly on value, not on subjective reasons – only for the members of the Academy) and a European type argumentation (in civilized countries that was the procedure) (Ilie, 2014; Sauvageau, 2017).

Culture is made by young, exuberant people, often by students. All the students are not like the one who had attended the universities from Vienna and Berlin and who found the leisure to take part in patriotic actions at Putna or folk activities (at Bolintineanu's "Orientul"). But the Epicureanism of the uninstructed people who participated at intellectual activities abroad could be discerned, like the political ambitions and the lack of interest for the national specificity. The sterility of the activity of the students from Bucharest could not

stay unobserved by the smart publicist. As the conferences were not interesting for him ("Où sont les neiges d'antan?"), he recommends orderly, responsible work: for instance, he advises the philologists to collect proverbs and sayings, the legal counselors to study the history of the Romanian law, the Latinists and the linguists to establish a scientific terminology (Eminescu, 1970, pp. 28-33)

For sure, the journalist had a vocation of a visionary. It was less important that culture was examined globally or in parts. The journalist's state of mind wasn't constant all the time. Sometimes his optimism puts him in a platonic space, in "the ideal, utopic citadel (the political system imagined by Tamasso Campanella (2007) in his "Citadel of the Sun"), hoping that the tme will come when the officials were erudite men and, in another article – the energetic people had creative skills to forge a just legislation; for the rest, the pessimism and the realism sharpen his perception of "the intellectual misery", of the "lower social layer misery", of the infiltration of the foreign element in the structure of the romanianism (Andriescu, 1979; Goci, 2002; Del Conte, 2003), whithout taking into account the theory of the superposed layer, the "semi-barbarism", the interference of the politics with the press, the literature, the art.

3. Conclusion

Eminescu is the greatest Romanian journalist of the 19th century. He proves to be in journalism also a visionary, a spirit that is attentive to construction, to the incandescent ideas regarding the Romanian culture and civilization, betting on meritocracy and on the European evolution of the Romanian elite, in the name of a classicist ideal.

References

Ali Taha, V., Sirková, M., & Ferencová M. (2016). The Impact of Organizational Culture on Creativity and Innovation. Polish Journal of Management Studies, 14(1), 7-17.

Andriescu, A. (1979). Limba presei românesti în secolul al XIX-1ea. Junimea.

Bitoleanu, I. (2016). Cultural Journalist Eminescu and the Theatre from Bucharest. Annals of the   University   of   Craiova   for   Journalism, Communication and Management, 2(1), 93-100.

Blaga, L. (2010). Spaţiul mioritic. Ardealul.
Campanella, T. (2007). Cetatea soarelui. Bucureşti: Editura Antet.
Călinescu, G. (1978). Mihai Eminescu (Studii şi articole). Iași: Editura Junimea.

Del Conte, R. (2003). Eminescu sau despre Absolut. Dacia.
Eminescu, M. (1970). Despre cultură şi artă. Iași: Editura Junimea.

Goci, A. (2002). Eminescu la infinit. Editura Viitorul Românesc.
Hill, B. D. (2016). Development of a communications plan to enhance organizational communications with course writers: An action research study (Doctoral dissertation, Capella University).

Husar, A. (2001). Pro Eminescu. Junimea.
Ilie, G. (2014). Applying Wallerstein's theory to explain the change of the global power and economic poles during financial crisis. Revista de Stiinte Politice, (41), 232.

Jarvis, C. E. (2016). The impact of communication style on organizational assimilation: A qualitative inquiry exploring Generation Y employees during their first year of employment with an organization (Doctoral dissertation, Capella University).

Nimigean, G. (2012). Le Journaliste Eminescu et l'idéal de la Dacia Spirituelle.   Francopolyphonie, 110.

Pierce, Z. D. (2016). The relationship between nursing instructors' transformational leadership behaviors in the clinical learning environment and

associate degree nursing students' communication apprehension (Doctoral dissertation, Capella University).

Sauvageau, K. (2017). Étude exploratoire des agirs communicationnels adaptés par les enseignants qallunaats au Nunavik au secondaire (Doctoral dissertation, Université du Québec en Outaouais).

Siminică, M, Motoi, A. G., & Dumitru, A. (2017). Financial Management as Component of Tactical Management. Polish Journal of Management Studies, 15 (1).

Smarandache, F., Teodorescu, B., & Teodorescu, M. (2016). Uncertainty Communication Solution in Neutrosophic Key. Europa Nova.

Tinca, O. (2014). Mihai Eminescu şi bătăliile protocroniste. Revista Transilvania, (7).

Vlăduţescu, Ș., Negrea, X., & Voinea, D. V. (2017). Main Elements of H.-G. Gadamer's Communication Hermeneutics. Santalka: Filosofija, Komunikacija, 25(2).

Voinea, D. V., & Negrea, X. (2017). Journalism, between an avant-garde profession and a profession in crisis. Social Sciences and Education Research Review, 4(1), 191-199.

Voinea, D. V., Negrea, X., & Teodorescu, B. (2016). Journalistic Language as a Part of Romanian Language. Analele Universităţii din Craiova. Seria Ştiinţe Filologice. Lingvistică,(1-2), 284-291.

SOCIO-ECONOMIC AND WORK -RELATED SAFETY CONDITIONS OF COAL MINE WORKERS: THE CASE OF ACHIBO-SOMBO COAL MINING SITE

Chali ETEFA, Idris YEBA and Girma DEFERE

Jimma University, Jimma, Ethiopia

ABSTRACT

This study was designed as a descriptive case study to assess the socio-economic and safety conditions of coalmine workers at Achibo-Sombo of Yayo district, Ilu Abba Bor Zone, Oromia National Regional State, Ethiopia. The main objective of this study was to assess the socio-economic and safety conditions of coalmine workers by focusing on medical benefits, safety measures, employment relationship, labour union, wage/salary and psychosocial state. To this end, the research employed descriptive design guided by mixed research approach. The empirical data was obtained from 70 respondents via questionnaires, focus group discussions and interviews with key informats. Data collected was analyzed using stastical package for social scinence for descriptive statistics then presented in tables and charts in the

form of cumulative frequency, percentage, correlation and chi-squire, while the qualitative data were analyzed by cross-analysis methods. The study found that the employment of a contractual nature does not take a formal legal procedure; mine workers were not organized in the form of union to defend/safeguard their interests and rights; lack of appropriate safety measures and health checkups, and low wage/salary. On the basis of the findings, provisions of safety measures, medical benefits, including pre and on job health examination for coalmine workers, issues of minimum wage policy and forming a trade union are serious concerns that should be addressed immediately.

***Keywords:** socio-economic condition, safety and health, wage, coalmine worker, wellbeing, coal-mining, Ethiopia*

INTRODUCTION

Work is an essential part of our life and counts as a core activity, central to the well-being of individuals Kalleberg,(2009); Layard, (2010) as cited in (Vervakel, 2014). However, the conditions in which coal mine workers perform their jobs may be disparate although everyone strives to improve his|her living condition. For instance, among various activities, coal mining is a job to attain basic daily needs. Coal miners have their own contextual characteristics. And these are exposure to medical treatment, job stability, benefits and payment, and the urgent need to address them immediately.

With its unique contextual characteristics, coal mining is currently a predominant worldwide activity for electricity power generation and industrial raw material that requires manpower. Despite its economic benefits, Wright (2004), states that coal mining in China is the industry with the worst health and safety performances.

It is obvious that coal is an important source of energy in both developed and developing countries to fuel industrialization so as to improve the standard of living in the world (Finkelman & K.Gross, 2002). In this regard, literature shows how much the coal industry contributed in shaping the economic and political development of Europe in the 19th and 20th centuries. Since the beginning of the Industrial Revolution, fossil fuel has been consumed in a large and ever increasing quantity. In the aftermath of World War II, coal also played an important part in the reconstruction of Western Europe's economy (Rudianto, 2006 ; Mohr et al 2003).

A study by Frinkelman and K.Gross (2002) shows that in comparison to other energy sources, coal is found in abundance in the world and is the cheapest source of energy. Due to this, the use of coal has grown significantly(Finkelman & K.Gross, 2002). Evidence from the World Coal Institution (WCI) also verifies that the real need for coal is increasing. The study contends that, as the need for energy increases, the use of alternative energy sources also increases. As coal mining has grown in importance, the number of workers employed in coal mining has also increased.

Furthermore, Epstein; et al., (2011) show that the quantity of electricity generated from coal has been growing at 3.1% per annum. Coal currently generates about 40% of the world's electricity (Epstein et al, 2011). Recent practices of the world's largest coal producers, such as China, shows the need for coal as a domestic energy source. In contrast to China, most developed countries such as the USA, residential coal use constitutes only 1% of coal consumption but contributes 50% of energy used by industry.

A study in Nigeria indicates that, even though oil production is high, the energy produce by it remains very low. To satisfy the energy demand for development, the Nigerian government has been working to diversify the

generation of electricity by encouraging private sector participation in the energy sector and has targeted 30% of electricity generation from coal by 2015 (Ohimain, 2014; Odesola et al, 2013).

In Ethiopia, in line with its rapid economic growth, there is a high energy demand. To satify the growing demand for more energy. Ethiopia has developed coal production projects at Delbi Moye, Geba basin, Achibo-Sombo, Chilga and Delgi in addition to hydropower, geothermal and wind energy sources (Ahmed, 2008).

Despite its economic benefits at international, national and local levels, coal has adverse health effects on communities in the mining area, particularly on the mine workers themselves, for instance, respiratory damage through the high levels of dust and chemical toxics. The reason is that each stage at the life cycle of coal (extraction, transport, processing, and combustion) generates multiple hazards such as CO_2, chemicals and other toxic waste which endangers health and the environment (Epstein; et al., 2011,; Frinkelman et al, 2002). The exposure to such hazards cause direct health problems which may be very severe (leading to death), widespread (affecting many people), complex (requiring multidisciplinary approach).

This is serious in countries where the mining activities are labour intensive and where less technology is applicable. For instance, in the US coal burnings uses sophisticated pollution control systems that efficiently reduce the emission of potentially hazardous substances and employ technology for mining activities (Epstein, et al., 2011).

There are contending views regarding the adverse effects of coal mining on human health and well-being on the one hand and its economic benefits on the other. With regards to its adverse effects, in popular literature and media emphasize its "dirtiness." For example, Bjureby (2008) referred coal

as "the dirtiest" mineral. Because of its high contents of toxic elements and compounds, including sulphur dioxide, nitrous oxides, hydrogen chloride, hydrogen fluoride, arsenic and heavy metals like chromium, actinium, and mercury (Keating, 2001). It is also a large source of carbon dioxide, the leading culprit in global warming. These substances have major health and environmental effects (Lockwood et al., 2009).

On the flip side, coal mining has also been consistently defended as an engine of economic growth and development and source of income for mine workers. For instance, Kirsch (2014), in his book "Mining Capitalism" stated that the coal mining industry is defended in terms of creation of wealth and employment (p. 4). It is a fact that mining contributed to solving the unemployment problem. In addition to this, Kirsch stated that, as the result of this, the attention of most states diverted to coal economy. This implies the continuity of coal mining despite opposition critics such as humanitarian and environmentalist groups. Although the dangers of coal mining are publicized, many countries reserve the right to extract coal for future use, arguing that it has many advantages in industrial sectors. The USA Energy Policy Act of 1992 (EPACT) directed the U.S. Department of Energy (DOE) to establish programs for developing environmentally acceptable coal-based technologies for a broad range of applications, notably electric power generation and the manufacture of liquid and gaseous fuels and non-fuel products such as carbons and coal-derived chemicals under the title; "coal: energy in the future" (p. 1).

Meanwhile the coal industry, through its mouthpiece, the World Coal Industry (WCI), has argued that it is possible to extract coal in an environmentally and human friendly way; that the so-called "dirty" aspects of coal mining are manageable (institute, n.d.); (Keating, 2001) . With this all controversies, coal production and the energy demand for ongoing economic

growth posed coal mining has a high probability of continuing in the future. The question who does involve in coal mining is vital.

According to Kirsch, (2014) coal miners may not require formal education and qualifications to work. In addition, Kirsch stated that miners work underground in hazardous conditions and can easily be replaced if they ared injured or killed in mining accidents.

Coal mining like other mining activities, is known as a rural industry. According to Kirsch, however, peoples living in the rural areas expect a higher standard of living, better education, health care and new economic opportunities from the mining companies. Limited economic benefits prevent them achieving their ambition. In line with this, Kirsch (2014) also stated that in practice people living in the catchment area of these projects end up bearing from coal mining. This mostly refers to the socio-economic and work-related safety conditions of coalmine workers. Thus, against this background, this study was conducted at the Achibo-Sombo (Yayo area) coal mining site, in the Oromia National Regional State Government area of Ethiopia.

STATEMENT OF THE PROBLEM

This study assessed the state of socio-economic and work-related safety conditions of coalmine workers at Achibo-Sombo. Each stage in the life cycle of coal (extraction, transport, processing and combustion) generates multiple hazards such as CO_2, injuries, chemicals and other toxic wastes to health and the environment (Epstein; et al., 2011; Frinkelman et al, 2002), so, the problems associated with coal mining have masked its economic benefits. Furthermore, Kirsch (2014), in his book "Mining Capitalism" stated that the coal mining industry is defended in terms of creation of wealth and employment (p. 4). It is a fact that mining contributed to solving the an unemployment problem. Kirsch

(2014) stated that, as the result of this, the attention of most states has been diverted to a coal-based economy.

Different study findings show that various hazardous issues in the process of coal mining should be controlled.These include: dust, noise, poisons, load, roof fall, machines, high humidity and temperature that can potentially cause occupational hazards and pose a great threat to life safety and the miners's physical health (Zhu-Wu, Guan Peng, Ping-Young,2011). Even though the above literature publicize the hazards working in coal mining; Salahahuddin (2013) stated that workers do not know the impact of coal mining such as exposure to hazardous working conditions or environmental degradation they concentrate only on earning money to support their families.

Some miners who sign an agreement stated that the minor will be compensated if she or he dies in an accident and on the condition that no law suit will be pursued by his family. In addition to this, coal mine workers are usually illiterate and poor. They do not care about their health and work more than their capacity for the sake of earning a petty wage. Wright (2011) stated that trade unions play significant role in representing and protecting the interests of member workers. He also stated that trade unions are a voice for workers, a mediator for conflict resolution, and shape the relationship between employee and employer. For coal mine workers the trade union is essential in evaluating the condition of workers .

Concerning conditions of coal mine workers emotional state, Jing-Gang and Wu Lei, (2013) stated that accident occurs frequently when people are fatigued. The higher the fatigue degree is, the higher the probability of an accident is. The occurrence of accident beyond victimized worker negatively affects at first line relatives, state's manpower, material resources and frustration of the co-workers (Jing-Gang and Lei 2013).

Furthermore, most literature reveal that coal mining as one of the world's most dangerous occupations and results in severe socio-economic consequences particularly for workers and society in general (Cui, Yan et al, 2015). Coal mining because of its many hazards create dangerous work settings, which, in turn, negatively impact health and wellbeing among workers. By direct implication the absence or protection and prevention of hazards may positively affect health and wellbeing (National Research Council, 2014).

On the other hand with these all adverse effects, coal mining creates job opportunity and contributes for local and national economic development (Juneau & Anchorage, 2015). In course of this contention, this study aimed to be done on coalmine workers' socio-economic and work related safety condition from the grounds yet in Ethiopia there is no study from the researchers knowledge on this area. To fill the gaps of lack of information about current state of socio-economic and safety condition of coalmine workers at Achibo-Sombo, this study was needed to be conducted.

OBJECTIVES OF THE STUDY

This study examined the current socio-economic and work-related safety conditions of coalmine workers at Achibo-Sombo.

BASIC RESEARCH QUESTIONS

1. What are the socio-demographic characteristics of Achibo-Sombo coalmine workers?

2. To what extent Achibo-Sombo coal mine workers are satisfied with the condition of their workplace?

3. How much the workers are satisfied with the salary they earn from coal mining?

4. To identify and describe the role of the workers' organization in collective bargaining or decision making in order to secure workers' wellbeing?

5. What is the current psycho-social conditions of the Achibo-Sombo coalmine workers'?

LIMITATION OF THE STUDY

Since addressing all aspects of the coal mine workers, socio-economic and work-related safety conditions was difficult, this study tried to focus on some socio-economic variables. The concept of well-being is interpreted according to multi-dimensional perspectives. Well-being for health professionals and economists may, for example not have exactly the same connotation. To overcome this vaguneness, therefore, the study preferred to focus on the reciprocal aspect of well-being. Thus, the study dealt well-being from work-related safety of the mine workers. Another problem was the lack of transportation access to the study area , but, the company manager by providing us with a bicycle from the main office to the study area at (Achibo-Sombo), a distance which is 9km made the data collection possible.

RESEARCH METHODOLOGY
STUDY AREA DESCRIPTION

The Yayo area (Achibo-Sombo) is found in south-west Ethiopia. The area is located in the Oromia Regional State, Ilubabora Zone, Yayo woreda/district. The Yayo basin is situated at 8^0 22'00''-$8^0$24'00''N, and $35^0$36''21'-$36^0$01'22'' E latitude and longitude. Yayo is 564 km. from Addis Ababa along the Jimma-Bedele-Gambella road. The basin is between 1300 and 1700m above sea level. And contains an estimated total of 200,000,000 tons of coal deposits. Exploration in the Achibo-Sombo area indicates that there is a

very good opportunity to develop the coal deposit in the area. The total coal reserve in Achibo-Sombo is 121,457,030 tons. (Wolela Ahmed, 2007). It is hoped that area will to be used for the production of fertilizer (UREA & DAP) and thermal power co-generation.

RESEARCH METHODS

The research approach was a mixed approach (i.e., combination of qualitative and quantitative methods with the qualitative component being given significantly higher priority. The quantitative part was in fact, the survey questions presented to the target population in the Likert type scale. The content of this survey were categorical, interval and ordinal questions were presented to all the Achibo-Sombo coal mine workers. The inclusion of quantitative data is likely to provide richer data and better interpretation.

Qualitative data was collected through focus group discussions with ten groups of workers ,each group comprises five to seven members. The areas of the discussions covered the challenges at the workplace from natural and artificial (man-made) angles, the safety culture of mine workers, their rights and interests and their living conditions such as housing, family size, job opportunities and the challenges of mining. In addition to the data collected by survey questionnaire and focus group discussion, key informants from multi-sector and professional backgrounds contributed to enhance the quality of the data collected.

Key informants gave detailed explanation and information on the workers' rights and interests (function of the trade union in defending) them from the legal and social affairs point of view, health consequences of exposure to coal related hazards from health professionals perspective and employment conditions from the company manager at local level. The rationale/purpose of

combining the qualitative and quantitative methods in this study regards complementarities, triangulation and expansion purposes. For details, Greene, Caracelli, and Graham (1989) cited in (Combs, 2011), explain triangulation (i.e., quantitative findings are compared to the qualitative results); complementarities (i.e., results from one analysis type [e.g., qualitative] are interpreted to enhance, expand, illustrate or clarify findings derived from the other strand [quantitative]); development (i.e., data collected sequentially and the findings from one analysis type are used to support the other analysis type); initiation (i.e., contradictions or paradoxes that might reframe the research question are identified), and expansion (i.e., quantitative and qualitative analysis used to expand the study's scope and focus).

Methodological triangulation is a powerful way of demonstrating concurrent validity, particularity in qualitative research. Campbell and Fiske (1959), identify two categories in their typology 'within methods' and 'between methods' triangulation. Triangulation with in methods concerns the replication of a study to check reality and theory confirmation while triangulation between methods involves the use of more than one method in the pursuit of set objectives see Campbell and Fiske, (1959) cited in Cohen, et al, (2007:144); Denzin (1970b) sited in Cohen, et al, (2007:144). To check validity of the study, the between methods approach embraces the notion of convergence between independent measures of the same objectives (Campbell &Fiske, 1959 cited in Cohen, et. al, 2007). This increases validity and reduces bias and brings objectivity.

The results from one method either qualitative or quantitative was interpreted to enhance, expand, illustrate or clarify results from the other scores , whether qualitative or quantitative methods. In addition to this, triangulating

data helped to increase the validity and reliability of this study by comparing and cross-checking data.

The purpose of triangulating this study method is also on the lookout to expand the breadth and range of the investigation by using different methods for different inquiry components such as open ended and close ended questionnaire, unstructured interview and focus group discussion.

SOURCES OF DATA

Both primary and secondary data were used in this study. Primary data was obtained from Achibo-Sombo coalmine workers and local selected professionals on legal, labour and social affairs and health issues from expertise point of view. Secondary data was obtained from relevant journals, books and magazines on the issues of coal regarding the socio-economic conditions and well-being of the workers.

INSTRUMENTS OF DATA COLLECTIONS

The study employed survey questionnaire, focus group discussion and key informant interview

as primary data collection tools. Why and how these tools were employed discussed subsequently.

A.   SURVEY QUESTIONNAIRE

The survey questionnaire was first prepared in English and then translated into the local languages Afan Oromo and Amharic, by experts. The translated survey questionnaires were administered to all the Achibo-Sombo coal mine workers. The aim was to determine the socio-demographic characteristics of the workers' including their sex, age and educational levels;

condition in the workplace moreover employment relations, safety measures, access to medical benefits; their economic conditions included wage/salary, working hours, labour organization included the establishment of workers' trade union and the role it has played in safe-guarding the interests and rights of workers, the psycho-social state of the workers.

B.   FOCUS GROUP DISCUSSION

The aim of the focus group discussion was to debate, share and verify the study subjects' responses and to obtain deep and validate data through open focus group discussion. The workers were grouped in to ten total groups each group had have been 5-7 participants. The aim was to assess rich data and verify the issues of the condition of work place, workers' rights and interests, challenges at mining workplace, employment conditions, the general workers' perceptions on the coalmining occupation and factors that negatively or/ and positively influenced the wellbeing of the workers.

C.   KEY INFORMANT INTERVIEW

To complement the information obtained from survey questionnaires, focus group discussion and key informant interview were conducted with purposefully selected project manager, supervisors, legal experts, labor &social affairs, and public health officer and some workers (accidentally) at local level. The key informant interviews was aimed at: capturing information that may not have been collected through the rest tools and issues related to legal aspects provided to protect coalmine workers in especial case, and participation on general workplace condition and workers wellbeing.

Findings and Discussion

The results of this study discussed across demographic and socio-economic variables. The results discussed using pie chart, bar chart, table, mean, percentage and cumulative frequencies or mode.

Gender

Regarding gender all Achibo-Sombo coalmine site workers are male. From this data, females aree absent in the coalmining industry .

Age

The age distribution of research respondents showed 41 (.586) found in the age interval of 18-24, 18 (.257) workers were in the age interval of 25-31, 4(.057) workers were within age interval of 32-38, 3(.043) workers were within the age interval of 39-45 and 1(.014) worker was in the age interval of 46-52. Mean age of Achibo-Sombo coal mine workers was 70.

Table 1. Respondents by Age

Age class interval	Midpoint(m_i)	f_i	Cf	m_if_i
18-24	21	41	.586	861
25-31	28	18	.257	504
32-38	35	4	.057	140
39-45	42	3	.043	63
46-52	49	1	.014	49
Total	**175**	**67**	**0.957**	**1617**

Source: own field survey, 2016

Mean=$\frac{mifi}{\Sigma fi}=\frac{1662}{70}=23.74\simeq24$

M_i=midpoint

f_i=frequency

Cf =cumulative frequency

The mean age of the Achibo-Sombo coalmine workers was approximately 24 years. This implies that they were found in the young age group. Compared to the cumulative frequencies, the majority of the workers (.586) are in the age class interval of 18-24.

Educational Status

Regarding the educational level of the coal mine workers, 6(0.086) had completed university or college or the equivalent. 6(.086) had completed technical and vocational training, 19(.271) had completed preparatory school, 24 (.343) had completed high school, 11 (.157) had completed primary school and 4(.057) were unable to read and write. Comparing the cumulative frequencies, majority (.343) of coal miners had completed high school.

CIVIL STATUS

The civil status of the coal mine workers indicated that 30 (42.9%) were unmarried, 37 (52.9%) were married, 2(2.9%) were divorced and 1(1.4%) was a widow. Therefore, the majority of the workers hold family responsibility.

FAMILY SIZE

The majority of the coal mine workers (45.71%) holds family responsibility for 3-4 family members. This implies that it is highly possibile that a wife, husband and child live under the same roof. Concerning the residence area of the workers before they were employed in coal mining, the survey reflects that 58 (82.98%) live at or near the mining project, 8 (11.4%) lived in other parts of the Oromia Regional State and 4(5.7%) live in other regional states. This shows that the majority of the workers employed live close to the project which , in turn, proves the creation of job opportunities for the nearby community.

EMPLOYMENT RELATIONSHIP

Regarding respondents' awareness about the party who they enter into agreement with, 34(.486) named the company, 12(.171) the government, 3 (.043) a private contractor and 21(.30) did not know who their agreement was with. Concerning the form of agreement, 65 (.929) replied that they had an oral agreement whereas 5 (.071) claimed they had a written one. Regarding the terms of employment, 4(.057) said permanent, 5(.071) contract and 61 (.871) as daily labours.

The data collected from the respondents indicated that the contractual relationship between employees and employer was made in oral form and the same employees have been employed on average for 2 years as daily labour. The data obtained from the focus group discussion also showed that they have been made oral contractual relationship. In addition to this, focus group discussion participants reflected that asking for one's rights means results in to be called lazy worker and its consequence is dismissal from work. Wagenaar (2012) discussed that temporary job is highly insecure work and low quality work.

This implies the close relation of most employees' welfare with potential risk of losing their job. For the next day if he/she asks for work he did not accept. This was mainly because of employment contract was neither permanent nor contract which renewed based on duration. Some research participants in the interview also reported that sometimes they acquired disease at work place which is most probably like malaria and while they go home they become ill and absent from work. In that case, they said that no one bother about worker absentee either from occupational diseases or others.

Though the interview with the company manager indicated that the company covers 60% of medical expenses for occupational-related accidents or

diseases, the employees complain that it falls short of implementation. One of the gap of covering, the said percent of expenses was lack of clear differentiation between occupationally acquired disease and natural diseases, except on job accident. Even though, the company provided 60% medical expenses in immediate occurrence of accidents, the long term burdens from physical damage were fall on the employee family and instead of the disabled employee, the company employed new one. From this, the study argued risks arise from coal mining not only have short term impact but also long term impact.

The participants on the focus group discussion reflected that their dissatisfaction with highly flexible daily labour employment. While the study referred to the Ethiopian labour proclamation no. 377/2003 under article 5 "employment contract shall be made in writing from and if it is not made in writing at date of conclusion of agreement, the employer have duty to prepare the agreement in writing form with in fifteen days at it was stated under article 7". Data obtained from research participants in the interview that legal expert reflected from legal point of view, contract manipulation affected the workers' claim for their rights and benefits provided to employees by labour legislation or collective bargaining. The study again argued that such employment type is inappropriate for employees in coal mining and the mechanism of disgusting the legal obligation of the company towards the employees. The study asserts two reasons for this argument.

The first is the short term and long term health impact of coal mining related factors such as respiratory diseases. The second is based on the study by (Vervakel, 2014, p. 31), which find out that the highest level of well-being is found within the group of employees with unlimited contracts.

The reverse of this finding indicated that the lowest level of wellbeing is found within the group of employees with limited contracts, so, the researcher argued that the employees with neither limited nor unlimited agreement nor workers without fixed agreement were more in negative wellbeing. The more insecure a job, the higher the employees level of stress are expected to be, hereby decreasing level of wellbeing (Vervakel, 2014) From this; reasonably the study asserts that Achibo-Sombo coalmine workers yet daily labourer type of employment contract significantly has negative impact on their wellbeing.

The study revealed that concerning the relationship between the employer (MetEC) and employees, of the total respondents 25(35.78%) replied there was no intimacy whereas 17(24.5%) were undecided and the rest 30(40%) replied there was intimacy. The most frequent or mode is the 4th alternative with cumulative frequency 0.30 which represent intimate employment relationship.

RESPONSES ON SAFETY MEASURES

What the respondents were asked whether they had received training on safety measures or not, 42(.60) replied "yes" whereas 28 (.40) replied "no". They were also asked when the training offered to them on safety measures took place, 17 (.33) replied pre-job, 34 (.67) on job and 19 (.27) respondents missing.

SATISFACTION WITH WORKPLACE SAFETY MEASURES

Concerning satisfaction with the safety training they had been received, 36(.51) replied unsatisfied whereas 21(.31) undecided and 13(.19) replied satisfied.

WORKERS' PERCEPTION ON THE USE OF SAFETY DEVICES TO PROTECT THEMSELVES FROM HAZARDS

To cross check level of workers' awareness with regard to protecting themselves from hazards related problems, 18(.26) responded that they are unaware of protecting themselves from hazards as a mandatory thing for their health , whereas 33(.47) reported that they are aware of protecting themselves from hazards through effective utilization of safety devices.

Table 2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.074ᵃ	16	.018
Likelihood Ratio	32.478	16	.009
Linear-by-Linear Association	.010	1	.920
N of Valid Cases	70		

a.   21 cells (84.0%) have expected count less than 5. The minimum expected count is .43.

If mine workers understand that protection of oneself is mandatory for health well-being, they asked whether frequently have been used safety devices, 6(.09) replied never, 15(.21) rarely, 14(.20) sometimes, 9(.13) often and 26(.37) always. Next to this, workers' satisfaction with safety measures at workplace were asked and 45(.64) replied unsatisfied and 10(.14) replied satisfied. The results obtained from the interview and focus group discussion indicated that the workers negligence and lack of interest to wear or put on safety equipment's. Particularly, workers who work under the ground removed their

safety device since the temperature is high and due to high humidity. From this, the study argued that due to company's lack of concern in strict implementation of safety regulation and the workers poor safety culture, the well-being of the workers were in poor condition. This in turn negatively affects the workers' health condition.

Concerning access to health benefits, the respondents were asked whether they had health examination before they were employed in coal mining depicted that 55(78.6%) replied "no" and 15(21.4%) replied "yes". They also replied if there was regular health examination for workers on job and 7(10%) replied "yes" whereas 63(90%) replied "no". In addition, respondents were asked whether they have medical benefits (health care access) nearby mining sites and 38(54.3%) replied "no" whereas 32(47.7%) replied "yes". The results obtained from the focus group discussion showed that underground mining lacked ventilation, too warm and high droplet (humidity). For this reasons, coal pickers (diggers) remove eye protection, ear and mouth mask while they have been working underground.

Regarding whether employees had received safety training either pre-job or on job. Majority of the respondents replied 36(51.4%) replied that they had dissatisfied with safety measure training they had received. This implies either the training was not given appropriately as a result of shortage of time (workers busy) or the workers understanding level might be less (lack of attention on safety measure training). Whatever the case since awareness and skills on safety measures contributed for workers protection and prevention from hazards sufficient training is mandatory. Weeks (1991) recommended that an individual before work as a miner should take 48 hours of training and on job miners also should receive eight hours of refreshment training. In line with this, the Ethiopian Labour proclamation Article 90(2) also provides the

importance of giving proper instruction and notification for workers concerning the hazardous. The implication is that an uninformed worker(s) might easily be exposed to hazards.

Research participnts in the focus group discussion revealed that the cause for the accidents occurred on workers were the results of the poor inspection from the side of the company managers and lack of interest to use safety equipment among the miner workers. Moreover, some workers were seen while violating safety regulation intentionally or unintentionally. From this, one can infer that workers violating the safety regulation either they have no concern for their safety or did not be well- informed about obligations expected from them to protect themselves from hazards as tried to be discussed previously.

In this matter, the Ethiopian Labour Proclamation Article 14(2) obliged the workers to respect safety and accident prevention rules and take necessary safety precaution/measures. Here, the researcher recommends that the requirement of legal training for workers concerning their obligation related to safety. The researcher also argues that the issues of safety should become the common concern of both the company and the coal mining workers.

This study also argues that lack of sufficient safety training and legal obligation to wards oneself might increase the risk factors related to coal mining which significantly affects workers safety and well-being. For example, in the focus group discussion research participants forwarded that some of co-workers were visiting hospital from respiratory trunk infection and most of them developed cough with thick sputum. In addition to this, they informed that most of them were coughing with thick sputum. This findings is similar with the works of Victor Munnik (2010) who found workers' inhalation of air polluted by coal dust can cause respiratory tract infections.

In addition to this, Howard (2011) stated that exposure to coal mine dust causes various pulmonary diseases, including workers pneumoconiosis and chronic obstructive pulmonary disease and recommended, periodic medical examination in order should be included in workers safety. The interview with public health officer and reports related to health consequences of coal, for example Lockwood et al., (2009), approved that unless preventive and protective mechanism is used to minimize the degree of problems from exposure to coal related substances such as mercury, silicon, and methane designed, the coal mine workers in the first line are often exposed to occupational respiratory diseases. Therefore, since respiratory diseases; for example, lung diseases can bring about impairment, disabilities and premature death which is negatively influence the health wellbeing of the coalmine workers.

Concerning the coal mine workers medical benefits the results of the focus group discussion and interview reveal that those acquired respiratory diseases have been getting treatment at higher hospital. The information from key informant and focus group discussion showed that 60% of medical expenses is covered by company whereas the rest 40% is covered by the worker. Notice that, this has been in the case of workplace emergency, but do not include gradual coal related health consequences on mineworkers.

The Ethiopian labour proclamation article 90(5) impose obligation on the employer to arrange, according to the nature of the work, at his own expenses is medical examination of newly employed workers and for workers engaged in hazardous work. From this the researcher argues that the company had responsibility to cover all health insurances for work related accidents rather than 40% from workers share. On the ground of above discussion, the study argues that first aid or medical benefits at workplace injuries should be

covered by company and individuals victimized since the coal related health impact most probably long term, it requires especial legal protection. As absence of special legal protection for coal miners, will have long term health impact.

In addition to the problem of coal dust challenges in (warm season) *Bega* season, the participants in the focus group discussion discussed that they were working in hardship condition during the rainy season (*Kiremt*) since flood filled in the hole and sometimes the stagnant water causes malaria. They reflected that most of them had acquired malaria disease after they were employed in coal mining. Most probably the cause of malaria is stagnant water which is suitable environment for mosquito reproduction. Thus, the researcher argued that lack of early prevention consequent in the workers exposure to malaria.

The interview with the public health professional confirmed that the stagnant water is conducive for mosquito reproduction and epidemic malaria. In addition to this it is noted that the high morbidity nature of malaria disease leads to workers absentee from daily activities. From the study this, the study asserted that malaria affected both workers health condition and income since it causes the absentee of workers from job. As a result of this they were daily workers they did not get payment even though they bring sick leave.

As far as health examinations is concerned, research respondents reported that they hadnot had either a pre-job or on-job a health examination. From this, one can conclude that, in the absence of health examinations for workers, it is difficult to differentiate occupationally-acquired diseases from natural diseases. This could show that there negligence to give consideration to the workers' health profiles that most probably emanated from the mechanism of avoiding liabilities.

Table 3 Workers Working Hours'

How many hours you work per a day in coal mining?		Frequency	Cumulative frequency
Valid	1-4 hrs	1	0.01
	5-7hrs	27	0.39
	8 hrs	42	0.60
	Total	70	1

Source: own field survey, 2016

Concerning the daily working hours of the total respondents, 1(1.4%) replied 1-4 hours, 27(38.6%) replied 5-7 hours and 42(60%) more than and/or eight hours.   The study considers that the work hour is normal hours, even though the workers reported that they fatigue at the end of their daily work. The data also indicated that there was no occurrence of accident related with the fatigue caused by working for long hour.   This is approved by the Ethiopian Labour Proclamation article (61) that the normal work hours shall not exceed eight hours a day or forty eight (48) hours a week. The Achibo-Sombo coal mine workers informed the researcher that they consequently work sex days in a week and take rest on Sunday with incentive.

They also informed that the normal work hour or actual involvements in work for eight (8) hours per a day. From this the researcher concluded that the workers under study area so moderate.   In this regard, the study argued that working within the extent of appropriate time reduces the occurrence of accident. This is most probably contributes for physical wellbeing of workers. The data from focus group discussion also reflected that underground miners were facing shortage of oxygen which makes the digging difficult and they usually easily tired. The other challenge was after the daily work, since there is

no transportation service; the fatigued workers in the area under the study travel more than 6 km per a day of work in the morning to mining site and in the evening to their home. Therefore, the sum total of this all challenge and burden on miners significantly affected their well-being.

Since wage or salary is a part of the economic conditions, the workers were asked to state the range of the salary they earn per month in Ethiopian birr and 7(10%) replied 151-650, 10(14.3%) 651-1400, 26(37.1%) 1401-2350, 22(31.4%) 2351-3550 and 5(7.1%) 3551-5000. The mean salary is therefore, 2080.5. Following this, the same respondents were asked whether the salary they earn enables them to cover the cost of living. and 10(14.3%) replied "yes" whereas 60(85.7%) replied "no".

Perception of Achibo-Sombo coalmine workers about their income they earn from working in coal mining

Research participants were also asked their perception on current living conditions compared with before they were employed. 28(37.1%) replied unimproved, 34(48.6%) replied no change (as it was) and 17(24.3%) replied improved. To assess the perception of the respondents, the study employed judgmental question "Since you have been employed in the coal mining company, you are able to fulfill your basic needs such as food, cloth and shelter; 26(37.1 %) replied in the negative whereas 34(48.6%) replied positively.

Table 4 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.592[a]	16	.000

Likelihood Ratio	49.124	16	.000
Linear-by-Linear Association	7.791	1	.005
N of Valid Cases	70		

Source: own field survey, 2016

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .29.

The result obtained from the focus group discussion reflects that workers were happy with the job opportunity around their homes. Ohimain (2014) also indicated that the economic benefits of mining show that the mining industry contributes to the economy by creating job opportunities and contributes to the country's gross domestic product. However, from the survey data, the study first observed that the majority of workers was dissatisfied with the salary they earn. The result obtained from the focus group discussion also confirmed that the miners were dissatisfied with the salary they earn. They also reported that their salary was not sufficient related to the increasing cost of living. This might be due to the increasing number of the population or the shift from agricultural employed labour force to industrial employees. Stutzer & S. Frey, (2010) stated that "high income resulted in high opportunity to attain one's desire and the capacity of those with high income is high."

The study argued that miners with a low salary have relatively less choice, meaning they can only afford low quality goods and cheaper services. Therefore, the study argues that low income and the low consumption level of the workers has a negative impact on their well-being. In addition to the low salary, according to the data from the focus group discussion, and interviews with the workers' supervisor and project manager respectively indicated that sometimes work is halted as a result of a problem with a broaden or missing machinery. If this happens, the salary for miners is blocked. Redae (2009) discussed that Ethiopian labour proclamation article 54(2) stipulates that a worker shall be entitled to his wage if he is ready to work but, because of interruptions in supply of tools and raw materials or for reasons not attributable to him. Though the study is not concerned with legal issues, the trend of this provision is that the employer has an obligation to pay workers in case of employers fault. This indicated that since they have any more alternative workers waits until the machine is purchased or repaired. The study argued that workers were not machines, they work for a living. They must eat, drink, and clothe themselves. They cannot do this without money.

According to the result of a focus group discussion most of the research participants are living in rented houses with rent ranging between 500-600 Ethiopian birr. So from their salary almost nothing is left in their pocket. This means they have meager life. In connection with this, the study argued that there must be a minimum wage policy for daily labourers like for public servants as its absence is contributing for labor exploitation. It is also obvious that lack of collective bargaining and other alternatives which pushes the workers to be employed with low wage. As a result current economic well-being of the Achibo-Sombo coal miners was in poor condition.

A low level of economic well-being means that wage/salary of the Achibo-Sombo coalminers are not sufficient to meet their daily expenses. It is obvious that, for example, as research participants reflected on the focus group discussion , the salary the miners earn was not enough to feed them from month to month. This indicated that the miners suffers poor nutritional status and, because of this, the workers were not happy or productive.

Regarding the labour organization, the respondents were asked whether they have trade union representatives/leaders, 16(22.9%) replied "yes" whereas 54(77.18%) replied "no" The information obtained from focus group discussion was verified and showed there is no well-organized and effective workers' trade union.

The respondents were asked about the miners trade union in safeguarding the interests of member miners, and 50(7.4%) replied involvement was poor whereas 9(12.9%) replied that trade union involvement was adequate.

Concerning labour organization, research by (L.Weeks, 1991) stated that the function of the coal mine workers' union should involve collective bargaining and regulation. He also stated that labour organization is crucial for advocacy regarding workers' health and safety. The mine workers unions are also active participants in both mine inspections and rule making.

Ethiopian labour law article 115(1) also details the functions of labour organizations which shall have such as observation of the conditions of work, fulfil the obligations, respect the rights and interests of members, represent members in collective negotiations and labour disputes. The data collected from respondents concerning trade union reflected that the workers consider the boss as appointed person among them as workers trade union's leader. The study draws from the results of the focus group discussion that in one or

another there is lack of awareness. From the interview with the local labour and social office, the information collected indicated that company's lack of concern to organized labour. The expert from her office told me that they try to deal with the workers on their association through the company. However they tried their best she said that yet the workers were not form trade union.

From this evidence the study draws that the bargaining power of an individual worker was weaker than that of trade union bargaining on behalf of the worker. From this argument, since bargaining power of an individual person is weak, his rights and interest might be violated. Studies in this regard showed that the trade unions have been the voice and representative of workers in shaping the relationship between employer and employee, in conflict resolution and negotiating its members wage (F.Wright, 2011).

Achibo –Sombo coalmine workers perception of their Psychosocial Depicts

Concerning the psycho-social condition related to the social support at workplace as one can see from table-5 , 21(30%) workers dissatisfied with the workers' cooperation whereas 33(47.1%) satisfied with the recent workers cooperation. Regarding the company program 21(30%) respondents were unsatisfied and 27(38.6%) respodnets were satisfied. For the researcher question "are you feeling happy being employed in coal mining", 24(34.3%) respondents have felt unhappy whereas 38(54.3%) respondents have felt happy. The results of interview and the focus group discussion confirmed that though getting job opportunity makes them feel happy, on the contrary the roof fall and hardship of coal mining worsening their working conditions.

Table 5: Respondents' Perception on Satisfaction in Safety Training and Safety Measures Offered to them

Psychosocial state	frequency	cumulative frequency
Cooperation among mineworkers		
very unsatisfied	12	0.17
unsatisfied	9	0.13
undecided	16	0.23
satisfied	31	0.44
very satisfied	2	0.03
Total	*70*	1.0
Supervisor support		
very unsatisfied	14	0.20
unsatisfied	25	0.36
undecided	18	0.26
satisfied	11	0.16
very satisfied	2	0.08
Total	70	1.0
company program		
very unattractive	15	0.21
unattractive	6	0.09
undecided	22	0.31
attractive	12	0.17
very attractive	15	0.12
Total	70	1.0
happiness from being employed		
strongly disagree	9	0.13

disagree	15	0.21
undecided	8	0.11
agree	26	0.37
strongly agree	12	0.17
Total	70	1.0

Source: Field Survey, 2016

On the other hand, 33 respondents (47.1%) replied that they were satisfied with cooperation among the workers. And this was also verified by the interview with some workers. The study argued that adequate social communication at workplace will certainly relief a persons from stress. And consequently promote happiness.

The majority of respondents 27(38.6%) also replied that they were satisfied with the company program. The researcher argued that they were satisfied with the company's program since they get job opportunity. The study also argued that unemployment is worse than working with low wage. Majority of the respondents replied that they were feel happy being employed in coal mining.

The study argued that what makes them happy is not the conducive nature of mining, but employment is better than unemployment and might be the result good workers relationship. From the interview with selected individual on their memory of short period the interviewee reported that being seen the buried co-workers from roof fall make them worried in their experiences. From this one can argued that workers in job related anxiety.

From the interview the data gathered on the expectation of workers and what they get really mismatched. From the interview with (D. C, 18/4/2016) reflected that his expectation was promotion based on formal educational qualification, but there was no position to him. The interview with others also indicated though they were waiting for salary increment but there is no change. The study argued that the workers expectation and what they have been getting mismatched. All of this might negatively affect their psychological wellbeing or emotional state.

In general, the respondents answered that they were satisfied with the co-workers good relationship and company program whereas in another way round majority 39 (55.7%) of them dissatisfied with the supervisor support. This implies that the workers have positive social supports despite several challenges of life condition.

CONCLUSIONS

Coal mining has a significant economic importance. Yet, most literature shows that coal mining has adverse effects on human well-being. But, regarding the context and extent of risk from working in coal mining very little research was done. This study assessed the socio-economic and work-related safety conditions of coalmine workers at Achibo-Sombo focused on the socio-demographics of the workers, employment relationships, safety measures, medical benefits, working hours, salary or wage, labour organization and social support. The socio-demographics of the workers was assessed in terms of sex, age, education level, civil/marital status and family size. The study found that majority of the workers are young, literate and married. Moreover, it revealed that no female employee works at the coal mining site. Though the issue of

gender gap was not the direct concern of this study, the study also revealed that females were absent due to the hard working conditions.

The employment relationship was assessed in terms of contractual form, terms of employment and the relationship between the employees and their employer. The study showed that their employment is not formal. Workers do not know who employes them and the Achibo-Sombo coalmine managers have not clarified this matter so far. As a result the workers do not know to forward their claims or complaints to. Some of them ,for instance; consider they are employed by the company whereas others by government or by a private concern. This confusion comes from the absence of a proper contractual agreement in written or any other form. The safety of workers was assessed in terms of safety training and the use of safety devices. This study showed the safety of the workers was not properly addressed due to a lack of proper training and a shortage of safety equipment. On the other hand, some workers do not use safety devices because they are not familiar with them or because of their safety devices and from their personal negligence and poor safety monitoring system.

With regards to medical benefits, there was neither a pre-job medical examination nor on job periodical checkups. There were no profiles to indicate about the pre-employment and on-job workers' health status. Furthermore, there is no first aid service at the mine area. This reflects that the managers concentrate on profit not the health of their workers. Concerning terms of employment, the majority of the workers are daily labourers. There are no formalities that indicate whether they are permanent or temporary employees. Workers leave their work according to the managers' opinion. Communication between employees and employer is not good. The employer focuses more on

transfering their messages, giving directions and keeping their time rather than creating a conducive workplace.

Regarding the mine workers' monthly salary/wage, the study showed that the workers' monthly salary or wage is unsatisfactory. The monthly salary/wage they earn is not enough for their daily expenses. However, the working hours of the workers were consistent with the legal working hours of Ethiopia, eight hours (8) per a day and six (6) days per week. This reflects that workers have no complaint regarding their working hours only that their monthly salary is not enough.

Related to labour organization, the study depicted as workers have no labour organization which safeguard their interest and rights. For this reason, workers claim and complain remain without accessing employers and getting solutions. Nevertheless, workers were not organized in labour union, majority of them have intimacy for one another at workplace and happy with the job-opportunity they get from the mining company since they have no alternative more than or equal to this job opportunity. Conversely, majority of the workers were dissatisfied with behaviour and the way their supervisor directed them. As major respondents, their supervisor not provides social support like enhance relationship between worker and worker which, in turn, promote to realize their full potential for benefit of themselves and their employer. The workers also unhappy with super visors since he was not serve as a bridge and communicate their desire to the top manager. Furthermore the company's program on workplace condition worsens them from lack of favourable work environment.

RECOMMENDATIONS

Based on the findings of the study, the following are suggestions:

➢ Workers in coal mining should get special protection such as special compensation for occupational diseases, legal attention on the base of contractual relationship and company liability to workers' injury on the job.

➢ The safety measures regulation should be get more consideration from the company, workers and government. A strategy for improving the safety culture of the workers should be planned and implemented. Inspection activity should be seriously focused since it is attached with the early prevention of accident. On safety promotion, there should be cooperation among the company, government and workers has great contribution.

➢ It is better to implement pre-job health examination since it help to dictate occupational diseases from natural diseases. In addition to this on job regular health examination is important to prevent workers from complicated health problem.

➢ There must be minimum wage policy in Ethiopia so as to avoid unfair labor exploitations.

Future Study Areas

1. Gender inequality in coal mining industry

2. Child labor involvement in the coal mine industry and

3. Negative Impacts of coal industry on the surrounding community

REFERENCES

Ahmed W (2008). Fossil fuel Energy Sources of Ethiopia. *Chem. Soc. Ethi. 22(1):67-84.*

Bjureby DE (2008). *The True Cost of Coal. How people and the planet are paying the price for the world's dirtiest fuel.* http://www.greenpeace.org/usa/wp-content uploads|legacy Global/usa/planet3/PDFs/the-true-cost-of-coal-how-peo.pdf accessed on March22, 2016.

Cohen L. et al (2007) *Research Methods in Education*. 6th edn. London: Routledge.

Combs, A. J. (2011). Data Analysis in Mixed Research: A Primer. *International Journal of Education,* 1-25.

Cui Y, Tian SS, Qiao N, Wang C, Wang T, Huang JJ, Liu XM (2015). Associations of individual-related and job-related risk factors with nonfatal occupational injury in the coal workers of Shanxi Province: A cross-sectional study. PLoS one, 10(7):e0134367.

Epstein, P. R., Buonocore, J. J., Hendryx, K., Stout III, B. M., Heinberg, R., Clapp, R. W., et al. (2011). Full cost accounting for life cycle of coal in "economics reviews". Annals of the New York academy of sciences, 73-99.

Federal Negarit Gazetta of the Federal Democratic of Ethiopia (2003). Labour Proclamation no. 377|2003. Addis Ababa. Ethiopia.

Finkelman RB, Gross KPM (2002). Health Impacts of Coal and Coal use: Possible Solutions. *Int. J. Coal. Geol. 425-443.*

Frey B and Stutzer A (2010) *Happiness and Economics. How the Economy and Institutions Affect Human Well-Being.* Princeton University Press. USA.

Heinberg R, Doshi SK (2011). Full cost accounting for the life cycle of coal. Ann. N. Y. *Acad*. Sci. 1219(1):73-98.

Howard J (2011). Coal Mine Dust Exposures and Associated Health Outcomes. *Current Intelligent Bulletin 64.* https://www.cdc.gov/niosh/docs/2011-172/pdfs/2011- 172.pdf accessed on Februaury8, 2016.

Juneau & Anchorage (2015). *Statewide Socioeconomic Impacts of Usibelli Coal Mine, Inc.* Alaska: McDOWELL Group. http://www.usibelli.com/pdf/McDowell-ReportStatewide-Socioeconomic-Impacts-of-UCM-2015l.pdf accessed on May 23, 2016.

Keating M (2001). *Cradle to Grave: The Environmental Impacts from Coal.* Boston: Spectrum Printing & Graphics, Inc. http://www.vhembestakeholders.co.za/documentation/Cradle_to_Grave.pdf accessed on May 21, 2016.

Kirsch S (2014). *Mining capitalism: The Relationship between Corporations and their Critics*. Okland, California: University of California Press.

Lockwood AH, Welker-Hood K, Rauch M, Gottlieb B (2009). Coal's assault on Human Health. Physicians for Social Responsibility Report.

Mohr S, Mudd G, Mason L, Prior T, Giurco D (2013). Coal: Production Trends, Sustainability issues and future prospects. http://www.cfsites1.uts.edu.au/find/isf/publications/mohretal2013coaltrendssustainability.pdf accessed on March 23,2016.

National Research Council (2014). Conceptualizing of wellbeing in the workplace. Int. J. Bus. Soc. Sci. 5(120).

Odesola IF, Eneje S, Temilola O (July 2013). Coal Development in Nigeria: Prospects and Challenges. Int. J. Eng. Appl. Sci. 4 (1):68.

Ohimain EI (2014). Can Nigeria generate 30% of her electricity from coal by 2015? Int. J. Energy. Power. 3(1):28-37.

Redae M (2009). Employment and Labor law. *Employment and Labor law teaching materials.*

Rudianto, E.(2006). Coal in Europe: what future? Prospects of the coal industry and impacts study of the Kyoto protocol. Sciences of the Universe [physics].

Ecole Nationale Sup´erieure des ´ Mines de Paris, 2006. English. https://tel.archives-ouvertes.fr/pastel-00004737/document accessed on April20, 2016.

Salahahuddin A (2013). Study of the Health Effects of Coal mining on Coal mine Workers in Balachistan. *Int. J. Asian Soc. Sci.* 1572-1590.

Vervakel M (2014). *The Impact of Employment Contract on Workers well-being: A cross national study on the impact of flexibilization of the labour market.* Roudband University Nijmegen. http.www. repository.ubn.ru.nl /bitstream/handle/2066/102606/102606.pdf accessed on March01, 2016.

Victor M (2010). *The Social and Environmental Consequences of Coal mining: case study.* Cape Town: Environmental monitoring group.

Weeks LJ (1991). Occupational Health and Safety Regulation in Coal mining Industry: Public Health at Work place. *Annu Rev. Public Health. pp. 195-207.*

Wright FC (2011). Acas Future of Workplace Relations Discussion Paper series. London: University of Cambridge.

Wright T (2004). The Political Economy of Coal mine Disasters in China:" Your Rice Bowl or Your life".   *The China Quarterly*. 629-646.

Zhang Jing-Gang and Wu Lei (2013) Research on the Factors of Fatigue of Coal Mine Workers and Its Control Measures. *Research Journal of Applied Sciences, Engineering and Technology 6(8)*: 1508-1512, 2013. China.

Zhu-Wu Z, Yong-Kui S, Guang-Peng Q, Ping-Yong B (2011). *Research on the Occupational Hazards Risk Assessment in Coal mine Based on the Hazard Theory*. Procedia Engineering. Volume 26, 2011, Pages 2157-2164.

CATHARSIS AND AND CREDIBILITY IN THE TODAY MEDIA SPACE

Xenia NEGREA

University of Craiova, Romania

Abstract: In this study we aim to analyze how a story is built in today media space. Besides the linguistics norms concerning the meaning issues, the media story is a source of catharsis which can consume psychosocial energies. The public event becomes a media event and so it becomes an aesthetic event. The contemporary soul burns the pain and the anger watching TV, doing symbolic gestures, looking for uniformity. For our case study we chose to analyze the stories around the disaster from a Romanian nightclub; during a concert, a fire started and over 60 people died. We aim to describe the lexical ritual that we identified in the media discourse. We describe the patterns that generate meaning. We show how the subjectivity and the ideology bring closer the media discourse and the fictional one, and so we see that the report on such a tragedy means more empathy and less information, more emotional release and less storage of meanings. We can speak about the haste of a collective self to impose the ritual anger as a unique direction in front of a disaster.

Introduction

On the 30th of October, 2015, a fire started in a nightclub from Bucharest (Romania). The fire was extremely bad – 64 people died and 186 were wounded. The fire started during a concert of a rock band, Goodbye to Gravity, which had organized that concert to announce its new album, "Mantras of War". The public had free entrance.

The research showed the fire was triggered by the fireworks used during the concert. The fireworks set on fire the polyurethane sponge (a lightweight sponge, used for noise reduction). The fire caused wound or death by combustion, asphyxia, carbon monoxide and other gases poisoning. The impact of the event forced the Ministry of the Interior to set The Red Code for intervention, and the Romanian Government to enact three days of national mourning. The emotional impact was so powerful that many protests started all over the country.

The Colectiv Nightclub was functioning based only on an own responsibility statement of its owners. In this statement is specified that the nightclub has a 425 meters surface and only 80 seats for customers. Many other documents are necessaries for opening a place like this, but most of them are issued based only on this own responsibility statement. After the fire, the witnesses said that usually hundreds of persons had used to come over there. In the night we are analyzing, there were around 350 persons in the club.

Moreover, the nightclub didn't have the fire brigade's approval neither for fire security or pyrotechnic shows. Nonetheless, the representatives of the national control bodies had visited many times this place, but they hadn't had anything to report about the customers' safety within the club.

145

As a result of the massive protests following this fire, Prime Minister Victor Ponta resigned on November 4, 2015, along with his government, and also the Mayor of Sector 4, Cristian Popescu Piedone. The club's owners, the fire-fighters who controlled the nightclub and the firemen's suppliers were arrested.

Questions and hypothesis

The emotion and the expressiveness can affect, can fake the reality, can jam the report, can even transform the narration in fabula, the history in fiction. We can speak about a sort of trivialization of emotions. Some researchers spoke about emotional public reactions as a kind of "utterly insincere" hysteria (Jameson, 2002, p. 297). This marketing game was also analyzed by E. Ann Kaplan (2005), who identified an "empty empathy" regarding the level of these emotional public reactions. About that same emotional exhaustion spoke researchers as Moeller (1999), who used the expression "compassion fatigue", Dominique Wolton, who used the word „detachment" (1997), or Szasz, who argued on a sort of "public emotional anaesthesia" (2007).

With these ideas, we came to the following questions on the role and impact of this media world on the public state of mind:

Q1. Are the expressiveness and the emotion intricate traits or are they writing rules, rules for proposing the text in the competition for public reception?

Q.2. How does the journalistic text touch the emotional public sphere?

Hypothesis 1

The event had a powerful emotional impact over the civic society. We believe the type and quality of the impact is due exclusively to the press,

because the journalists wrote about it in an aesthetic manner. In fact, the journalists' attitude was closer to the writers' one. We could say, in this emotional context, that the journalistic text is based on a mimetic attitude towards the literary text. This time, the literary text in itself is the object of mimesis for reality, for understanding that reality.

Hypothesis 2

The aesthetic object implies aesthetic attitude and reception. Thus, the media absorbed and consumed psychic energy, and moved them from the public space into the private space of media reception.

Methodology

Many other researchers have analyzed the emotion generally and the emotional impact in public space. One has spoken about the emotional literacy (Orbach, 2001) and, of course, about the emotional intelligence (Goleman, 1995). Others as Reay (2000) or (Thomson, 1998) have spoken about the emotional capital. One have spoke about emotional labour (Hochschild, 1983), or emotional public sphere (Richards, 2007, 2009) in the context of the politically debates. In a very well documented paper Barry Richards and Gavin Rees (2011) find a link between the 'emotional public sphere' and the 'emotional governance', paying a deliberate and informed attention to the emotional dynamics of the public (p. 853).

As Lazarus shows in his study on emotion, the implication ways of the Ego (Self) and the border points in between the sense and sensitivity are: self and social esteem, moral values, the ideals of the Ego, personal meanings and convictions, the relationships and wellness, the existential purposes. These are the keys, the starters, the ways and the possibilities to provoke emotional reactions. We find the best explanation into the Baron and Boudreau's work

from 1987 (Lazarus, 2011, p. 162). They see that between the Self (personality) and the medium there is a complementarily relationship, similar to the relation between the lock and its key (Baron and Boudreau, 1987, in Lazarus, p. 162). Looking back, we can find the continuous provocation of the exclusive emotional reactions.

As Lazarus states, each type of emotion implies a pivotal relational tag. We look only over those who interfere with our case study. So, the anger implies a degrading offense to the Self. The anxiety is nourished by confronting an existential and uncertain danger. The fear implies confronting the immediate, overwhelming, real physical danger.

Emotion and media

Journalism means creativity, expressiveness and individualized lifestyles (Hanna and Sanders, 2008). Maybe that's why Barry Richards and Gavin Rees say „Raw news has both a cognitive and affective component" (p. 855) and C. Dent (2008) sees a link between the stylistics of confessions and journalism. More and more, the emotional language and the trauma vocabulary can be found in the journalistic text.

Barry Richards and Gavin Rees have claimed that through this more and more present trait of journalistic practice a distance from the objectivity ideal has been produced:

"(a) the threat to value-neutrality – since the journalist might be inclined, on the basis of his or her political feelings, to take a particular side in a con¬flict; and (b) the threat to detached pursuit of the reporting task – if, for example, a journalist prioritized what he or she believed to be a source's well-being". (p. 864)

Timothy Recuber (2011) stressed the link between the emotion propagation and this need for authenticity we find in the journalistic discourse. The emotional role in a text, in fact the role of the expressiveness should be to argue the authenticity, to sustain the credibility. But it doesn't have to replace the meaning. Not to give significance. There were researchers (Timothy Recuber, for example) who identified a "changing understanding of trust" (p. 101) for the sake of authenticity.

Other researchers have pointed out the very short distance from emotion to expressiveness when creating panic, the one that Cohen (2011) named "moral panic". By 1999, Glassner, as well as Furedi (1997) and Stearns (2006), was speaking about the fact that media was inducing a "culture of fear" using a precise type of stories. The discussion is very complicated, because there is also a discussion about the media agenda. Often, this excessive emotiveness was isolated in the sensationalist journalism area. But, in our view, this idea hasn't been useful anymore since a long time ago, at least regarding the media struggles, because the struggle, the conflict is the pivot of the information, as we know from P. Charaudeau (2005). Through panic, the cognition itself is questioned, and the cognitive link with the contemplated object as well.

Aesthetic emotion

Speaking about the relation between art and emotion, Lazarus found a double and equal implication of the producer and of the receiver. So, the public emotional involvement is an effect generated from two directions. First, there is the author's ability to express, then, equally important, there is "our ability to identify ourselves with drama characters" (Lazarus, p. 148). The auctorial ability has to start the "important human capacity to connect to the aesthetic emotions" (p. 148) and the key used by journalist in this case is the amazement. Regarding amazement, Pareyson (1977) argued that it is built on surprise and

contemplation. The amazement "causes a disturbing and up roaring emotion" and it is inevitable (p. 267-268). This could be the first step to build a type of receiving that we can call passive, aesthetic – a sort of a patient, after the narrative grammar.

Case study. adevarul.ro

An overview of the media during the analyzed period

In the first days after the disaster, an average of 50 articles per day was published, and the emotional impact of the event could be found both in the articles wave and in the type of approach angles and the quality of the information. Thus, the Media Organizations Convention (an organization made up of over 25 media organizations) has published an analysis according to which a part of the press "abdicated from professional principles" and "contributed to the tragedy of the Collective Nightclub" ("Analysis and recommendations. How did aggravate a part of the press the Collective club drama", Media Organizations Convention, November 23, 2015). In the conclusions of this analysis, it was shown that, immediately after the media event, media channels repeatedly broadcast explicit images with a strong emotional impact; they emphasized gruelling, morbid elements; they explicitly and insistently expressed vulnerability (wound, pain); and "they presented the events disrespectfully and without any kind of empathy towards the sufferings of those involved" (2015). Unverified information has been published and various valuable judgments have been made.

The National Audiovisual Council, the Audiovisual Control Forum in Romania, has applied a series of sanctions to several media channels for skidding while covering the event. Thus, Romania TV received a fine of 30,000 lei and a public summons; Antena 3 and B1TV received a fine of 5000 lei and a

public notice, and Realitatea TV a public notice.

adevarul.ro

adevarul.ro is a quality online channel with the biggest number of unique visitors per day, around 300.000. It is a national publication but has newsrooms and / or correspondents across the country. Between October 31, 2015 and November 30, 2015, around 2000 articles were published on the topic we analyzed. Other thousands of entries refer to images, blogs, videos. We have selected and analyzed 250 materials and we have tried to present what we call narrative rituals, resulted by creating a textual world in which the reader was challenged to spend as much time as possible. The materials are ample, with multiple angles of approach.

Starting October 30 the site was powered by dozens of materials on that subject. The materials were made according to journalistic norms, but, quite soon, there was given an equal status also to the materials borrowed from blogs, causing a large affluence of subjective texts. Therefore, in addition to the materials based on journalistic means, many others texts were brought from the blogosphere, from the social media, not only quotations, but even whole materials.

The publication has developed a sort of rhetoric of panic and of fear that sustained the unique direction of signification offered by the journalists. Formally, texts are predominantly descriptive. Descriptive pictures are supported by many quotes, many statements - statements made directly by journalists, but also statements from the social media, from personal letters etc. Hence, a powerful dramatization effect brings these materials closer to the spectacular text. We have identified, as a writing attitude, a pure mimicry close to the theatrical writing. The journalists didn't intend to render an epic; they just

seem to have calked the drama of the perceived world. Besides these articles, there are the journalists' opinion texts, intensely confessional and emotional.

The narration of events, namely the representation of actions and events, in the classical definition, is presented by journalists through meta-references such as "film" or "tragedy", respectively "the film of the tragedy". The "family air" (Wittgenstein, 2001) created on the site has been irradiated in a world built on the figures of excess – the sublime and the grotesque. On many occasions, real-world was decoded through the lyrics of a hip-hop band, or those of the dead rockers, but also through biblical motifs, in a constant effort to engage affection in the experience. An aesthetic reality is emerging, and its resorts are both sensory and moral.

We noticed the concern of journalists to create "narrative identity" (P. Ricoeur, 1985) as a place to solve the gap between fiction and history (P. Ricoeur, 1990). The textual world is divided into antagonist structures, by a polarization of the actants: the church vs. rock music, the church vs. civil society, politicians vs. civil society; also, we have found a macro structural dichotomy between heroes and aggressors; in each, the heroes are: physicians, young, civil society; and the aggressors are: the system, the church, politicians.

The culprits are not identified as a result of an analysis or research, but they are indicated and condemned by lexical interventions such as "parliamentary ineptitudes" (Zachmann, 2015) "hallucinatory theories" (Zachmann, 2015), "the heads of the system have just begun to fall" (Spridon, 2015). Businessmen and politicians are the actors on the corruption scenes, the expression of the scandalous rush for money and power. The victims of this battle are the young people, seen as the captive victims in an "involuntary sacrifice" (Ciuhu, 2015). The victims are pulled out (or not) of the "claws of death" (Stănilă, 2015) and of the "avalanche of wounded" (Spridon, 2015), they

152

were sacrificed and not forgiven (an anti-phrase that brings the public consensus on the absence of forgiveness without a sin and the consensus on the guilty people in the political class).

Information. Warning. Panic

The journalistic papers followed this route: disclaimer - development - result. The narration of an event was directly related to the original image and imposed an immediate result. So, each article imperatively required a result.

The retrospective shows the journalists' insistence on the three stages of catastrophe production: warning, confrontation or impact, and the post-impact (Lazarus, p. 148) in the configuration of the referential world. During the period we analyzed, journalists looked for various reasons for warning, proposed different situations of confrontation, revealed multiple areas of impact that they sought to extend also at the level of disability.

The series of warnings:

- Identifying places with similar disaster potential throughout the country, and repeatedly publishing them;

- Dangers of exhaustion of blood transfusions;

- The medical system's inability to cope with the problems caused by the accident.

The journalists have built a series of confrontations:

- With politicians;

- With authors of some public statements that did not enter into the area of acceptability of the context (politicians, public figures);

- With the Orthodox Church.

The journalists have described the event impact by:

- Asserting and demonstrating a national scale impact through systematically reminding the chronology of the event;

153

- Transforming reports into mortuary ads – quite quickly, the articles became a count of the dead, of an equal expressive intensity, paroxysmal, with the essential impact; then a count of the protest days.

An important role in maintaining the tension and the emotional effect had the expectations (Lazarus, p. 148). Thus, journalists sought and speculated links with previous actions of protagonists (which they have presented as premonitions), and they also published articles about what might happen elsewhere, and the imminence of similar events. The narrative world was rapidly populated by threatening spectra, by dangers meant to be indefinitely repeated.

Another way to feed the irritability, the emotionality, was to remember other situations with similar magnitude, but with the warning that even then the effects hadn't materialized at the level of administration. Nothing has changed in the system. In this frame, the disgust and the compassion are the emotions that journalists explicitly and systematically invoke. A space of resonance, a space of contextualization of the recipient into the text, respectively into the world of the text is created through disgust and compassion.

The empathy, the astonishment, the panic, and the expectations describe the milestones of a road through which the journalists have led the public to anger.

Anger architecture

Anger - vengeance - suffering are the emotional landmarks that every article experiences. Anger is built and maintained in the text by informing about the imminent but avoidable dangers, and only the ignoring of public safety by the administration led to this catastrophe. The theme of reflection is, as shown above, the feeling of an offense.

Another step in creating narrative identities was the building of characters that cannot be challenged: the idealization and intangibility of the victims. Victims are invoked as in a ritual: young people, children, angels, and desperate parents looking for their children. It shows how the important values and beliefs (we adhere to) have been violated - honor, integrity and morality of the world in which we live (Lerner, 1970, 1980) - and which have been integrated into the identity of the ego (Lazarus, p. 293). This journalistic rage is designed to generate an attack; because the guilty ones must be punished.

So, on the other side, there would be what we identified as emotions-result. Since Aristotle, the blame and the anger have been interconnected (Lazarus, p. 234). The guilt is in relation to the transgression of a moral imperative, and the shame is seen as the inability to rise to the Ideal of Ego.

Journalists give the direction of reading and meaning. They were looking to endorse one meaning, a unique significance of the event. By releasing emotions, through expressive blocks, they no longer tell the truth, but they show it. They do not want to be credible, they're photographing, describing what they see, looking for the absolute image, suited to render the real life – so they say. Expressions and evaluation such as political inertia, hallucinating theories, disaster, "the inferno broke" (Tatu, 2015), "they ran like rats" (Ardelean, 2015) etc. are the little but very relevant meaning directions for the journalists attitude. They are the ones who offer the knowledge, information, but also the evaluation of the event, of the meaning. Emotion is precisely the result of such an assessment (Lazarus, p. 233) because "emotion is a response to a certain type of significance" (Lazarus, p. 233).

Authorities are guilty of failing to control the situation. Moreover, journalists assert that the primordial mistake, *amartia*, is not the result of an accident, it is a willful action, an action in contempt, the ignorance of the other.

Guilt requires the atonement and the need for punishment, especially when the injury is severe and unjustified (Lazarus, p. 324). The oppositional pledge of guilt is shame, namely the tendency of the self to hide its deeds (Lazarus, p. 324). In our interpretation, if the culprits are quickly identified in politicians, this hurry and insistence also hide the protection of the public, a disguise of a collective guilt, materialized in ignoring generally accepted states of things. The shame and the argumentation of a system fault propel compassion, disgust, anger, revolt.

Information and Catharsis

Journalists have achieved the effect of catharsis, we could say in the letter and the spirit of Aristotle's definition: "Tragedy is an imitation of an action that through mercy and fear produces the purification of such emotions". Journalists have selected and replayed (imitated, according to Aristotle's word) events and elements that generate emotions (passions): mercy and fear.

Very interesting were the predictability of writing and, implicitly, the attitude of journalists. Not the novelty was important in selecting the subjects, but imposing the guilty ones by presenting the same types of information:

- the description of the fallen victims ("burned flowing skin") (Răduţă, 2015);

- despair (and heroism) of physicians who are insufficiently endowed with logistics;

- human qualities of cleverness (intelligent, talented, young);

- administrative chaos;

- inadequate responses of politicians.

These meaning sequences were well repeated throughout the month we analyzed.

This repetition made us think of E.R. Dodds' (1998) considerations about the aesthetic attitude of the Greeks and then we noticed more similarities. The auctorial intentionality has something of the telestic or ritually madness, whose protector is Dionysus (1998, p. 65). As Dodds points out, the social implications of the Dionysian rituals were cathartic. Dionysian rituals had a tension release function (1998, p.74). Paroxysmal suffering in the text, contemplating the burning images from the text, the receiver identifies a valve to release the frustration, the anger in the face of danger. The effect is that the recipient experiences an aesthetic solution to the problem: attacking the text means attacking the system.

Thus, the camouflaged collective guilt, as we have shown above, is translated into the terms of Dodds, by *hybris*, that anxiety of guilt, the sin whose price is death (1998, p. 37). Resignation to *moira*, to the fate, is the ancestral fault of the Romanians, is the crime to be punished for. In this annoyance of guilt, we identified the mobile of the media, "that's the tradition with us", a commentator complains in his text (Nicolescu, 2015). The feeling is also to be found in the message of the mother of a victim, rated as "emotional" by journalists: "You suffered atrocious torments to give us time to understand and accept the fatality" (Răduță, 2015).

The concern of journalists to polarize the discourse and to channel the negative energies towards politicians covers this feeling of collective guilt. We say this because in Romania these "on our own responsibility" approvals represent a general acceptance of a bureaucratic formalism.

The shame mechanism and the camouflage of guilt made articles on the idea of citizens' vulnerability. The Greeks, in Dodds' observations, had the feeling of an overwhelming Power and Wisdom (which) "oppress Man, preventing him from rising above his status" (1998, p. 35-36). In our

interpretation, this is the Establishment against which journalists write. Almost every journalist has this Nemesis's affection, inhabited by a "right indignation" (1998, p. 37) not to the resignation and inaction of the citizens, but to the system.

Conclusions

The rethinking of the classic features of journalistic discourse can be an explanation for the structural, stylistic mutations we notice in the new journalistic writing. The expression and the emotion no longer relate only to the area of sensationalist journalism, but it extends to the journalism of political debate, to the social journalism, to the narration of facts. Facts are sacred - emotions are necessary, we can say today. "Dramatization of information amplifies the dramatization of events" said D. Wolton (1997, p. 255) in his analysis of communication, which would lead, according to the same researcher, to a "communication crisis" (p. 255).

From our point of view, we can no longer discuss about journalism as about a type of discourse that can exclude expressivity and emotion (R1). These have become immanent to journalistic language, which must be controlled by the editing rules, and the rituals of translating reality into the text.

Through victimization there is cultivated empathy or emotional response of the public to what they receive (R2). We consider this empathy as an aesthetic media experience. If the simple reception can now include the recipients in the blended feelings, so that they can declare a trauma; it means that empathy no longer refers only to an outsourcing of the attitude towards the object of reception, but also to an internalization of the emotionally content, to a personalized processing. This process is a classical aesthetic experience, as it has been defined from Aristotle up to the present times.

References

Ardelean, A. (2015, October 31). adevarul.ro [The Truth]. Retrieved from http://adevarul.ro/locale/satu-mare/olimpicul-andrei-bud-scapat-minune-flacarile-colectiv-tatal-are-arsuri-gradul-2-maini-insa-bucuram-nu-s-a-intamplat-mai-rau-1_5634dedbf5eaafab2c303dee/index.html

Aristotle, (2011) *Poetica* [Poetics]. București: Univers enciclopedic

Charaudeau, P. (2005). *Les medias et l'information. L'impossible transparence du discours*, [Media and information. The impossible speech transparency]. Bruxelles: Editions De Boeck Université

Ciuhu, I (2015, November 11). adevarul.ro [The Truth]. Retrived from http://adevarul.ro/locale/iasi/tragedia-colectiv-a-pus-capacunui-sir-nemultumiri-ascunse-romanii-iesit-strada-putea-clubul-cuprins-flacari-1_564203daf5eaafab2c788443/index.html

Cohen, L. (2003). *A consumers' republic: The politics of mass consumption in postwar America*. New York: Vintage Books.

Cohen, S. (2011). *Folk devils and moral panics: The creation of the mods and the rockers*. New York: Routledge

Dent, C. (2008). 'Journalists are the confessors of the public', says one Foucauldian. *Journalism* 9(2): 200–219. http://www.austlii.edu.au/au/journals/UMelbLRS/2008/12.html

Dodds, E.R. (1998). *Grecii şi iraţionalul* [The Greeks and the Irrational]. Iaşi: Polirom

Furedi, F. (1997). *Culture of fear: Risk-taking and the morality of low expectations*. New York: Continuum

Furedi, F. (2007). Virginia Tech: A massacre without meaning. Retrieved from http://www.frankfuredi.com/index.php/site/article/10/

Glassner, B. (1999). *The culture of fear: Why Americans are afraid of the wrong things*. New York: Basic Books.

Goleman, D. (1995). *Emotional Intelligence*. New York: Bantam.

Hanna, M. & Sanders, K. (2007). Journalism education in Britain. Who are the students and what do they want? *Journalism Practice* 1(3): 404–420. http://dx.doi.org.am.e-nformation.ro/10.1080/17512780701505093

Hochschild, A. (1983). *The Managed Heart: The Commercialisation of Human Feeling*. Berkeley, CA: University of California Press.

Jameson, F. (2002). The dialectics of disaster. *South Atlantic Quarterly* 101 (2), 297-304. doi:10.1215/00382876-101-2-297

Kaplan, E. A. (2005). *Trauma culture: The trauma of terror and loss in media and literature*. New Brunswick, NJ: Rutgers University Press.

Lazarus, R.S. (2011). *Emoţie şi adaptare: O abordare cognitivă a proceselor afective* [Emotion and Adaptation: A cognitive approach to affective processes]. Bucureşti: Trei

Moeller, S. (1999). *Compassion fatigue: How the media sell disease, famine, war, and death*. New York: Routledge.

Nicolescu, C. (2015, November 26). adevarul.ro. [The Truth]. Retrieved from http://adevarul.ro/news/societate/ce-e-anapoda-inchestiunea-arafat-1_565714447d919ed50e9c5411/index.html

Orbach, S. (2001). *Emotional Literacy*. London: Virago.

Pareyson, L. (1977). *Estetica. Teoria formativităţii* [Aesthetics. The Formativity Theory], Bucureşti: Univers

Răduţă, C. (2015, November 2). Adevarul.ro [The Truth]. Retrieved from http://adevarul.ro/news/bucuresti/marturii-cutremuratoare-medicilor-ajuns-primii-colectiv-un-baiat-pielea-arsa-radea-mi-a-zis-poate-arat-dracu-vreau-sa-mi-faci-ceva-1_563770a0f5eaafab2c3d796c/index.html

Răduță, C. (2015, November 28). adevarul.ro [The Truth]. Retrieved from http://adevarul.ro/news/bucuresti/mesajul-emotionat-mame-si-a-pierdut-fiul-incendiul-colectiv-ai-suferit-chinuri-atroce-timp-intelegem-acceptam-fatalitatea-1_5659b1387d919ed50eae669b/index.html

Reay, D. (2000). A useful extension of Bourdieu's conceptual framework? Emotional capital as a way of understanding mothers' involvement in their children's education. *Sociological Review* 48(4): 568–585. DOI: 10.1111/1467-954X.00233

Recuber, T. (2011). *Consuming catastrophe: authenticity and emotion in mass-mediated disaster*. Ann Arbor: ProQuest LLC

Ricoeur, P. (1985). *Temps et Récit (III)* [Time and Narrative], Paris: Éditions du Seuil

Ricoeur, P. (1990). *Soi-même comme un autre* [Oneself as Other], Paris: Éditions du Seuil

Richards, B. (2007). *Emotional Governance: Media, Politics and Terror*. Basingstoke: Palgrave.

Richards, B. (2009). News and the emotional public sphere. In: Allan S (ed.) *The Routledge Companion to News and Journalism Studies*. London: Routledge, 301–311.

Richards, B. & Rees G. (2011). The management of emotion in British journalism, *Media Culture Society* 33: 851, DOI: 10.1177/0163443711411005

Stănilă, I. (2015, November 30). adevarul.ro [The Truth]. Retrieved from http://adevarul.ro/locale/calarasi/fata-s-a-smuls-ghearele-mortii-irina-popa-tanara-ranita-grav-incendiul-colectiv-reinvata-traiasca-1_565c17f77d919ed50ebdd257/index.html

Spridon, C. (2015, November 29), adevarul.ro [The Truth]. Retrieved from http://adevarul.ro/news/eveniment/romania-luna-tragedia-clubul-colectiv-1_565b2ea07d919ed50eb7e21c/index.html

Szasz, A. (2007). *Shopping our way to safety: How we changed from protecting the environment to protecting ourselves*. Minneapolis: University of Minnesota Press.

Tatu, A.A. (2015, November 8). advearul.ro. [The Truth]. Retrieved from http://adevarul.ro/locale/braila/andrei-buca-nu-scapat-mormant-foc-i-a-ars-crucea-parte-coroane-1_563f5aa4f5eaafab2c69e6c0/index.html

Thomson, K.M. (1998). *Emotional Capital*. Oxford: Capstone.

Stearns, P. N. (2006). *American fear: The causes and consequences of high anxiety*. New York: Routledge.

Wittgenstein, L. (2001). *Philosofical Investigations*. (50th Anniversary Commemorative Edition). (G.E.M. Anscombe, Transl.). Malden, US: Blackwell Publishing, Inc.

Wolton, D. (1997). *Penser la communication* [Thinking communication]. Paris: Flammarion.

Zachmann, S. (2015, November 15), adevarul.ro [The Truth]. Retrieved from http://adevarul.ro/news/politica/cazul-colectiv-deschis-robinetul-ineptii-parlamentare-romania-scapat-plan-diabolic-spargerea-tarii-trei-republici-1_565c8df97d919ed50ec106b2/index.html

ABOUT THE ROLE OF PUBLIC PRESS TODAY. CASE STUDY - AGERPRES

Maria CRĂCIUN, PhD Candidate
University of Craiova

Abstract

In this study we are discussing the current state of the agency public media. Financial and political control over this type of institution raises another issue of today's press, in addition to tabloidization - misinformation. As far as the case study is concerned, we stopped on an episode that took place in 2017 havingg as protagonists the current director of AGERPRES and Lucian Romașcanu, president of the Senate Culture Commission. We notice that there the public press journalist does not depend primarily on the fluctuations of the subjectivity of the public, but on the needs of the Establishment.

Keywords: Credibility, social media, public press, press agency

Introduction

Given the fact that social media has become "a necessary evil", including for journalists, for quality media, credibility remains the most

valuable asset and the most important criterion for appreciating the style of news elaboration and presentation.

Studies show that confidence in traditional journalism is at the lowest level in history, and journalists need to master their skills to use new technologies, but they must not abandon classical standards, each editorial office having the duty to build credibility, sometimes in spite of trends on social networks, because "if it is to sink, at least to sink with pride" (journalist John Mastrini, Reuters Agency at the workshop *Journalism in the Age of Social Media*, Bucharest, October 3rd 2016).

In August 2014, US businessman Jimmy Wales, co-founder of Wikipedia, quoted by AFP, expressed satisfaction with a poll according to which the British have more confidence in the online encyclopedia written by volunteers than in the press[1].

Wales referred to a survey conducted on a sample of 2,000 people published by YouGov institute, according to which 64% of the respondents trust the truthfulness of those written by Wikipedia authors, given that the trust ratio was 61% regarding the BBC journalists, 45% for news newspapers such as *The Times* or *The Guardian* and 13% for tabloids such as *The Sun*. "Great Britain has a very diverse press and a strong tradition. The fact that we outrun a post like BBC, with an excellent reputation, is particularly interesting. It's even a little frightening. I will not rest until we have enjoyed from the public a trust greater than the one granted to Encyclopedia Britannica", said Jimmy Wales.

---

[1] https://www.agerpres.ro/cultura/2014/08/11/britanicii-au-mai-multa-incredere-in-wikipedia-decat-in-mass-media-sondaj--12-46-47

The YouGov poll in 2014 showed that Wikipedia is always outran in terms of reliability by Encyclopedia Britannica, in which 83% of Britons trust.

According to the *Digital News Report* study, coordinated by the Reuters Institute at Oxford University, which analyzes media consumption in 2017 and shows global trends, people have more confidence in news editions than in the online, which is due to the effect that the concept of "fake news" has. Financially supported by Google, the survey was conducted on the basis of an online survey of 70,000 people from 36 countries, 54% of the respondents saying they are using social networks as a source of information. Of those who claim to be informed from social networks, only 24% believe that they are doing their job in separating true and false information, and 40% say that media news agencies act correctly in this respect. In countries like USA (20%/38%) and Great Britain (18%/41%), people have twice as much confidence in news organizations, and in Greece, because of the low level of confidence in news organizations 28%/19%), there is a higher number of people who believe that social networks get along better.

With regard to the situation in Romania, where 2,029 people were interviewed, confidence in the Romanian press fell sharply due to corruption, to the insolvency of media companies, to fake news, to political prejudices, as well as to the fact that many owners and directors of the most powerful media have criminal files. The study shows that Romanians choose to get information from the Internet (88%) and television (84%), social networks (65%), radio (42%) and newspaper editions (22%). Also, 72% of respondents mentioned that they are accessing news on computer, 56% on mobile phones and 17% on tablets. In Romania, the social network Facebook is very used for information, and when major interest information appear, such as those during the winter protests, the world tends to check news from multiple sources.

Within the survey, the respondents were also asked about their thoughts on the financial support of editorial boards by accessing site ads, and 24% of those surveyed in the 36 countries responded that they use AdBlock-type extensions to block advertising. On the other hand, the study also shows that in several countries in 2016, online news consumers have dropped the ad-blocking extension after being told that news editors are live from advertising and that it's good to access them, especially as the Internet users pay no extra money for this[2].

Methodology. Press, between public pressure and political pressur

Social media is a challenge for journalists because it has become a competition for traditional media content, especially in countries where media confidence is low, and most citizens read news on social networks. But social networks are not the cause of the decrease of trust in the media, but the media themselves. In the work *The Media and Morality*: Robert M.Baird, William E.Loges, Stuart E.Rosenbaum, the authors argue that the main reason for which the public has little confidence or respect in the media is that the press presents all kinds of irresponsible information on behalf of freedom of the press.

On the other hand, the concentration of information power in the hands of very powerful corporations, in the service of private financiers, also raises an ethical issue. Because these corporations that fund radio or television stations or some publications do not exist as public services (Leroch Martin et al., 2011). For example, not everyone can appear on a top-rated audience broadcast. Very often, the decision is dictated by certain interests. And then, the question arises:

---

[2] www.digitalnewsreport.org

Are TV or radio programs really dictated by the wishes of the public or by the interests of media trusts? In any case, freedom of expression is certainly unequally distributed (Golan, 2010). To whom does the media have obligations? What are the parameters that impose the assumption of a certain moral responsibility towards the public?

For a long time, the classical media has held the monopoly of information circulation and dictated alone in this area, and now has to keep in mind that other voices fighting for supremacy are now competing on this market. There are blogs / vlogs that have higher audiences than medium level newspapers and, after their daily rating, overtake classic newspapers. Which will be the role of the media in the next period: will choose to run for an increasing number of clicks, shares, likes as it used to run so far for audience, will assume the role of a corner street blogger, of troll, fake news generator or will choose to build credibility despite social networking trends?

There is a strong relationship between the role assumed by the media in a democratic society and the market ideology that dominates today's political and economic practices. According to this ideology, the media is not just a sales outlet, a subject that fluctuates between supply and demand, just like any other product, so it must come out of state control, according to the principle "quality is given by market". But the market is criticized not only for ignoring the quality of information, but especially for the failure of its attempt to establish a democratic press, above the interests of those who are owners and hold control. The conflict between the "guarantee of freedom of expression", the thesis promoted by enlightened liberalism, and the necessity to impose a responsibility in media practices could not and cannot be solved by a constraint exercised by the state authorities, by imposing a certain behavioral model (Spiro, 2001). Rather, the solution must come from an intimate conviction that elevates man

behind constraints, punishments, sanctions, or interests, because ultimately a democratic society depends on the sense of morality and responsibility that its members have, which is the beginning and end of any democracy.

If private press continues to produce only "what is required in the market", motivating that it should function as an efficient economic agent, public media, totally or partially financed from the state budget, should be aware that they have an increasingly important role in terms of growth or at least keeping of the level of public's credibility in the press.

Case study: Romanian public press agency, between sub-financing, restructuring and political pressure

The last year's situation of the National Press Agency AGERPRES, one of the three public press institutions in Romania alongside the Romanian Television and the Romanian Radio Society, represents a case of a relationship considered to be a force field between the political class and the press in general, and the one financed by public money, in particular.

At the beginning of 2017, the Agerpres staff budget, which is 100% provided by the state budget, was cut by the Parliament's Culture and Mass-Media Commission by 11.4% compared to December 2016, which has never happened since 2003, since the agency has run under Parliament. The situation was determined by the fact that the general manager of the institution, appointed four years ago by the then prime minister and voted by Parliament for a five-year mandate, according to the Agerpres operating law, fell into disfavor of the current political power who had no legal leverage to dismiss him before his term expired.

After the institution's employees expressed their dissatisfaction with the political decision to cut the staff budget that would have resulted in the

dismissal of several dozen of people, the Parliament returned to plenary and added funds, next completed them at the budget rectification.

Originating from the private press, the chairman of the Senate Culture Committee Lucian Romașcanu has asked the director of Agerpres to think of a "restructuring" of the institution that would have involved the dismissal of about 70 employees, although he later admitted that he has nothing to reproach concerning the activity. In other words, Agerpres goes well, but the director had to dismiss about 70 people for "restructuring". In addition to restructuring, as chairman of the Senate Culture Committee, he also asked the director the commercial contracts, the customer lists. The director did not want or could not dismiss employees, there existing a collective labor contract signed with the union in the institution, and then Romașcanu proposed an amendment to change the law by which the director be dismissed when the political majority disposes, although the mandate of the current director expires by law in about three months. The stake seems to have a greater importance, Romașcanu being no stranger to the private press, and since the idea of privatization of the institution that could be taken over by private competition has been on the market, periodically, since 1997.

The Senate adopted in the plenary session dated October 30th 2017 the legislative initiative to complete Law 19/2003 on the organization and functioning of the National Agency AGERPRES, according to which the General Director will be dismissed in the event of Parliament's rejection of the annual activity report of the institution, just as it happens at the moment in the case of public television and radio, by political vote. Although at first glance it seems to be a purely technical, insignificant change, as the Director-General is politically appointed, this change, which seems to be a symmetry between appointment and dismissal, is of enormous importance for the agency's

operation. The amendment aims at changing the dismissal procedure of the General Director without taking into account objective criteria in the evaluation of the activity, and the voting on the activity report becomes practically exclusively political, just as with TVR and SRR. Any director who will come will be with Damocles' sword above his head and in an attempt to permanently thank those who control him and give him the stamp and to respond to political pressures, will make editorial pressures on journalists to write only what is in the likeness of from power. Thus, the agency will turn into a press office of any political power, losing its credibility and being a public press institution that provides fair and equidistant information.

Unlike the two other public press institutions in Romania, TVR and SRR, where the Presidents – General Directors were politically dismissed on the grounds that the activity report was rejected by the Parliament, and so very few of them could take their mandate to the end, AGERPRES has succeeded in the past years to become the main source of accurate information in Romania for both the general public and the national and international press. For this reason, the situation generated by the proposal to amend the operating law that was seen as having the primary objective of placing the agency under the political control of the current ruling coalition was presented by major international media institutions such as New York Times, Washington Post, Asssociated Press, EuroNews, Foxnews, RFI, etc., but it was also in the attention of international press organizations that took action. Thus, "Reporters without frontiers (Reporters sans frontičres)", "European Center for Press and Media Freedom", "ActiveWatch (member of Reporters Without Borders and IFEX Networks)", "Romanian Journalists Union - MediaSind (member of the International Federation of Journalists), "Center for Independent Journalism", "Convention of Media Organizations" sent to the Senators an open letter asking

them not to vote the proposal to amend the Agerpres Act, which was criticized by the OSCE, the European Federation of Journalists, UNI Europe Media, Entertainments & Arts, International Federation of Musicians and was an alert on the platform of the Council of Europe's freedom of expression, to which the Romanian authorities had to respond.

"Do not forget, dear senators that the political power is changing periodically. Keep public environments at the service of the citizen, because, serving the public interest, I am of your help too, more than I am being a politically subordinate. In conclusion, we believe that public media institutions are under political siege and we appeal to you, regardless of your political party, not to put your shoulder to the final destruction of these institutions. Begin by saying NO to this AGERPRES Law Amendment!"[3], the organizations for the defense of press freedom transmitted to Romanian Senators specifically on the vote day, a request that PSD political majority did not take into account.

The decision-making chamber on the final vote for this legislative change is the Chamber of Deputies that could reject the amendment voted by the Senate. Under the conditions in which law will change,

Given the fact that the law will change, it is possible that the attributes of Agerpres conferred by the functioning law disappear, the primary objective of the institution being to inform the public without censoring news, without commenting or analyzing statements in an attempt to create trends and transmit to the public truncated information for manipulation purposes.

The hidden reason for this change is to place the public press agency under the political control of the current governing coalition, the symmetry

---

[3] http://epochtimes-romania.com/news/senatori-nu-votati-modificarea-legii-agerpres-senatorii-somati-sa-nu-puna-umarul-la-distrugerea-presei---267163

regarding the appointment and dismissal of the director invoked by the political class being interpreted both by Romanian journalists and by the international press as representing a way of political pressure as long as the activity report can be rejected without any justification, and even though Agerpres has submitted this report every year, the Romanian Parliament has not discussed it for three years. Given that the Senate has tabled a series of amendments to the Agerpres Act, targeting that the General Director's mandate would cease if the Parliament rejected the annual activity report "for failure to meet the quantifiable targets foreseen in the AGERPRES Development Strategy" and were rejected by the political majority, it is deduced that it is not interested in how the agency is functioning, agency that is the fifth agency in the world in terms of seniority.

The public press is meant to inform promptly and correctly, unlike the private press that has its own importance and rules to be profitable, this being its main objective. If it were to follow the trend where is for more than six years, Agerpres could still maintain its status as the main source of correct, reliable information in Romania. If the same trend is not maintained, it is possible that Agerpres disappear because the loss of credibility means for a news agency its disappearance.

Another idea that is being launched on a regular basis is the unification of the three public press institutions - TVR, SRR and Agerpres - following the pattern in Hungary, situation that led to the restructuring of the MTI press agency that gave up some of its employees and lost a large part of its subscribers.

Romanian Press Agency was set up in 1889, January 24th / February 5th, when Romanian Foreign Minister PP Carp asked the General Telegraph and Post Office Directorate to offer the Romanian Telegraph Agency, which is

being organized in Bucharest, a "large room in the houses they occupy". During the First World War, interrupted its activity for a period, and from 1921, transmits without interruption.

Given the fact that the press in Romania is currently undergoing a general tabloidization process, and journalists have moved from the information mission to the scandal production mission, will the political class have the maturity needed to not subordinate in total the public press agency so that it can function as an independent and equidistant institution?

"Now we are facing a general tabloidization: all journalists think their mission is to produce scandal, not to find where the scandal is. Including when a leaf falls from the tree, it must be a scandal for them - it killed an ant. This cynical mentality, associated with the idea that they have to scandalize, renders vulnerable any institution and any person who has become a subject of the press, because we do not have any journalistic investigations anymore, we have journalistic defamation campaigns. Romania used to face this situation before, in the '50s, during the Stalinist period, where the targets were fixed and then destroyed by 'Scânteia' through a campaign"[4], says Professor Mihai Coman, founder of the Faculty of Journalism at the University of Bucharest.

Conclusions

By law, public press services in Romania are autonomous, of national interest, editorial independence and operate under the control of the Parliament. They have a legal obligation to ensure, through their entire activity, pluralism, free expression of ideas and opinions, free communication of information, as well as correct public opinion. Also, their programs should have information,

---

[4] http://www.reporterntv.ro/stire/mesaj-catre-preoti-atentie-trec-jurnalisti

education, entertainment functions and they are obliged to objectively and impartially present the realities of domestic and international social and political life, to ensure that citizens are properly informed about public affairs, to promote, with competence and exigency, the values of the Romanian language, of the authentic cultural, scientific, national and universal creation, of the national minorities, as well as the democratic, civic, moral and sports values, to militate for the national unity and for the independence of the country for the cultivation of human dignity, of truth and justice and to respect the principles of the constitutional order in Romania[5].

References

Baird, Robert M., Loges, William E.Stuart, Rosenbaum E. 1999. *The Media and Morality*:; Prometheus Books: New York

Golan, Guy J. 2010. New Perspectives on Media Credibility Research, *American Behavioral Scientist,* 54: 3

Leroch Martin A., Wellbrock Christian M. 2011. Saving newspapers with public grants – The effects of press subsidies on the provision of journalistic quality, *Information Economics and Policy*, 23 (2011) 281–286.

Spiro Kiousis. 2001. Public Trust or Mistrust? Perceptions of Media Credibility in the Information Age, *Mass Communication and Society*, 4:4, 381-403

Web sources

http://media.tvrinfo.ro/media-tvr/other/201702/vlege-41-1-februarie-2017_06095600.pdf (11.11.2017)

---

[5] http://media.tvrinfo.ro/media-tvr/other/201702/vlege-41-1-februarie-2017_06095600.pdf

https://www.agerpres.ro/cultura/2014/08/11/britanicii-au-mai-multa-incredere-in-wikipedia-decat-in-mass-media-sondaj--12-46-47 (13.11.2017)

www.digitalnewsreport.org   (15.11.2017)

http://epochtimes-romania.com/news/senatori-nu-votati-modificarea-legii-agerpres-senatorii-somati-sa-nu-puna-umarul-la-distrugerea-presei---267163 (24.11.2017)

http://www.reporterntv.ro/stire/mesaj-catre-preoti-atentie-trec-jurnalisti (15.11.2017)

Book Review. Carmen Popescu, Intertextualitatea şi paradigma dialogică a comparatismului, 2016, Romania, Craiova: Universitaria. [Intertextuality and the dialogic paradigm of the comparativism], 294 pp.

Xenia NEGREA

University of Craiova, Romania

Usually, globalization is understood as a sort of conquest, of domination, as assimilation. Frequently, globalization is followed by the concept of multiculturalism; it is sustained by a terminological paradigm emerging from diversity and tolerance. Both concepts – globalization and multiculturalism – have the same source, the idea of opening. This opening paradigm brings together concepts such as availability, dialog, and comprehension.

I have found this idea in this work of Carmen Popescu, a Romanian researcher, preoccupied of intertextuality and communication. In fact, this book is a logic stage, after her book on parodic intertextuality (2006). For this new study, the researcher has got the same starting point, and this is intertextuality;

but it isn't studied through the paradigmatic route of bearing, of mimesis, of cropping, but it is viewed through the opening paradigm, e.g. the dialogic and the dialogism paradigm. The roots of dialogism come from Bahtin's work, of course. But Carmen Popescu's results are quite different. Even the practical exemples came from literature, from the fictional discourse; the findigs are very useful for a better understanding of concepts such as mentality, Zeigeist, circumstance or context.

The first chapter, "Contemporary literary comparativism between 'epistemic violence' and authentic dialog. Newly processes in comparative and universal literature" determines the concepts of this theory. Of course, the comparatism is the main concept. And the most important idea of this chapter is this specificity of the comparatist method which leads to a dialog closing, not to the textual recovery.

It can be said that comparatism and intertextuality show that the borders are artificial, the spaces between cultures/literatures/discourses are artificial, at least that is said. But the comparatist researches have more like a protective attitude, more like an identification and an exposure of the differencies, of the worlds specificities that are confronted and compared. So, the intertextuality can be considered as a basis for comparison and it opens a way for unicity, for singularity. This way is the "reduction to the universality" (33), ambivalently named "universalization" in specialized theories.

A solution proposed by this researcher is that the dialog and the communication can be "key-words". From this perspective, intertextuality can be part of what we could name "the dialogic or dialogal paradigm of comparativism" (9). The dialogism (in the bakhitinian meaning) along with planetary meaning open "beneficial" paradigms (40) for comparativism. This fact will suppose a discussion of the cases/types of discourse/mentalities, without creating any ontological hierarchies.

The one who creates the circumstance of the dialog is the mediator-critic (cf. Sell 2001). This solution would solve, the researcher says, the perpetual crisis of comparisons and the new anxiety generated by revealing the "violent" implications of the comparison. The dialogue-communication paradigm - as Carmen Popescu calls it - can relaunch the comparative discussions within the planarity paradigm.

Of course, this isn't a replacement of a term with another term, but a change of perspective, a mutation of the circumstance, I think, a change of the types of results pursued. This idea recalls the "epistemic dialogue", in words of David Cowart in *Literary Symbiosis: The Reconfigured Text in Twentieth-Century Writing* (1993) when he spoke about the symbiosis of the rewritings and intertexts.

This conversational symbiosis is done by the recipient / receiver. The connection of the two concepts, comparisons and dialogism, means, on the one hand, the affirmation of the subjectivities involved in the dialogue (preservation of the incomprehensible), but also the protected cultural differences (those that can not be measured or compared).

The second chapter, "Intertextuality in the context of literary comparisons", refers to intertextuality as an epiphenomenon of dialogue. Thus, the dialogical and comparative theory of the intertext will emphasize the mental

178

consciousness, as well as the diachronically, paradigmatically and socially cultivated differences. The dialogue produces meaning, the comparison produces differences. Dialogue puts in relation the idiostyles, the comparison puts them in adversity.

This theory is proposed in the context in which the comparative method and the intertextual method are understood to be compatible. In fact, an "inclusion" relationship must be accepted between them (73), in the sense that intertextuality can also be understood as a method of comparing, which is also a specification of the comparison, which Carmen Popescu calls "intertextual comparison". (73).

Intertextuality is an argument for abandoning the illusion of the autonomy of the text and for the idea of textual independence. This concept shows the ontological condition of the text reception, the comprehension of the texts, which is the dialogue side. The logic of dialogism revealed through intertextuality can be understood as an argument of planarity, of communicative opening, also immanent. Alterity in the text is not an intruder, but a sign of connection, sociability, communication.

These two theoretical chapters, extremely dense, but also tendered for new exploration paths, are followed by four applicative chapters. The scholar stops on Michel de Montaigne's essays, on Thornton Wilder's novel "The Woman of Andros", on Medea, becoming a mental and cultural destiny *per se*, and, of course, on Shakespeare, in a context and with a, let's say, exotic co-text. What I want to emphasize is the classical culture of the researcher. This allows her to follow the dialogical evolution of an interface from antiquity to postmodernity (where appropriate). Undoubtedly, this is a prolific and useful

perspective for a more accurate understanding of theoretical issues, but also a pragmatic argument for the theory of dialogue.

The examples, illustrations and models studied and exposed reveal a discursive world that enriches itself, shades with every spatial-temporal circumstance in which it is projected. The logic of dialogue, which I understand from Carmen Popescu's demos, makes the ideologies globalization, tolerance, multiculturalism, not conditions, but axiological discursive essences.

The third chapter, "Subjectivity and Intertextual Dialogue in Michel de Montaigne's essays", highlights this immanence of dialogue. Intertextual dialogue, as the researcher sees, leads Montaigne to alterity, even though, as Todorov notices, "at Montaigne, the path of wisdom is devoid of any specific reference to the other" and "his ethical thinking is not put to the service of good, but of happiness (Todorov 2002: 194)" (99). The other one is self-evident, it is immanent, it is a good gain, a gained meaning.

A chapter with an almost didactic load, I would say, is the fourth chapter, "The Second Degree Writing in Thornton Wilder's novel 'The Woman of Andros'". Here, the researcher refers insistently to the reflex, I would say, of appropriation, of assimilation of antiquity as "essence" (179), as immanence, I would add. Following the logic that "in a way, every age has built an ideal Greece or Rome (or, anyway, different) more or less verisimilar: Antiquity has always been invested with new meanings, according to ideals, anguish, and the phantasms of each epoch" (179), Carmen Popescu puts in dialogue, on the one hand, Greek antiquity with Latin, starting from the works of Plaut and Terentius, and, on the other hand, analyzes the dialogue between contemporaneity and antiquity through the lens of Thornton Wilder's work.

A relevant chapter for the transparadigmatic discursive mix is the fifth chapter, "Medea - a complicated literary destiny". Of course, the model is not

chosen by chance, because we know Medea is from the family of those characters who very quickly overcome the conventional boundaries of the discourse so-called fictional and become a mentality sign. Medea is a type of transcultural sign, a sign of planarity. Her "puzzle" (183) identity, as Carmen Popescu calls it, we understand as a model of dialogue-communication discursivity, as it is defined by the author herself.

Challenging is the sixth chapter, "Eugène Ionesco and Marin Sorescu in intertextual dialogue with Shakespeare". The three playwrights are faced with their appetite for subversiveness. Thus, Eugène Ionesco's "Macbett" and "Cousin Shakespeare" by Marin Sorescu are built with intertextual bricks not only from the Shakespearean theater, but also from the metatexts accumulated over time, the two, Ionesco and Sorescu, approaching one another with existentialism, for starters, under the sign of absurdity, and ending with the cultivation of the notion of "cultural resistance". This is one of the important observations of the chapter. It is a good opportunity to lead the discussion on intertextual dialogism and the communication of the text from the monolithic transparadigmatic level to the conceptual one. The rewrites and the adaptations are "the surest way to activate the latent Shakespearean subversion" (222), as Carmen Popescu observed. Cultural resistance and subversion - which is much more than a simple exercise of language from Aesop's elusive concepts that supported the aesthetic act under oppression (communist or otherwise). These are concepts build on the current aesthetic paradigm.

The dialogue is proposed by the virtue of globalization, and Carmen Popescu's theory can be used as a negotiation solution, a wise understanding of the circumstance of meetings between works, e.g. between cultures and civilizations. This theory of dialogue does not exclude, but includes worlds and mentalities.

References

Bakhtin, M. 1986. *Speech Genres and Other Late Essays*, translated by Vern W. McGee, Austin: University of Texas Press

Cowart, D. 1993. *Literary Symbiosis: The Reconfigured Text in Twentieth-Century Writing*, Athens & London: University of Georgia Press

Popescu C. 2013. Parody, Satire and Carnivalisation in Romanian Poetic Postmodernism: A Communicative Approach, Laurynas Katkus (ed.), *Grotesque Revisited: Grotesque and Satire in the Post/Modern Literature of Central and Eastern Europe*, Cambridge: Cambridge Scholars Publishing, pp. 124-136

Sell, R. D. (ed.). 2014., *Literature as Dialogue, Invitations Offered and Negociated*, Amsterdam/Philadelphia: John Benjamins Publishing Company

Todorov, T. 1979. Bakhtine et l'alterité. *Poétique*, no. 40, pp. 502-513

Tennis and journalism in the post-modern society. A book about the struggle to succeed on your own in a treacherous environment

Davian Vlad

University of Craiova, Romania

Abstract: The initial stages of the training process and the first official competitions are crucial for the future career of a young tennis player. It is a make or break period filled with great expectations, but also threatened by some tricky situations that can come up in certain circumstances, when wrong decisions are made and an unbearable pressure is put on the emerging players. Renowned sports journalist and famous comedy writer and actor, Adrian Fetecău describes his experience as parent of a young tennis player in a book which reveals some of the unpleasant aspects of a sport that attracts millions of people around the world. The author makes us see beyond the glamorous image constructed around a sport that is a continuous striving to overcome not only the opponents, but also one's own limits. It is a book about the struggle to succeed on your own and about the efforts, hopes and disilussions marking the life of a young tennis player.

Keywords: tennis, sports, journalism, book, Adrian Fetecău

Sports journalism was once considered by some exegetes only a form of "soft" journalism, which was definitely a sheer understatement that would be refuted by the more and more relevant articles, columns, commentaries, and books that did justice to this special segment of journalism. The ever-increasing success of this kind of journalism, the improvement of its means of expression, and the more and more visible stylistic evolution have caused a change of vision when analyzing this specific media section. Raymond Boyle wrote about this understatement and about what he called the inner paradox of sports journalism: "A paradox exists at the heart of sports journalism. On one hand, it has over the years often been viewed as the poor relation within journalism, lacking the integrity that journalists often like to associate with their self-image. Sports journalism has been characterized as a form of "soft" journalistic practice, without the rigor and credibility of other forms of "hard" journalism. It was an area of journalism that was viewed as an uncritical booster and promoter of sport and its culture rather than a sector that called the powerful in sport to account. It was a journalism that was more often going to ask the easy and banal question, rather than the penetrating and pertinent one. At the same time, and here lies the paradox, sports journalism was often one of the most commercially important parts of the newspaper industry. Simply put, while other journalists and academics often decried the lax journalistic standards that they argued could be found in the "back of the book", it was sports journalism's ability to deliver readers, particularly young male readers, that made it such a crucial and integral part of the commercial success of many newspapers".[6]

---

[6] Boyle, Raymond, *Sports Journalism. Changing journalism practice and digital media*, Digital Journalism, Vol.5, No.5, Informa UK Limited, Taylor & Francis Group, 2017, http://www.tandfonline.com/doi/full/10.1080/21670811.2017.1281603

Regardless of the critics, sports journalism has followed its own path and it is not disregarded anymore, gaining the respect it deserved from the very beginning.

Adrian Fetecău has been a well-known figure in the last decades in Romania. And despite his technical formation, he has been perceived as a genuine man of letters, a fact that can be easily noticed in all his intelectual endeavors that can be grouped into three main areas of professional activity: sports journalism, humoristic texts, and literary works. Adrian Fetecău has been a sports journalist at Radio România Actualități for 25 years. He is also the founder of one of the most successful comedy groups in Romania, *Vouă*, an authentic cenacle that has filled venues around the country for the last 35 years. He has a sharp, lucid, and convincing pen, and this is to be observed best when he writes about the most relevant fields of interest and expertise in his life. And his latest book, which has a rather intriguing title, „Tenis: sportul inventat de diavol" ("Tennis. The Sport Invented by the Devil"), is a perfect example in this respect. Regarding the title of the volume, the author wants to set the things straight from the very start and assures his readers that he had no intention of shocking them, it is not a tabloid-like title, it is just a metaphor meant to intensely suggest the main topic of the book: the never ending almost Sisyphean striving of a young tennis player to get into the top ranking of a sport discipline that requires constant hard practice and huge expenses. And the players and their families are simply on their own, with little or even no support whatsoever from the responsible authorities.

Adrian Fetecău's flow of narration is fast and smooth, he transmits his thoughts in an authentic manner, with apparently little subsequent polish. Each line induces the sense of sincerity with himself and his readers, that is why the naked truth about the world of juvenile tennis that he delivers to us is even more

disturbing, especially for those who know little or nothing about the long and painful way to performance in sports, particularly tennis, which is known to be a discipline in which the support from clubs and other structures is almost inexistent, the young tennis players relying only on their own and on the help of their families. Adrian Fetecău writes in an engaged and personal manner about the flip side, the other side of the coin, the "dark", "devilish" part of this noble sport, of royal origins, the continuous struggle to overcome one's own limits, and the difficulties encountered almost on daily basis. Obstacles which are often of external origin and not related only to the natural physical limits of the human being.

The pressure, the emotional stress can damage the mental balance of a young player beyond repair sooner than expected. That is why the coach, and especially the parent must act cautiously in order to not excessively press and stress a player in the making: "Individual competitive sports like tennis usually teach the youngsters to work hard, to learn to manage stress, to perform under pressure, and test emotional and physical balance. However, they can also impose pressures which are damaging if handled wrongly. Sometimes competitive junior tennis can be especially difficult for both parents and children because there are many factors which affect this competitive environment which are usually new for everybody. For parents, competitive tennis can become a complex experience, especially if they themselves have not played at a competitive level before. For youngsters, problems occur because, too often, the demands that competitive tennis place on them seem to lie beyond their control and abilities".[7]

---

[7] Crespo, Miguel & Miley, Dave, *Being a Better Tennis Parent. Guidelines to help the parents of young tennis players*, published by the ITF Development Department, The International Tennis Federation, ITF Ltd, 1999, http://old.tennishk.org/docs/NTS-

Adrian Fetecău is aware of these strategical threats, and he manages to permanently avoid this perfidious trap. He has always tried, as written in the book, avoiding to increase pressure on his daughter beyond the acceptable level. And the author knows very well that parents have an essential role even in the sportive life of their children, and they can unconsciously, unwillingly harm just as much as they can help: "You know that it is not easy to be a good parent and, it is even harder to be a good parent of a tennis player. To know what is best to do to help your child and also when and where to do it, is not easy. There are a lot of questions to ask but it is difficult to know who to ask and for the most part, there are no clear answers or guidelines to follow. Many problems occur because parents are unsure as to how they can best help their child and so use their natural instincts. In doing this, they go wrong far more often than they go right. Interestingly enough, research has shown that the support and interest of the parents is crucial to the child's continued participation in tennis. However, it has also shown that much of the physical and emotional stress affecting the games of junior tennis players is caused by their parents. The consequences of excessive stress in junior competitive tennis are uniformly negative and often lead to burnout".[8]

The author vividly describes his daughter Irina's terrible efforts to surpass the painful situations arising during the initial stages of her tennis career, such as injuries, disillusions, and defeats, the struggle to continuously gain points by competing at a pace that can exhaust even the most resilient adult

---

TG/ITF%20Parents%20Do%20&%20Don't.pdf

[8] Crespo, Miguel & Miley, Dave, *Being a Better Tennis Parent. Guidelines to help the parents of young tennis players*, published by the ITF Development Department, The International Tennis Federation, ITF Ltd, 1999, http://old.tennishk.org/docs/NTS-TG/ITF%20Parents%20Do%20&%20Don't.pdf

persons in the world, being forced to make sacrifices and to always depend on her own resources and the parents that always stand by her side. Adrian Fetecău used to play performance tennis as a teenager and that experience is invaluable when dealing with designing the career of his daughter, and also when making considerations about this sport, both as a radio commentator and an author of books referring to tennis. That is why there is a constant sense of relevance while reading this book, and the fast-paced style can only enhance the desire of the reader to find out more. The approach is very personal, a confession-like narration that tries to take a glimpse not only of the tennis world and its somehow hidden facets, but also of the flawed components of a society in its entirety, those detestable characteristics of the contemporaneousness that dooms all the decent efforts of an entire nation to move forward. And this toxic phenomenon can be noticed and assessed in almost all the fields of activity in Romania today. Sports included.

The 14 collected correspondences, sometimes called "letters" by the author, are meant to reveal in a personal manner the opinions and the feelings of the author about the experience of being the parent of a young tennis player, about the tricky situations that sometimes are present inside the world of tennis, and about the toxic actions and the harmful attitudes to be found within the sports phenomenon, such as doping. Adrian Fetecău doesn't dissimulate his bitter disappointment with regard to the lack of concern and involvement of the competent bodies and influent persons, including former great tennis players, in the process of development, in the first training stages of the young players trying to follow in Simona Halep's footsteps. It is a rather bleak conclusion that the reader is left with when finishing a book consisting of well-written texts and metatexts (interviews, annotations) that can operate also as a wake-up call for the decision-makers involved in this hard, but fascinating sport.

References

Crespo, Miguel & Miley, Dave, *Being a Better Tennis Parent. Guidelines to help the parents of young tennis players*, ITF Development Department, The International Tennis Federation, ITF Ltd, 1999

Dent, P., *Long Term planning for a Tennis Player*, Coaching Excellence, 1994

Fetecău, Adrian, *Tenis: sportul inventat de diavol*, Leda, Grupul Editorial Corint, București, 2017

ITF Advanced Coaches Manual, ITF Ltd. London, 1998

Loehr, J.E. & Kahn, E.J., *The parent-player tennis training program*, The Stephen Greene Press. Pelham Books, Lexington, Ma., 1989

Rowley, S., *Help Yourself: Get the Most of Being a Tennis Parent*, Development department of the LTA Trust, 1994

http://old.tennishk.org

https://ro-ro.facebook.com/grupulvoua/

https://ro.wikipedia.org/wiki/

www.romania-actualitati.ro

www.tandfonline.com

www.srr.ro

ETHICAL IMPLICATIONS OF FILTER BUBBLES AND PERSONALIZED NEWS-STREAMS

Dan Valeriu VOINEA

University of Craiova, Center for Scientific Research Communication, Media and Public Opinion, Romania

1. Abstract

In the days of traditional media, be it print, radio, or television, every consumer of a product received the same information. However, with the transition to the online world, personalization, tailoring information to the individual's interests, became a possibility. Starting with the advent of personalized search *(Pitkow et al., 2002)*, which was introduced by Google as a feature of its search engine in 2004, interest-based advertising and personalized news became both features, improving the relevance of the information to a specific user, and ethical problems – how can information only I receive influence me? The issue is even more complicated when talking about social media and personalized news – how can we ensure algorithms are transparent and indiscriminate? The present research is focused on bringing to attention possible ethical dilemmas and solutions to filter bubbles brought on by news personalization.

2. Keywords

filter bubbles, personalized news, information filtering, fake news, news algorithms, social media

3. Introduction

Even though discussions regarding the personalization of content served to consumers on the internet started in the late '90s, there were not many mainstream analyses into the ethical implications of such manipulation of content until the introduction of the term "filter bubble" by Eli Pariser. "***The filter bubble** tends to dramatically amplify confirmation bias—in a way, it's designed to. Consuming information that conforms to our ideas of the world is easy and pleasurable; consuming information that challenges us to think in new ways or question our assumptions is frustrating and difficult.*" (Pariser, 2012, p. 51). The filter bubble is supposed to be a safe space, a way for us to avoid unfriendly thoughts and unpleasant facts. But by design, it does more to insulate us than it does to create a more open world. When a filter bubble is in place, we spend a lot of our waking hours navigating through information that doesn't challenge us and will never challenge us. All media and products (not just our own) are shaped by this process, and the more we learn about it, the more we learn that it's bad for consumers. "*The era of personalization is here, and it's upending many of our predictions about what the Internet would do.*" (Pariser, 2012, p. 15), but to understand how personalized websites work, we first need a description of their fundamentals.

"*Nearly all major websites, from Google to The New York Times, use at least some personalization to drive the content displayed for a particular user, and what is deemed "relevant" to one visitor may not appear at all for another*" (Valentine & Wukovitz, 2013, p. 27). This exposes the biases that can come with implementing good social science into online services. This has

serious implications for our democracies. It is reasonable to believe that Facebook and Google are in the best position to improve their services by knowing their users better and curating a more relevant online experience for them. But it is not clear that they are capable of doing this without the biases that come with them, and without feeling their biases when they do. If users trust these companies to improve their online experience based on the research that they're already engaged in, they are likely to be less likely to provide extra information, rather than better information.

This is an incredibly diverse, nonlinear world, full of layers upon layers of sites and services that we assumed to be separate and autonomous, but that are the visualizations of the complexity of our digital networks, fully interconnected. These layers are built by us and programmed through technology to address our preferences and interest, to serve content that is tailored just for us. The result of these layers is a dynamic, intuitive world of individual preferences, which operates according to complex rules, which may not be intuitive to consumers of information. They may not be intuitive to the designers who make them, or even to the programmers who build the algorithms that compile these rules in the age of machine learning, where the same algorithms may take decisions that we might not be able to explain: "*It is extremely difficult to reverse engineer a Neural Network. We have reached a point where even the creator of an algorithm does not understand it completely*" (Nielly, 2020). The classic curricula for software developers, creators of code and algorithms, often do not include ethics courses, and often "software embeds moral and cultural values and inevitably nudges society toward these values". (Narayanan & Vallor, 2014, p. 24)

4. The ethics of algorithm-personalized news streams

The constant usage of algorithmic personalization for any kind of interfaces, "*such as curated feeds in online news, raises new questions for designers, scholars, and critics of media*". (Kizilcec, 2016) What are their purpose and the role of the user in this technologized society? To what extent are they necessary, or do they limit our free imagination and call for weirder choices? And why are they ever-proliferating, especially at the time when television, social media, and other platforms are expected to be more grounded and involved in their users' lives? Algorithmic platforms in many cases are working to challenge the monopoly that traditional media used to hold over digital information. This raises the question of whether human interests trump information interests in the process of shaping information curation and even production, which would in turn have implications for the use of algorithmic information in the digital information economy.

Pariser points out three dynamics of the "filter bubble" which make online filtering potentially damaging: users are "alone" in their "filter bubble," it is invisible, and users do not choose to enter the bubble themselves. (Pariser, 2012) All of these can lead to "self-selection" in which some ideas are blocked from "sustained presence," and many of the ones passed through do not reach a critical mass, allowing their proponents to repeat their views without much serious challenge. Research showed that people often select the information they agree with, that reinforces their beliefs, even when presented with opposing views. (Liao & Fu, 2013) Individuals appeared to have little need for information that contradicted their existing beliefs. Thus, people seem to show little motivation to consume contrary information when engaging in "active thinking". It is not clear whether the tendency to prefer information that reinforces individualistic attitudes was a byproduct of the self-defensive nature

of these beliefs or the result of active reasoning strategies or a combination of both.

There are also divergent opinions – a 2017 study on news personalization concluded that "*except for small effects of implicit personalization on content diversity, we found no support for the filter-bubble hypothesis*" (Haim et al., 2017, p. 1), finding that even though explicit personalization of news, while analyzing Google News, had almost no effect on content diversity, even though some news outlets were over-represented, mainly outlets of conservative nature and others under-represented. When studying the effects of personalized communication, even though concluding that "*there is little empirical evidence that warrants any worries about filter bubbles*" (Zuiderveen Borgesius et al., 2016), found the following issues of concern: polarization as a consequence of self-selected personalization, political learning as impacted by self-selected personalization, and effects of pre-selected personalization, and noted that these issues are currently not of urgency only because the technology is insufficient. Others have suggested that users are empowered by such algorithms, and not enslaved by them – the consumer is "*responsible for defining her tastes and preferences*". (Culén & Ren, 2007, p. 834)

The tendency of algorithms to favor the extreme right and conservative sources of information has also been noticed in a study on YouTube videos, being able to "*identify the existence of an extreme right filter bubble, in terms of the extent to which related channels, determined by the videos recommended by YouTube, also belong to extreme right categories. Despite the increased diversity observed for lower related rankings, this filter bubble maintains a constant presence.*" (O'Callaghan et al., 2013, p. 9)

Other researchers identified that transparency brings trust in algorithmic interfaces, but *"designing for trust requires balanced interface transparency— not too little and not too much."* (Kizilcec, 2016), with *"numerous aspects of algorithmic systems that could be disclosed in an effort to advance a journalistic truth-telling process that increasingly hinges on the norm of transparency"* (Diakopoulos & Koliska, 2017, p. 14). This is an issue because usually "*the criteria on which filtering occurs are unknown; the personalization algorithms are not transparent*" (E. Bozdag & Timmermans, 2011, p. 2), the users not even knowing if the information being presented to them is manipulated or malformed in any way. There are multiple opportunities for regulators to enhance the degree of disclosure by providing a more responsive and personal service, clarifying limitations and disclosure requirements, and ensuring that all stakeholders have an opportunity to provide input on the development of new algorithms. Finally, we consider there should be a set of rules for the design of a transparent algorithmic framework that can build on the level of algorithmic transparency identified as needed. We propose two approaches to implementation of algorithmic transparency. First, we suggest an algorithmic transparency advisory board to provide users and developers with advice on algorithms' expected privacy and security properties, ethical assumptions, and design tradeoffs. Second, we propose a centralized algorithmic audit process that provides auditors with specific tools to audit algorithmic decision criteria, decisions, and outcomes across an entire pipeline.

While research has been done in the limitations of the transparency ideal in algorithmic accountability, (Ananny & Crawford, 2018), attempts to create a framework to detect, quantify, and overcome the online filter bubble have been considered, but not yet finalized. (Garimella, 2017).

Some researchers have suggested that recommender systems should aim to provide users with information about novel items and use serendipity as a way to improve, "*as a performance measure for algorithms*", (Maccatrozzo, 2012) concluding that "*by drawing on concepts of recommendation novelty and recommendation serendipity, [...] perceived recommendation serendipity has a strong positive effect, both on perceived preference fit as well as on the perceived enjoyment of the users.*" (Matt et al., 2014, p. 15). Such approaches might be worth investigating in not only product recommendations but news and information curation, to reduce the bias of filter algorithms. To promote diverse exposure to information and limit the effect filters have on the individuals' consumption of media, others have proposed strategies: develop systems that enforce more diverse exposure to users, news aggregators with a threshold for "counter-attitudinal stories", encourage users to read more diverse information and participate in perspective-taking. (Resnick et al., 2013, p. 97) Others suggest that we should have ethics of algorithms, "*a definition of networked information algorithms (NIAs) as assemblages of institutionally situated code, practices, and norms with the power to create, sustain, and signify relationships among people and data through minimally observable, semiautonomous action.*" (Ananny, 2016).

Whether we should be surprised by the immense social and political consequences of enabling the efficient construction of such networks, and which information can be considered 'private', depends to a large extent on the level of user data sharing involved, and what the implications are for individual users of these and future networks. Moreover, users' individualistic search-engine behavior might also be assumed to favor a social network structure that over-emphasizes personalization, and which makes it possible for each user to be seen as being "the most important person in his/her network." "*Even leaving*

aside concerns about individual and social consequences of possible 'filter bubbles', the user profiling required to achieve this personalization raises numerous ethical issues around privacy and data protection." (Koene et al., 2015, p. 7)

5. Conclusions

Since personalization is based on users' behavior, this might mean that they are systematically privileging some kinds of information, search engine terms, and possibly categories over others. This comes at the price of over-personalizing the information we are shown. This, in turn, comes at the expense of the diversity of viewpoints we encounter. It also raises many ethical issues: at the most basic level, personalization tends to create filter bubbles that allow people to get their information only from people similar to themselves. This might allow for a perception of consensus among group members.

Moreover, since people tend to favor information that supports their own point of view, personalization tends to favor the accessibility of one narrow range of views over others. There is a strong possibility that if our news is filtered by personalization algorithms, we will not be exposed to diverse viewpoints and thus will not be able to develop a more coherent view of our world.

The presentation of a limited number of view points is not only a threat to news consumption but can be seen as a "serious threat to our democracy" (E. Bozdag & van den Hoven, 2015, p. 249), thus further research is needed both in exploring the effects of filter bubbles and in developing tools to balance the exposure users have to personalized content, and even proposing possible software design solutions to combat filter bubbles. (V. E. Bozdag, 2015, p. 65)

6. References

Ananny, M. (2016). Toward an Ethics of Algorithms: Convening, Observation, Probability, and Timeliness. *Science, Technology, & Human Values*, *41*(1), 93–117. https://doi.org/10.1177/0162243915606523

Ananny, M., & Crawford, K. (2018). Seeing without knowing: Limitations of the transparency ideal and its application to algorithmic accountability. *New Media & Society*, *20*(3), 973–989. https://doi.org/10.1177/1461444816676645

Bozdag, E., & Timmermans, J. (2011). *Values in the filter bubble Ethics of Personalization Algorithms in Cloud Computing*. 9.

Bozdag, E., & van den Hoven, J. (2015). Breaking the filter bubble: Democracy and design. *Ethics and Information Technology*, *17*(4), 249–265. https://doi.org/10.1007/s10676-015-9380-y

Bozdag, V. E. (2015). *Bursting the Filter Bubble: Democracy, Design, and Ethics*. https://repository.tudelft.nl/islandora/object/uuid%3A87bde0a2-c391-4c77-8457-97cba93abf45

Culén, A. L., & Ren, Y. (2007). Designing Personalized Media Center with Focus on Ethical Issues of Privacy and Security. In J. A. Jacko (Ed.), *Human-Computer Interaction. HCI Intelligent Multimodal Interaction Environments* (pp. 829–835). Springer. https://doi.org/10.1007/978-3-540-73110-8_91

Diakopoulos, N., & Koliska, M. (2017). Algorithmic Transparency in the News Media. *Digital Journalism*, *5*(7), 809–828. https://doi.org/10.1080/21670811.2016.1208053

Garimella, K. (2017). Quantifying and Bursting the Online Filter Bubble. *Proceedings of the Tenth ACM International Conference on Web Search and Data Mining*, 837. https://doi.org/10.1145/3018661.3024933

Haim, M., Graefe, A., & Brosius, H.-B. (2017). Burst of the Filter Bubble? *Digital Journalism*, *6*(3), 330–343. https://doi.org/10.1080/21670811.2017.1338145

Kizilcec, R. F. (2016). How Much Information? Effects of Transparency on Trust in an Algorithmic Interface. *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems*, 2390–2395. https://doi.org/10.1145/2858036.2858402

Koene, A., Perez, E., Carter, C. J., Statache, R., Adolphs, S., O'Malley, C., Rodden, T., & McAuley, D. (2015). Ethics of Personalized Information Filtering. In T. Tiropanis, A. Vakali, L. Sartori, & P. Burnap (Eds.), *Internet Science* (pp. 123–132). Springer International Publishing. https://doi.org/10.1007/978-3-319-18609-2_10

Liao, Q. V., & Fu, W.-T. (2013). Beyond the filter bubble: Interactive effects of perceived threat and topic involvement on selective exposure to information. *Proceedings of the SIGCHI Conference on Human Factors*

in Computing Systems, 2359–2368. https://doi.org/10.1145/2470654.2481326

Maccatrozzo, V. (2012). Burst the Filter Bubble: Using Semantic Web to Enable Serendipity. In P. Cudré-Mauroux, J. Heflin, E. Sirin, T. Tudorache, J. Euzenat, M. Hauswirth, J. X. Parreira, J. Hendler, G. Schreiber, A. Bernstein, & E. Blomqvist (Eds.), *The Semantic Web – ISWC 2012* (pp. 391–398). Springer. https://doi.org/10.1007/978-3-642-35173-0_28

Matt, C., Benlian, A., Hess, T., & Weiß, C. (2014). Escaping from the Filter Bubble? The Effects of Novelty and Serendipity on Users' Evaluations of Online Recommendations. *ICIS 2014 Proceedings*. https://aisel.aisnet.org/icis2014/proceedings/HumanBehavior/67

Narayanan, A., & Vallor, S. (2014). Why software engineering courses should include ethics coverage. *Communications of the ACM*, *57*(3), 23–25. https://doi.org/10.1145/2566966

Nielly, C. (2020, February 12). *Can we let algorithm take decisions we cannot explain?* Medium. https://towardsdatascience.com/can-we-let-algorithm-take-decisions-we-cannot-explain-a4e8e51e2060

O'Callaghan, D., Greene, D., Conway, M., Carthy, J., & Cunningham, P. (2013). The Extreme Right Filter Bubble. *ArXiv:1308.6149 [Physics]*. http://arxiv.org/abs/1308.6149

Pariser, E. (2012). *The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think* (Reprint edition). Penguin Books.

Pitkow, J., Schütze, H., Cass, T., Cooley, R., Turnbull, D., Edmonds, A., Adar, E., & Breuel, T. (2002). Personalized search. *Communications of the ACM*, *45*(9), 50–55. https://doi.org/10.1145/567498.567526

Resnick, P., Garrett, R. K., Kriplean, T., Munson, S. A., & Stroud, N. J. (2013). Bursting your (filter) bubble: Strategies for promoting diverse exposure. *Proceedings of the 2013 Conference on Computer Supported Cooperative Work Companion*, 95–100. https://doi.org/10.1145/2441955.2441981

Valentine, A., & Wukovitz, L. (2013). Using The Filter Bubble to Create a Teachable Moment: A Case Study Utilizing Online Personalization to Engage Students in Information Literacy Instruction. *Pennsylvania Libraries: Research & Practice*, *1*(1), 24–34. https://doi.org/10.5195/palrap.2013.18

Zuiderveen Borgesius, F., Trilling, D., Moeller, J., Bodó, B., de Vreese, C. H., & Helberger, N. (2016). *Should We Worry About Filter Bubbles?* (SSRN Scholarly Paper ID 2758126). Social Science Research Network. https://papers.ssrn.com/abstract=2758126