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Contents

The Analysis of the Manner of Communicating the Online Social Responsibility by Petrom, Rompetrol, and MOL

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Abstract: *This paper addresses the social responsibility actions of corporations in the virtual environment from the point of view of communication. I have analyzed the verbal, auditory, and visual messages in the online environment of three major oil companies. Through this analysis, I have been looking at the manner in which corporate social responsibility communication is achieved in the online environment and at the communication strategies that companies use to disseminate it in this environment.*

Keywords: *corporate social responsibility, communication, virtual environment, communication strategies, capturing the attention.*

1. Introduction

The analysis aims at studying the social responsibility communication in the virtual environment, identifying the ways to capture the attention and creating the trust relationship with the receiver and

highlighting the particularities of the corporate communication in this environment.

The purpose of this paper is to streamline the corporate social responsibility communication in the virtual environment.

I have decided upon this topic as I consider it to be new and challenging since it highlights an approach not very much discussed in Romania so far, namely the importance of the manner in which companies doing social responsibility activities communicate their actions in the online environment; an excellent channel through which the public can be informed and through which companies can build trustworthy relationships with stakeholders. There is also a need to study communication strategies through which corporations bring their audiences closer to the virtual environment. From a scientific point of view, the relevance of this topic is given by the fact that I would like to present a new topic for the scientific activity in Romania, given that the issue of corporate social responsibility in connection with the communication in the virtual environment did not present a very high interest in the literature of our country.

The originality of the paper is the manner of approaching the topic through the comparative analysis of corporate social responsibility communication, by analyzing several channels of communication and by advancing strategies for streamlining the communication of corporate social responsibility in the virtual environment.

2. Methodology

In order to write this paper, I have completed the following stages: documenting from both real and virtual sources, using comparative analysis as a research method, drafting this paper and writing the conclusions. To conduct the research, I have looked at companies' websites, blogs, Facebook pages, and YouTube channels. The reason

for this type of research is that it provides a much more complex understanding of the studied topic.

3. Results and discussions

The comparative analysis of social responsibility communication in the virtual environment aimed at identifying the corporate communication strategies used by the corporations. I have taken into consideration the analysis of texts, images, and sounds, because "the electronic environment favors the association of several forms of expression: words, movement, image which, in the conditions in which they are complementary and convergent, works positively on the message, consolidate it" (Suciu, 2004).

The channels of communication in the studied online environment were those used by each analyzed company. I have paid attention to the structure of the websites, the types of messages sent, the colors used. On the Facebook pages, I have studied the frequency of posts, message types, interaction with the public, feedback of posts, and all the means of capturing the attention that they used. After that, I have analyzed the companies' blogs and YouTube channels. I have also used the research grid above-mentioned for their analysis. After the comparative analysis of the communication, I have made the following proposal for streamlining corporate social responsibility communication, namely using the blog for the oil company MOL. I considered this channel to be useful because it is one of the most effective tools that can be used in the online communication. As far as the frequency of the posts is concerned, I have suggested that these should be done at least once a day, considering that posting at a shorter period of time increases the possibility of the information being seen by many users. Another proposal related to the frequency of the posts was about the timeframe in which they were made. I have taken the period of time between 5 pm and 7 pm as the freest part of the day for the public. Also for MOL, I have proposed to create a separate page where the information related to their own social responsibility activities can

be posted. I have considered this useful as it provides a better visibility of these actions, while also facilitating the search for information by interested parties. Finally, I have proposed to constantly update communication channels, where appropriate, because "if an organization does not communicate, it does not exist" (Dagenias 2003).

4. Conclusions

The research has been carried out to analyze the manner in which companies communicate social responsibility actions in the virtual environment and in which they manage to capture the attention and try to build a trustworthy relationship with the public through different environmental features. The analysis has shown that the companies are trying to highlight the specific elements of social responsibility communication, such as transparency, clear objectives, well-defined responsibilities, and their promotion as companies responsible for the society.

As far as the social responsibility in Romania is concerned, I have noticed that this topic has not been approached from the point of view of communication in the virtual environment. I have argued about the fact that there is not enough emphasis on social responsibility communication in this environment and the topic is not discussed in the literature.

A corporate social responsibility approach from the point of view of communication can improve the company's relationship with stakeholders and it can provide greater transparency and increased ethical standards.

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Promoting Dance Groups in the Online Environment

Gianina-Laura Corhan

Abstract: *In the paper "Promoting Dance Groups in the Online Environment" we aim to study how the online media attracts the target audience in the art of dancing. Due to technology that is in full development, the art of dancing has only benefits, because choreographers can promote dancing via the internet – in this case, the Facebook platform. Through technology, dance schools have sought to diversify and improve their communication, in order to deliver messages with a strong impact on their audience, to create interaction techniques, in order to show performances through digital media but, most importantly, they have sought to build their community of consumers with the same values and principles, with the art of dancing in the blood, and in this case, parents are the ones who can guide their children and can make the decision to follow the path of art towards harmonious mental and physical development for their children. In this paper, we will take a closer look at several differences between the Facebook pages of two dance groups in Timisoara, in order to observe the communication objectives, the type of content, the frequency of posts, the categories of messages, the followers` opinions, the tags, and in the end, the interaction with their followers. Secondly, we apply an individual interview, a qualitative analysis, by creating individual questionnaires addressed to choreographers like: DENISSE Ballet and Dance School - Fodor Andreea –> Denisa and Mini-Mini Reflex -> Hannelore Ulrich. Secondly, we apply a qualitative individual interview, an analysis carried out by creating a questionnaire addressed to choreographers like: DENISSE Ballet and Dance School -> Fodor Andreea Denisa and Mini-Mini Reflex -> Hannelore Ulrich, suggesting creating a personalized mobile app for DENISSE Ballet and Dance School and one for Mini-Mini Reflex, an*

application through which parents can send emergency messages (not necessarily using the mobile network, requiring only an internet connection), or which can send ads from parents or from choreographer, linking the application to the events or contests where the choreographer decides to participate, by default enrolling children in competitions by filling in the registration form, and also import or export media files. The biggest benefit of this application is that all media files remain internal, are organized and cannot be retrieved by others to steal content. Therefore, I think this to be a present-day topic, a document that points to the communication and promotion techniques used in the online media, with the role of increasing the efficiency of day-to-day communication and the visibility of dance schools, but also of attracting new customers.

Keywords: *dance, promotion, online, communication, media, target audience, passion, miniminireflex, jazz.*

1. Introduction

The main objective of the paper is to draw attention to the most effective way to communicate (send a message -> reception, and finally reaction), to change and adapt the communication style with today's technology, and also to increase followers` fidelity. The number of Facebook users is increasing steadily so we have to take advantage of the opportunity to promote in the online environment.

Therefore, this paper is based on the hypothesis that people spend more and more time in the virtual environment, wanting to be part of a community, and put their trust into companies that are present online, interacting more; in our case, parents trust the dance schools that show their activity in the online environment, having the opportunity to consult the media documentation (videos, pictures and live).

2. Research method
2.1. Comparative analysis
The object of the research involves two Facebook pages from two different dance schools: DENISSE Ballet and Dance School and Mini-

Mini Reflex, using an analysis table. In this analysis, I will pursue the type of content, the type of information it offers, the frequency of posts, the tags, the followers` opinions and the interaction with the followers.

Following the analysis of the two Facebook pages, I will emphasize:

- the frequency of posts;
- the types of messages;
- the dimensions of messages;
- the level of interaction;
- the number of likes;
- the number of ratings;
- external recommendations;
- the number of shares;
- the presence and usefulness of tags;
- the communication style;
- the type of content;
- the promotion of services through public interest messages;
- the language and importance of addressing the public;
- the welcome page.

In this way, I will perform a comparative analysis of these two Facebook pages, in order to identify the most important elements, the common points, but also those points that differentiate them, in an attempt to highlight the importance and usefulness of Facebook pages as promotional tools for these dance schools.

2.2. Qualitative analysis

I will use the individual questionnaire as an investigative tool. I have created a questionnaire with 10 short questions, which I will address to choreographers like: DENISSE Ballet and Dance School -> Fodor Andreea Denisa and Mini-Mini Reflex -> Hannelore Ulrich.

I follow the answers of those dance schools that already have a Facebook page, in order to observe the changes that occurred once the page was created, both advantages and disadvantages.

Following the analysis of these two dance schools, but also relying on the examination of their Facebook pages, for those which do not have a Facebook page, I will propose an idea of a personalized page and a mobile application for promoting services, based on the needs and requirements of the people surveyed and on the results obtained from dance schools that are already using a Facebook page – DENISSE and Mini-Mini Reflex.

3. Results

The next example is a comparative analysis of two Facebook pages which are focused to present their activity in both dance schools, internal ads, and awards.

The analyzed Facebook page is DENISSE Ballet and Dance School and Mini-Mini Reflex. These two pages are part of the artistic environment, the art of dance. Both Facebook pages present media materials that aim to support and show the dance activity (events, contests) to followers who want to come to that school or who are art lovers, who have the hobby of dancing, and finally, who are interested in being part of the dance community.

This analysis is designed to show the differences between two Facebook pages in the same field (dancing), by highlighting the content, the user interaction, the posting frequency, the types of messages, the categories, the tags and the social network's accessibility buttons. The comparison between the two Facebook pages is based on the aforementioned forecasted points during the months of January, February and March, this year.
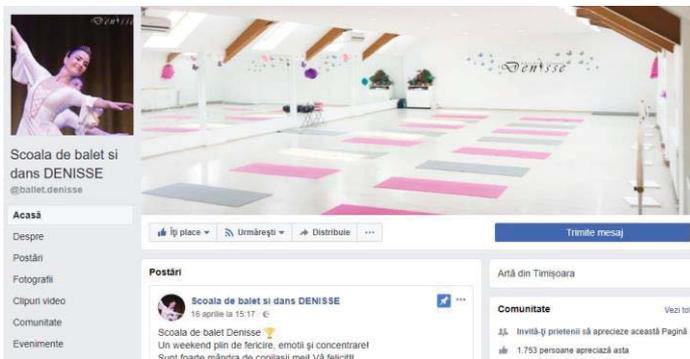
DENISSE Ballet and Dance School categorized the menu into:
Home, About, Posts, Photos, Video clips, Community, and Events
Mini-Mini Reflex categorized the menu into:
Home, About, Photos, Events, Video clips, Posts and Community.

An analysis of the two websites and also of their Facebook pages reveals the following results:

Variable		*DENISSE Ballet and Dance School*	*Mini-Mini Reflex*
Accessibility to social networks	Yes	x	x
	No		
Media appearances	Yes	x	x
	No		
Content type	Text	x	x
	Picture	x	x
	Video	x	x

	Live		x
	GIF		x
Post frequency	Regular		x
	Irregular	x	
Useful information on page	Information about the company	x	
	Contact	x	x
	Services	x	x
Categories (on page)	Displayed	x	x
	Not displayed		
Tags	Yes		x
	No	x	
Interaction with the followers	Yes		
	Rarely	x	x
	No		
Language	Formal	x	x
	Informal	x	x
Image promotion	Aggressive		
	Public interest messages	x	x
Product promotion	Aggressive		
	Public interest messages	x	x
Size of message	Small	x	x
	Medium	x	x
	Large		
Types of messages	General	x	x
	Informative	x	x
	Persuasive	x	x
	Emotive	x	
Number of ratings	Over 1000	x	
	Over 2000		x
Number of followers	Over 1500	x	
	Over 1900		x

The conclusion of the comparative analysis is as follows:
- regular posts may increases the number of users and their interest;
- the content type variation brings in more users and increases the interest in dance school activity on the page ;
- media appearances ensures the visibility of dance groups;

- a complete overview menu of categories on the pages provides the visitor with a concrete look at what's on the page, so that they can easily access the category they are interested in;
- the presence of tags, more precisely the so-called keywords, offers users a quick search of the desired information but, at the same time, it is also a very good point for the Google search engine, that highlights and puts in the first lines all the posts and articles with the most used tags - keywords in our case is: dance, passion, jazz, miniminireflex;
- useful information on the page: if there is detailed information on the Facebook page, parents who want to enroll their children in a school like this will, for sure, make a research about the history of the dance school to get an overview and to make a decision;
- the more frequent interaction with the followers from the page, the greater the chances to create an internal school community, turning users into customers and ensuring the existing followers' loialty, but certainly also the related external recommendations of existing, active and satisfied followers;
  - informal language gets the organization closer to their target audience, through comments and friendly language, which create a good atmosphere. As school such as this one inspires trust.

4. Conclusions

I would like to conclude with a very good impression about my research. Why am I saying this? Because afterwards I realized how important communication and the Internet are in general.

Technology can help us a lot to improve our work, to grow, to make things which we could not do before, such as making a choreography on the internet, projectors and more.

Based on the theoretical aspects derived from the sources I consulted in my theoretical part, I conducted a comparative study between two Facebook pages: DENISSE Ballet and Dance School and Mini-Mini Reflex, both part of the dancing industry, observing closely the manner of sharing information, news and the specifics of the messages - what they want to convey.

It is very important to keep in touch with active followers and most importantly, to attract the target audience and the importance of using it as a promotional tool.

In the dissertation paper, I will first compare, through the same analysis table, two Facebook pages - my dance colleagues who have set up their own dance groups. Next, we will create a qualitative questionnaire meant to identify how both choreographers promote themselves in the online environment using Facebook as a promotional tool. The questionnaire will be applied face to face and separately, and the results will be interpreted in the practical part. After that, we will create another questionnaire for all children's parents, which will be applied for both dance schools, with the purpose to evaluate the activity on the dance stage and the virtual activity on Facebook pages.

Based on the findings derived from both questionnaires, we will make our own dance school named Corhan Dance School S.R.L., and we will promote it as efficiently as possible.

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Online Promotion for Betting Services

Gheorghe Cristian Lazăr

Abstract: *In 776 BC the concept of sports betting was born in Ancient Greece. At that time, several types of competitions were played: the Olympics, the Phytic games in Delphi, the Isthmic games in Corinth or Nemea, and various people bet on these events from the desire to earn money easily. Thus, after the end of the Roman era, the betting method was also transmitted to the Middle Ages during the tournaments. The noblemen trained their servants about the strategy and the amounts they would bet, and the win was entirely for the nobles. Beginning with the 17th century, especially in 1780, sports betting developed a lot in England and the great revolution in the field of sports betting began; given this, we can say that England is the founder of sports betting even though it has existed since Antiquity. Sports bets are played around the world, but in Europe they have the biggest impact, also having a major tradition of doing so. From a different point of view, bookmakers are organizations that publish odds, analyse various sports events, accepting sports bets from bettors and incurring all their losses, and the need to offer certain amounts if the bettor wins the bet. Betting tickets can be simple or combined. The simple ones contain only one event and the combined ones may contain more events. They also have different peculiarities that can be played in a predefined or combined system, and in order to win, all events on the ticket must be winning. Combined bets are used if you want to earn a higher amount with a small investment.*

Keywords: *betting tickets, sport betting, bookmaker, odds.*

1. Introduction

We can say that in Romania the phenomenon has been increasing since 2002, with the arrival of the football pools.

Below we will list the licensed bookmakers in Romania: Sportingbet, Unibet, Netbet, Winmasters, 888, Betfair, Fortuna, Casa Pariurilor, Stanleybet, Mozzart, Betano, Maxbet, Superbet and Betarena.

There are many people who ask the following question: "Is it really possible to earn money constantly from sports bets so that you can make a living?" I often hear people outside the phenomenon who say that most of the bettors are degenerate people who spend their money on gambling and that sports bets are for the less well-off people who dream of getting the score of their lives.

2. Research method

The truth is that there are very few who even manage to generate a steady income from sports bets so that they can only live out of this activity without the need to have a job. Of course, there are a lot of bettors who win a betting ticket from time to time, but they do not manage to win constantly, and the winning tickets are based on luck rather than on a well-established strategy. Such people fail to make long-term profit.

In fact, statistically, at the end of a calendar year, 93% of bettors who played consistently during that year end up on minus, and only 7% earn profit. Some of them have caught incredible tickets that have earned them consistent gains, while others have just got a good year without necessarily being extraordinary bettors. Of the 7%, probably 6% will not be on the plus side next year, so we are talking about a small group of players who make constant profits from bets. But still this is possible.

We will talk a bit about Bwin even if this online betting house no longer offers services in Romania. Bwin has provided some interesting statistics for university research.

According to these statistics, about 80% of the earnings generated by the bookmakers are due to the amounts lost by 10% of the bettors. On the other hand, 80% of the bettors' earnings are achieved by only 5% of them. The statistics are based on the 2007-2009 period of time. You might say that these data are rather part of the distant past, but research from other studies shows that these percentages have not changed much.

3. Expert sources consulted

Statistics also show that those who bet less earn more. And that is quite logical: you will get better results if you focus on a small number of sports events. This means that you can carefully analyse the chosen matches and limit yourself to quality, not quantity. However, it should be noted that the most successful bettors, those who can be considered the "elite" of online bets, devote their life to sports betting in order to get the best possible results.

The morale of the story: sports bets made to generate a steady gain are not a simple dream. It is really something hard to reach, which is not within everyone's reach and requires a lot of work and talent. All successful bettors agree on one thing: luck is important, but it matters very little in the case of professional bettors.

I will present below the manner in which we can be effective through the project "One Match a Day".

If you had bet all the suggestions of the tips provided by specialists in the "One Match a Day" project, individually, with the same stake on each ticket - RON 25, from the beginning of this year to today, at this point you would have had RON 651 extra in your pocket, and if you had played stakes of RON 100 a day, you would have had

2,604 RON more today in your account without changing your tips and without tackling another betting strategy.

On the other hand, if you had rated your tips and eventually anticipated some surprises and played a progressive money management strategy, your profit could have been several times higher at this point.

In addition, no tax is charged for online bets when you place a ticket or when you win. Tax on virtual bets is charged only for individual withdrawals without counting the number of tickets won, the turnover or the fact that you have made a profit or not. In addition, you always have the option to pay only 1% of the withdrawals, as long as you do not withdraw more than RON 66,750 at once, representing the first threshold for gambling taxation in Romania.

Another great advantage of betting on the internet is the possibility to close the bets before they are over. The Cash Out feature can help you secure a pre-term earning to end with emotions and avoid any possible surprise that may come later or reduce loss when you see things are not going in the right direction and realize that you have no real chances to win. Even if you are at work, on vacation or in bed, you can Cash Out or you can play other bets on your mobile phone wherever you are, provided you have an active Internet connection.

Once you open a new account at an online betting site, the operator will ask you for a copy of your ID card and a recent utility invoice stating your identity, age, and address. Online betting agencies are only subject to the requirements of the state, which wants to have such evidence to combat money laundering and to prevent gambling among minors. Verification will also help in monitoring your earnings so you can be properly taxed by ANAF.

You must understand that if you do not complete the verification process within 30 days of registration, the online bookmaker is legally obliged to close your account and transfer the existing balance to the state treasury. It is advisable to try and send

those documents right after you open your account and not leave it until the last minute.

I will present below a Superbet campaign: *"Bonus for the first deposit"*

The new customers of Superbet (D.ONJN – Decision of the National Gambling Office 1562 / August 25th, 2016) receive a welcome bonus consisting of a 50% non-risk bet within the limit of RON 250. This means that if your first bet is a lose, you get back half the stake as a bonus.

Offer terms and conditions

- The first bet must be placed on a minimum stake of 10 RON to qualify for this promotion.
- The bet can be placed on both sports events (pre-match and live) as well as non-sports events such as lottery or virtual bets.
- If the bet is a lose you get back as a bonus half the stake within the limit of RON 250.
- The bonus must be rolled 5 times at odds of 1.50 in maximum 30 days.

Example: You place a first bet of RON 500. If this is a win you will not receive any bonus but you can enjoy the accumulated winnings. If the bet is a lose, the agency gives you back RON 250, and you have to run RON 1,250 before you can apply for a withdrawal.

4. Conclusions

It is important to bet online so you always have access to the best odds on the market. Playing at a single agency will make it very difficult in the long run to make a huge profit.

Those few percentages won or lost on each bet can even represent the difference between profit or loss.

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An Analysis of Software Applications for the Online Management of the Academic Information

Laura Pop

Abstract: *The present paper shows that quoting information is paramount in creating new content. The bibliographic reference management software systems allow authors and researchers to store information for later use of the references accessed. In today's society, man wants to be more self-taught by using tutorials to learn how to use a particular program or software. It is advisable to use video tutorials instead of text formatters because they are more effective.*

Keywords: *bibliographic management, academic quote, publications, tutorial, Zotero.*

1. Introduction

To quote is to respect copyright and assign the content correctly to its rightful owner. The quoted content can be taken from the following

types of sources: an article from a journal, an article from a magazine / newspaper, a chapter from a book, a website, etc.

References should have a specific citation style. Citation styles vary depending on the domains they are referring to. For example, for the humanities, Chicago and MLA (Modern Language Association) are found. For social sciences, the most representative citation style is APA (American Psychological Association). For IT, we find the IEEE style and Harvard references (Citations, 2016). Also used today is the social media quote. The most common quotes come from well-known social media, Twitter and Facebook. But citing a blog is also common today.

The correct use of information and the correct use of citations should be encouraged in a text, report, or academic writing. We can mention some tools that make it easy for users to work both offline and online, such as Zotero, CiteULike, or Mendeley. In addition to managing information, those who use these services have the opportunity to discover new articles and resources and save them online / offline. These types of applications also include facilities such as cataloging resources included in databases (labels - tags to facilitate access to stored resources), making annotations about these resources, sharing between selected and included users in a small circle of contacts, etc.

2. The current state of the field

I will perform a critical analysis to make a comparison between the most commonly used referencing software tools. The list begins with Zotero, Mendeley, Springer, CiteUlike,
Elsevier with Science Direct and Scopus. In this paper I will analyze Zotero. This tool has a larger variety of plugins, being used by a higher percentage of people compared to the others.

With Sean Takats as a director, Zotero is among the best-known software for managing and finding references. Zotero is easy to use to help collect, organize, quote, and share the desired research sources. In

principle, Zotero is a free extension for Mozilla Firefox. But it can also be used in Google Chrome and Safari. This software gives you only 300 MB for free, and for more MB access is free of charge. Zotero was selected as the best reference management tool at CiteFest in 2008 by the Northwestern University Library and the Academic Technology Group. Also, this software is among the "Best Free Softwares" available in both 2007 and 2008, as reported by PC Magazine (Ten Reasons Your Institution Should Adopt Zotero, 2015).

Figure 1: Zotero - Interface

Benefits: Zotero is a free tool and all the documentation on Zotero.org is free, too.

In addition to its bibliographic capabilities, Zotero has several features that enable quoting, including automatic capture of web pages, file storage, images and links, as well as notes and search abilities. Zotero is recommended by many institutions, such as those in Stanford or Yale. It is recommended that Romanian institutions also use this free application.

- Zotero can also be easily used on your mobile phone. Zot Lite, Zandy, and Zojo help PDF annotation and sync (Zotero, Wikipedia, the Free Encyclopedia, 2016).
- Zotero can export and import quotes for multiple formats, such as Wikipedia Citation Templates, BibTeX, BibLateX, RefWorks, MODS, Citation Style Language / JSON, EndNote (Cohen, 2008).
- Zotero groups help to collaborate remotely with the members of the projects that the users are part of. They can share their own work or the resources they have discovered with other people working in the same field. Users can collaborate with colleagues, discover other people of similar interest and the sources they cite (Zotero - Groups, 2016).
- Users can add notes, labels, attachments to their own metadata.

Disadvantages:
- Zotero offers only 300 MB for free, and for more MB access is free of charge.
- Zotero does not do that well with a very large collection. It often blocks document synchronization.

3. Presentation of contributions

So far, I have made an overview of what information management means online and a brief characterization of the Zotero software. The contributions were a slide show tutorial showing how to use Zotero. How to build my library; How to create site references, The language in which you want to work or Adding attachments are just a few things that are addressed in the presentation. To use as many people as possible, I uploaded the tutorial to SlideShare.net (Pop, 2015).

4. Conclusions and perspective

The correct and complete use of the bibliographic resources in a work is not a novelty, but should be encouraged at every step. Zotero can be a way we can create, annotate, export / import or share the resources we want to quote in the work addressed.

In the future I intend to do another tutorial, but on video using Camtasia registration program. First, I will compare the most commonly used online knowledge management tools to include: the impact of the tool, how much it costs, how many publications it publishes a year, etc. By doing a video tutorial for Zotero, I will share it with 10 students. Then I will make a short questionnaire to try to find out if the tutorial helped the students understand how this tool works.

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Great Rituals in Romanian Universities

Lorena Vasilescu

Abstract: *The study focuses on academic rituals as part of the university culture in Romanian universities. It also tries to highlight the role of ceremonies and public events organized in Romanian universities as communication instruments. It is known that the European university tradition was started by the first universities in Bologna, Paris, Oxford and dates back to the Medieval times. The exchange of students, their academic travel made it possible to establish common rituals. These rituals were taken over in Romania, and in this article, I will talk about the academic rituals taking place in Romania, more specifically at the Universities of Timișoara. Some of the great rituals whose role will be emphasized in this article are: the opening of the academic year, the awarding of the honorary title, the anniversary of the universities, and others. These are some examples of these common rituals and how they can mirror the country's culture.*

Keywords: *public events, ceremonies, academic ritual, higher education, Romanian university, graduations, transition, institutional identity.*

1. Introduction

Each university has a unique and cherished culture. This culture is born from the institution's history and is steeped in tradition. This tradition in turn reinforces that history and works to incorporate newcomers into the culture by instilling defined cultural values. A

university's culture, tradition, and values are not only important, they are vital to the wellbeing of the institution because they provide stability and continuity.

The culture of a university with its established traditions and values works to maintain this delicate balance. It provides a set of informal behavioral guidelines. It sets the parameters and monitors for compliance.

The annual celebration ceremony has become an important ritual when the university installs its newly appointed professors, celebrates honorary doctors, scientific award recipients, and the initiation of the first-year students.

In order to remain viable though, the campus culture must also evolve and adapt to meet change. A university is like a living organism. At times it grows adding new programs, constructing new buildings, and hiring needed personnel. At other times it is forced to modify its focus by the development of the digital technology.
In what follows, I will formulate a conceptual framework which will help me analyze and frame my case studies.

2. Research method

The object of the research involves four state universities in Timisoara, and their different fields, using an analysis table. In this analysis, I have used bibliographic research in order to develop a model of analysis and a comparative analysis of rituals and ceremonials as a research method. I will discuss the actors who participate at the ceremonials, the frequency of ceremonials, the purpose, the rituals that take place during the ceremony and how all this helps the institution to communicate.

After carrying out the analysis of the Politehnica University of Timisoara ceremonies and rituals, I will highlight:
- The impact of rituals and ceremonies as communication tools.

- The impact of the clothing chosen by students for the festive events.
- The actors, the frequency, the purpose, and the ceremonials items.

Thus, I will perform a comparative analysis of universities ceremonies and rituals, in order to identify the most important elements, the common points, but also those points that differentiate them, to highlight the importance and usefulness of the rituals, as communication instruments in the institutional identity.

3. Results

To illustrate the research, I will present the analysis for the Politehnica University Publishing House in Timisoara:

In order to highlight the solemn and formal character that UPT has, I have attached some pictures taken during the various ceremonies.

a) Opening of the academic year:

In the Figures 1 and 2, it can be noticed that:

- The framework in which the ceremony takes place is a solemn one;
- The space in which the event takes place is an elegant one, suitable for a ceremony;
- Clothes are casual but decent for such an event;

Fig.1   Fig.2

b) Graduation ceremony:

In the third picture (Fig.3), we can see that both teachers and graduates have an elegant, formal and traditional attitude;

Fig.3

We also have elements to complement the picture of the graduation ceremony: the symbolic diploma, the roses and the clothing that is specific to this ritual.

In the fourth image, one of the most known and expected moments that take place during the graduation ceremony can be observed: the throwing of the hats.

Fig.4

The throwing of the hats symbolizes the end of the ceremony and the joy of graduating.

As a result of the above, the analysis table is represented as such:

Events/ Generic name	Participants	Frequency	Purpose	Ceremonial items
Opening of the academic year	Teachers and students - mainly students of the first year	Annual	The opening of a new academic year; Meeting the new students	University anthem, Gaudeamus, the speech of the Rector / Dean, administrative and organizational discussions
Graduation ceremony	Teachers, graduates, their family and friends	Annual	Celebrating the end of a stage (student life)	University anthem, Gaudeamus, speeches of teachers and student leaders of the year, special attire, handing over the symbolic diplomas, throwing the hats

Table 1

Rituals are defined as ceremonial activities that help define and represent social and cultural events organized on different occasions or changes.

4. Expert sources consulted

The topic addressed in this paper is part of the institutional field, highlighting how a university can use the rituals and the ceremonies as a communication instrument. Referring to these aspects, the bibliographic sources I have used are mainly printed books, but I have also used electronic sources (online books) such as: an article about *The role of ritual traditional clothing*. I have also read an article from The Guardian presenting the *Ceremonial duties*

One of the most important books used to write this article was that of Iuhas (2012: 20) that makes reference to Pascal Lardellier "who appreciates that the ritual noun is the ensemble of texts, especially from the tradition, which order the rules of rite organization" and for this reason the book *Univers ceremonial și mass-media: nunta ca rit de trecere*, helped me to understand what a ritual is. Also an important reference was represented by Cernicova – Bucă's book. According to her, "Among the resources used to forge, maintain and promote the identity of universities are the academic rituals, although they are not the sole vectors to be taken into account for the task at hand."
Therefore, university institutions that use rituals and ceremonies as a communication instrument are actually involved in a dialogue with the public, and the subjects they want to transmit are related to quality

5. Conclusion

I began this article with a reflection on the relationship between public events, ceremonies, academic rituals, and institutional identity. Several universities rituals have played a crucial role in transmitting information through the way the events are organized, how the participants chose to dress, and especially through the speeches spoken by the guests.

First, in Romania are many types of graduation, depending on the school attended. Graduates wear traditional caps and gowns in school colors, and commencements are usually held in stadiums, large halls, or amphitheaters, depending on the size of the graduating class. Also graduates receive a diploma that symbolizes the degree to indicate their academic level. Family and guests in the audience are invited to attend the ceremony, and wait until the ceremony is over to applaud and congratulate the class as a group.

Second, our analysis suggested the growing importance of speeches supported by faculty deans and / or university rectors. In principle, at universities, the rector's speeches at numerous and glamorous public

events and rituals constitute and represent a process which is analyzed by both university staff and the external environment.

Third, we tend to think of school rituals mainly in terms of graduation ceremonies. I think rituals are important, and I mean rituals with a bit of pomp and pageantry. I value rituals because they mark our passages through the academic life, a time to bring people together to reflect and to appreciate the good in their lives.

Anthropologists will say that ceremony and ritual bind communities together in all sorts of ways. That is very true. And what is fascinating is that, at a time when you might think that many would want to row back from this mode of justification of the world, the demand seems to be the other way. In Romania, an interesting phenomenon is that graduation ceremonies seem to have become more popular over time, not less.

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The Opening Speech in Romanian Public Universities

Izabela Anita Csanki

Abstract: *In the paper "The Opening Speech in Romanian Public Universities" we aim to examine the opening speeches delivered in Universities for special occasions such as the beginning of the academic year and the inauguration of a new faculty, a new area or sector of a university. Speeches are an important way for any organization to build and maintain their public image, and they also are an important part of the organizational culture of an institution. These speeches usually mention the mission, vision and values of the organization in one way or another, in order to have continuity and cohesion in all the ways the organization communicates; when someone checks all the speeches, press releases and the such coming from the organization, they will have a clear and whole picture of what the organization is about. In this paper, we will firstly bring into discussion a content analysis of two opening speeches from different Universities, where we will focus on the kind of style, tonality, symbols and references they use, on whether they have any recurrent elements or special kind of elements mentioned, and also, whether they mention tradition, among others. Secondly, we will compare the elements studied in the content analysis to see how the two speeches mention those elements and what we can infer from it, whether they use different tones, styles and elements. Finally, we shall draw a conclusion based on the information we have gathered. I believe this topic is a very important one for Universities especially, as it helps them in designing their speeches in a more cohesive manner and in preserving communication continuity.*

Keywords: *inaugural speech, University, analysis, references, tradition, recurrent elements.*

1. Introduction

The subject of this paper is the opening speech in Romanian public universities. I will focus on the opening speeches held in Universities for special occasions. These occasions include the beginning of the academic year, the inauguration of a new building, statue and new areas of the faculty or university. The speeches usually follow a certain pattern and have certain elements which I will be analysing. I chose this subject because I want to examine these patterns and elements, and the way in which they differ from faculty/university to faculty/university.

The purpose of this paper is to draw attention to the important elements in opening speeches, which make each speech different, yet part of the organizational culture of the university. These elements are different from university to university and even from faculty to faculty, because they are part of their institutional identity and they should all paint the same picture.

Therefore, the premise on which this paper is based is that each opening speech has certain elements that are specific to the faculty or university, which in turn are part of the organizational culture of the institution.

2. Research method

The research corpus is made up of 2 opening speeches: one entitled "Universities in the University. Identity construction and breakdown in higher education institutions" and delivered by Prof. Adrian Neculau, PhD, from the Faculty of Psychology and Educational Sciences at the "Alexandru Ioan Cuza" University in Iasi, on the occasion of the opening of the 2011-2012 academic year, and the other, delivered by Gheorghe Costaforu from the University of Bucharest during the inauguration of the University building on 14 december 1869, and taken from the book "The idea of University", written by Toma Sava. The corpus was specifically chosen in order to better

analyze the elements I will present in subchapter 2.1 and also in order to see what similarities and differences they have.

2.1 Content analysis

The object of this research will be 2 opening speeches from different Universities, using content analysis tables. In this analysis, I will examine the tonality and style of the speeches, the symbols and references they use, the existence of recurrent or special elements, and those elements related to tradition (if any).

In the analysis, I will focus on the following categories:

- The length of the speech
- The context in which the speech was delivered
- The topic of the speech
- The style
- The tonality
- The identity of the person delivering the speech
- The symbols used
- The references used
- Recurrent or special elements
- Elements of tradition
- Evoked feelings

With the help of the analysis grid, I will be able to spot the patterns and elements which prevail in the two speeches and have a better understanding of them. This method is a less subjective one, which will enable me to analyse the whole picture regarding the corpus I have selected and to confirm my theory according to which each inaugural speech of any faculty has those specific elements that also are part of the faculty's organizational culture.

2.2 Comparative analysis

I will also use the comparative analysis as an investigative tool so as to compare the 2 speeches using the data obtained from the analysis grid.

While the content analysis is more rigid, objective and systematic, the comparative one allows for more freedom of analysis and interpreting and is more subjective. The points compared in this analysis will be the ones specified in subchapter 2.1. With this tool, I will be able to identify the main elements of the two speeches, what elements the speeches have in common, what elements are different and whether there are any unique elements which do not appear at all in one speech but are present in the other.

3. Results

I analysed the following two speeches: one was delivered by Gheorghe Costaforu from the University of Bucharest during the inauguration of the University building on 14 december 1869, and taken from the book "The idea of University", written by Toma Sava, and the other, entitled "Universities in the University. Identity construction and breakdown in higher education institutions" was delivered by Prof. Adrian Neculau, PhD, from the Faculty of Psychology and Educational Sciences at the "Alexandru Ioan Cuza" University in Iasi, on the occasion of the opening of the 2011-2012 academic year. I will analyse the two speeches using a content analysis grid and a comparative analysis grid created by myself.

The elements I will focus on in particular are the symbols and references used, recurrent or special elements, elements of tradition and evoked feelings. I will analyse the speeches to see their particularities, what elements define them, and in the comparative analysis, I will compare them to identify the similarities and differences between them.

Firstly, the length of both speeches is impressive: the speech delivered at the inauguration of the building of the University of Bucharest is 7 pages long, whereas the one held during the opening of the academic year has 13 pages, which I consider a very long speech.

The context in which the speeches were delivered are different too. One was held during the inauguration of the building of the

University of Bucharest in 1869 and the other was delivered during the opening of the 2011-2012 academic year at the University of Iasi.

The topics of the speeches are change and intellectual conflict as ways of progress, history, identity and progress. As expected, these topics are specific to opening speeches, since change, progress, identity and intellectual conflict are a part of any University's life, and history is of course always a part of any University's identity. What I did not expect, however, was the topic of ideological control present in the 2011 speech, which went hand in hand with the history of the University: during the communist period, any novel ideas put forth and debated by the intellectuals working at the university were considered wrong and intolerable by the communists, who only accepted the party's ideas as "right".

The style of the speeches is very formal; however, one is more subjective, while the other is more objective and also, in one there are foreign words, as this was the way in which intellectual spoke during that time, while the other used jargon elements to express ideas.

Analysing the tone of the speeches, one was found to have a very positive tone, speaking of change and how the University would make things better for the population, while the other had a rather neutral tone, mostly talking about the history and facts regarding "the darker" period of the University.

The feelings evoked by the speeches are retrospection, remembrance, honour, pride, gratefulness, praise and glory. It was interesting to see how these feelings of retrospection and remembrance appear in this speech, since the occasion on which it was delivered was a joyous one - a celebration. But seeing the context in which these feelings are evoked, it does make sense. History, even if it is a dark one, should be honored, known, understood and learned from. Surely, the feelings of honour, pride, praise, glory and gratefulness make more sense in the context of inaugurating the University building back in 1869, so no surprise here.

In both cases, the speakers are male.

In the speeches, I have found 4 categories of symbols used: symbols referring to knowledge, symbols referring to rebuilding, symbols referring to struggle, and symbols referring to the university. The exact words used to refer to knowledge, rebuilding, struggle and the university will be discussed in the comparative analysis part.

There are only 3 types of references made in the speeches analysed, which are references to the history of education, to the history of the University and to the speeches of the forefathers.

There are also plenty of recurrent elements in the speeches I have analysed, in terms of identity, power, school, education, ideology, forefathers, descendants and science. Since the speeches were delivered in an academic environment, nearly all these elements have to do with the university. The only elements which stand out are power and ideology. Power in the academic context means competence, recognition, alliances, grouping and regrouping, assertion strategies, but also knowledge is power. Ideology has been mentioned earlier, with reference to the communist period.

There are only 3 elements that pertain to tradition in both speeches: they mention forefathers, descendants and science.

In what follows, I will carry out the comparative analysis of the 2 speeches I will no longer analyse speech length, context, tone and the identity of the speakers, since I have already emphasized what was relevant there. For ease of reference, I will refer to the speech which was delivered during the opening of the academic year at the University of Iasi as "the speech from 2011", and I will call the speech held during the inauguration of the building of the University of Bucharest the "speech from 1869".

In terms of topics, the speech from 1869 has only 3, which are the history of education, the history of the university and the promise of progress. The speech from 2011 has a lot more topics, the main one being change. The rest of the topics present there are: intellectual conflict as a way of progress, the university as a place where ideological conflicts and conflicts of power reign, the history of

education and of the university, the reasons why we have to invoke a harmful history when we are trying to build our future, the ideological control during communism, reconstruction and the concept of identity. There are 2 common themes in these speeches: the history of education and that of the university, the rest being different, depending on what the speakers wanted to focus on in their speeches.

The style of the speeches is similar, in that both are formal and that the speakers use something "special": the speech from 1869 uses foreign words since it was common at the time for intellectuals to use them, and the speech from 2011 uses jargon specific to universities. The speech from 1869 is more subjective and even addresses the King and Queen, who I presume were present at the event, while the speech from 2011 is more objective.

The speeches are complete opposites when it comes to the feelings evoked. The speech from 2011 evokes feelings of retrospection and remembrance, to look back on the past and see how things evolved, where things went bad and to think about what can be changed in the present and future, whereas the speech from 1869 is all about honour, pride, gratefulness, praise and glory.

The speeches have a variety of symbols that they used, which I have grouped into 4 categories: symbols referring to knowledge, symbols referring to rebuilding, symbols referring to struggle and symbols referring to the university. The speech from 1869 had symbols referring mostly to knowledge and rebuilding, and one referring to the university: young people drinking from the source of light/knowledge, ruins from which they rebuild, the fiery torch of science, the star that guided the 3 wise men, the most beautiful ornament in the country. The speech from 2011 had symbols referring mostly to struggle, reconstruction and knowledge: the social game of dissimulation, identity reconstruction, the European spirit and the fight between ideas, professors who were "authorities" in their fields and changed social landmarks, "ideological and political education", "wrong ideas", and the clinical death of some domains.

There were not many references in any of the speeches: only 2 in the speech from 1869, the history of education and how the University was approved and helped by the royal family to come into being. The speech from 2011 also makes reference to the history of education, but also to the speeches of the forefathers, which is very plausible considering that in 1869 there was only 2 universities in Romania, the one from Iasi and the one from Bucharest, so the older speech could not have used that.

There are some common recurrent elements in both speeches, those elements being school, education and forefathers. The speech from 2011 also has identity, power and ideology as recurring elements, whereas the speech from 1869 has also descendants and science as recurring elements.

There are only 3 elements pertaining to tradition in both speeches, 2 appearing in both: mentions of science and forefathers, the speech from 1869 also mentioning the descendants.

4. Sources consulted

The topic of this scientific paper is opening speeches, which is a part of the public relations domain. The two primary sources I have used to research and gather information on the topic were "Discursul-semantura al institutiei" written by Lavinia Suciu, which I consulted in order to obtain more information about institutional communication, organisational culture and speeches delivered in institutions in order to have a better understanding of the topic, and the other source was "Ideea de Universitate", written by Toma Sava, from where I took one of the analysed speeches and gathered information about what a university means in Romania.

5. Conclusions

Based on the content analysis and the comparative analysis, I have realised that the two speeches have many things in common, yet also many elements which are different. Most elements found are relevant

to any university in Romania. Whereas history is an element present in both, progress and change are other elements found in both speeches. I have noticed that the speech from 1869 mostly focused on how the university was going to change lives, make things better for the population, educate people and create brilliant minds for the world of science, while that from 2011 was focused more on remembering the past, especially the communist period, rebuilding the image of the University and honouring and remembering the forefathers' mission, understanding what was wrong in the communist era and striving not to repeat those mistakes again.

For the dissertation paper, I will expand my corpus of speeches in order to have an even better picture of the elements shared by the speeches delivered in Romanian universities and to see to what extent those elements are part of the organisational culture of each University.

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Annexes

- **Comparative analysis**

Variable	Opening of academic year speech	Inauguration of building speech
Speech Length (pages)	13 pages	7 pages
Speech Context	The opening of the 2011-2012 academic year at the	The inauguration of the University of Bucharest

	Faculty of Psychology and Educational Sciences	building on December 14, 1869
Theme	Intellectual conflict as a way of progress, University as a place where conflict of ideologies and conflicts of power reign, History of Education and of the University, why do we have to invoke a harmful History when we are trying to build our future, the ideological control during communism, identity (reconstruction and concept of), **change** (main theme)	History of education and university, promise of progress
Style	Very formal, use of jargon, objective	Very formal, use of foreign words (common at the time), subjective and addressing the King and Queen
Tone	Neutral tone	positive tone
Evoked feelings	Retrospection, remembrance	Honour, pride, gratefulness, praise, glory
Identity of the speaker	prof. univ. dr. Adrian Neculau, male	Gheorghe Costaforu, male, no other information presented
Symbols used	Social game of dissimulation, identity reconstruction, European spirit, fight between ideas, professors which were 'authorities' on their domains, changed social landmarks, 'ideological and political education', 'wrong ideas', conditions	Youths drinking from the source of light/knowledge, Ruins from which they rebuild, fiery torch of science, the star that guided the 3 wise men, the most beautiful ornament of the country,

	of clinical death of some domains,	
References used	The speech of the forefathers, the history of the University	The history of education, how the University was approved and helped by the royal family to be founded,
Recurrent elements	Identity, power, school, education, ideology, forefathers,	Forefathers, descendants, science, school, education
Elements pertaining to tradition	Mentions of science, Mentions of the forefathers	Mentions of descendants Mentions of science, Mentions of the forefathers

- **Content analysis grid**

Speech length	Opening of academic year speech	Inauguration of building speech
Short (max 3 pages)		
Medium (3-5 pages)		
Long (5-7 pages)		x
Very long (7+ pages)	x	

Speech Context	Opening of academic year speech	Inauguration of building speech
Festive course held with the occasion of the new academic year	x	
The inauguration of the University building		x

Theme	Opening of academic year speech	Inauguration of building speech
Change	x	
Intellectual conflict as a way of progress	x	
History	x	x

Ideological control	x	
Identity	x	
Progress		x

Style	Opening of academic year speech	Inauguration of building speech
Formal	x	x
Informal		
Use of foreign words		x
Use of jargon	x	
Subjective		x
Objective	x	

Tone	Opening of academic year speech	Inauguration of building speech
Positive		x
Neutral	x	
Negative		

Evoked feelings	Opening of academic year speech	Inauguration of building speech
Retrospection	x	
Remembrance	x	
Honour		x
Pride		x
Gratefulness		x
Praise		x
Glory		x

Identity of the speaker	Opening of academic year speech	Inauguration of building speech
Male	x	x
Female		

Symbols used	Opening of academic year speech	Inauguration of building speech
Symbols referring to knowledge		x
Symbols referring to rebuilding	x	
Symbols referring to struggle	x	
Symbols referring to the university		x

References used	Opening of academic year speech	Inauguration of building speech
History of education	x	x
History of university	x	x
Speech of the forefathers	x	

Recurrent elements	Opening of academic year speech	Inauguration of building speech
Identity	x	
Power	x	
School	x	x
Education	x	x
Ideology	x	
Forefathers	x	x
Descendants		x
Science		x

Elements pertaining to tradition	Opening of academic year speech	Inauguration of building speech
Mentions of the forefathers	x	x
Mentions of descendants		x
Mentions of science	x	x

The Impact of the New Technologies on the Language and Communication Habits of Young People

Gabriela Popescu

Abstract: *This paper draws on communication and language studies, and focuses on the influence that new technologies exert on our brain, and implicitly, on the means of written communication. The main purpose of this research is to study the communication habits of young people, in accordance with implemented forms of communication, namely texting, email and social media.*

Keywords: *new technologies, brain, nervous system, hypertextuality, creativity, acronyms, logograms, linguistics, questionnaire.*

1. Introduction

This analysis concerns the identification of the language features used in communication mediated by the new technologies, i.e. cyber communication and communication through GSM networks.

The purpose of this research lies in the analysis of the changes in written communication, as a consequence of the utilization of the

virtual environment, and in the identification of these changes in a corpus of messages.

The scientific novelty of this research, including relevant findings, lies in the analysis of a relatively new medium of communication, i.e. cyber communication. The findings concern the identification and description of certain peculiarities related to the linguistic construction of messages in the virtual world.

The topic was approached not only from an analytical perspective, but also from a comparative one. During the documentation stage, I have learned from various bibliographical sources about the studies performed and the theories developed by psychologists, neuropsychologists and linguists regarding the effect of the new technologies on the brain and language.

The characteristics identified in linguistic studies have helped me to prepare the analysis of my corpus of messages in the practical part of my research.

The main aim of this scientific article is to show the degree of presence on every social environment mentioned above, time spent online, the problems that arise and the impact each social media have in everyone's life.

Besides all these features, it is interesting to find out which of the three Social Media application is the top preference, what the interviewee would do if the application did not exist application and what would s/he change about it. Thus, this paper is based on the assumption that shows that people spend so much time in the virtual environment, they want to be part of a community, and they give a great deal of free time for their presence online.

2. Methodology

The steps followed while preparing this paper were: research from different sources (hardcopy and online), the implementation of

research tools on the gathered corpus of messages, analyzing the findings and drawing the conclusions.

In the first chapter, which presents the theoretical framework, I examined the studies conducted until now on the topic under discussion, with special attention to the findings concerning the effects that the excessive use of the internet may have on the brain and the nervous system. The second chapter focuses on the way in which virtual environments impact and influence the language used in online communication. For the practical part, I elaborated two research methods to specifically identify the effects on the means of written communication and the occurrence of a new language: "messenger language".

In relation to the research methods, both informative and investigative methods have been used. To be more specific, both the content analysis method and the quantitative method, namely the elaboration of a survey, were applied.

The survey, which was designed to gather information directly from the users of the three forms of communication, consisted of a questionnaire made up of sixteen questions assessing users' habits and motivation related to the use of these three forms of communication. As for the second research method, I created the questionnaire and I administered it to forty people.

3. Results and discussion

With the help of the research methods mentioned above, I managed to achieve the intended results so as to highlight a series of characteristics, particularities and constants found in the three analysed forms of communication: texting, email, and social media.

The investigated texts emphasize the nature of "messenger language", i.e. it is identified as functional language with a high level of oversimplification, the main characteristic of which is freedom of expression.

Because of the linguistic analysis of the three types of communication, I was able to identify the characteristics of "messenger language", but also the orthographical distortion tendencies. In my analysis I had as a reference the characteristics identified by the two linguists mentioned in the first part of the paper, David Crystall and Gina Nicula.

The analysis of the corpus of messages has been conducted based on a set of characteristics exemplified with quotations from the collected texts. Thus, I identified some conventions designed to replace the value of diacritical marks, the absence of vowels (some words are written only using its consonants), the use of graphic means of highlighting information, either by writing some words in capital letters (ALONE), by placing several exclamation marks or by repeating letters.

Following the analysis of the three types of communication, I was able to identify a series of constants and differences in the linguistic structure of virtual messages, which detailed in my dissertation paper.

The study of the communication habits specific to written communication mediated by the new technologies and the collection of data have been made based on a questionnaire that targeted the identification of the changes triggered by online communication.

4. Conclusions

As a result of the conducted research, I came to the conclusion that non-verbal elements, such as mimics, gestures and tone are absent in online language. Although these are extremely important in reproducing the expression of natural language, they have been replaced with emoticons, i.e. with suggestive images that substitute for non-linguistic communication. Despite its many advantages (e.g. communication without limits of space and time, an unlimited number of participants, constant studying, improvement of one's writing style),

online communication also has various disadvantages (e.g. defective spelling and topic, excessive use of abbreviations, ambiguity, speech errors perpetuated thorough imitation and/or ignorance).

Furthermore, the analysis of results derived from the questionnaire has led to the conclusion that we use all forms of communication to the same extent: telephone calls, text messages as well as emails, text messages being the top of the list (be they phone messages, WhatsApp or social media messages). Consequently, the new technologies make us use written communication more, but the problem that has arisen is how we do it and how accurately we write.

In conclusion, the occurrence of online means of communication has led to a certain extent to the alteration of language and of traditional communication structures. Ignorance of and relaxation towards the nature of language cause changes in communication habits, which makes the young generations gradually lose contact with proper language.

Personally, I think that the standardization of communication through the automatic interface of monitors brings the risk of estrangement through national and cultural identity loss.

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Food & Travel in the Online Environment - The Influence of the Concept on the Young Generation

Sebastian Laiu

Abstract: *A general perspective of the thesis entitled `Food & Travel in the Online Environment - The Influence of the Concept on the Young Generation` highlights several theoretical aspects which inform the readers about segments like marketing, advertising, and public relations in direct connection with the general subject of this paper. At the same time, it shows a correlation of the subject with several technical instruments of the WEB technology transposing a concept considered traditional such as culinary tourism in a digital format*

Keywords: *Culinary Tourism aka. Food and Travel, Food Blog/ Food Vlogs, Digital Age, Influence over audience, Trends*

1. Introduction

Nowadays, most of the once-known traditional concepts are successfully transposed in a digital format.

This thesis reveals certain aspects of the Culinary tourism concept both in traditional and digital formats and highlights some of

the reasons why this concept is important for the development of a certain destination and culinary segment of a foreign region. The concepts are presented to large audiences from the marketing, public relations, economic, and journalistic points of view.

In the traditional section of the concept, a brief history of the term, the definitions and particularities, and the moderators and initiators of the concept are presented.

2. Summary

In the traditional section of the concept, a brief history of the term, the definitions and particularities, and the moderators and initiators of the concept are presented.

Also, a very important instrument is the analysis of the Michellin Guide, which reveals the importance of the culinary tourism segment of a place or country.

Country	Release date	✿✿✿	✿✿	✿	Establishments
France	2017 Edition	27	86	503	over 3,222 hotels and guest houses, 4,362 restaurants
Belgium & Luxemburg	2012 Edition	3	16	99	over 700 hotels and guest houses, 1,100 restaurants
Germany	2016 Edition	10	39	241	over 4,200 hotels and guest houses, 2,100 restaurants, 4,287 hotels
Great Britain & Ireland	2018 Edition	5	20	150	over 1,100 hotels, , 2,100 restaurants,
Italy	2012 Edition	7	38	250	over 3,700 hotels and guest houses, 2,700 restaurants
The Netherlands	2012 Edition	2	16	84	over 600 hotels and guest houses, 700 restaurants
Spain & Portugal	2018 Edition	11	25	177	over 1,775 hotels and guest houses, 1,549 restaurants, 130 tapas bars
Switzerland	2012 Edition	2	18	76	over 800 hotels and guest houses, 800 restaurants

In the digital format section, the concept is transposed on the Web and some particularities, moderators, instruments (blog, vlogs) and the impact of the concept on the masses are highlighted.

Concepts like `Food and travel`, or culinary tourism, are present in a digital format to be easily used by the population available everywhere and anytime for anyone who has a computer and an internet connection.

In this online version of culinary tourism, instruments like blogs, YouTube vlogs, articles and reviews for most destinations on Earth, tips for every tourist, HoReCa (Hotel ,Restaurant, Catering) reviews, and of course tips for food at any level can be found.

The concept is analysed and transposed in digital format by:
- Profesional Food Critics
- Chefs
- Journalists
- Culinary and touristic writers
- Ordinary tourists who have a passion for food

The audience is made up of:
- Ordinary Tourists
- Food Lovers
- Online users with an affiliation for these concepts, taken together or separately

The importance of the concept is related to:
- The economic growth of a region/country
- The increased touristic development
- The local culinary development

3. Research methods

From the research instruments point of view, both the quantitative and the qualitative methods were applied for more accurate results.

a. **Qualitative instrument** – the content analysis was applied on 20 Food blogs and Youtube vlogs of the same domain name, and aspects like Post number, views, viewers, appearance frequency,

comments and appearance year were highlighted in an analysis table.

Most relevant were the tables for Migrationology.com and The Food Ranger.com (both blogs and vlogs)

➢ Migrationology.com

	Blog		YouTube Channel	
Used Platform	✓		✓	
Appearance year	2009		02.02 2009	
Subscriber Number	Over 50,000		1,712,833	
Post Number	Approx. 900		832	
Views	Unspecified		358,506,399	
Comments	245 high number		4,895 number for most popular	
Appearance frequency	Weekly		Weekly	
Additional platforms	Facebook	Instagram	Twitter	Google +
	✓	✓	✓	✓

➢ The Food Ranger.com

	Blog		YouTube Channel	
Used platform	✓		✓	
Appearance year	2016		12.03.2013	
Subscriber Number	Unspecified		1,460,850	
Post number	10 articles		184 videos	
Views	Unspecified		190,109,710	
Comments	2,358 high number		11,464	
Appearance frequency	Monthly		1,2 per week	
Additional platforms	Facebook	Instagram	Twitter	Google +
	✓	✓	✗	✓

b. **Quantitative instrument**- a survey consisting of 26 questions was applied to a number of respondents with different demographic statuses.

The survey consisting of questions such as the kind of publications (blog/vlog) the participants prefer, in what way the culinary tourism segment publications influenced participants to travel to the designated destinations, or if they were influenced to taste local food in their travels and so on. Also, two food and travel blogs and youtube channels were suggested (Migrationology (blog / Youtube, The Food Ranger -   YouTube ,Blog). The survey participants were asked for their preferences, the parts of this publication they liked and so on.

4. Results and conclusions

- Due to the rapid expansion of the cyber space and to the increased number of internet domains and users worldwide, the culinary tourism segment expanded both in the traditional concept and also in the digital format
- According to the content analysis, over 20 blogs and YouTube channels, the number of the articles and the YouTube vlog views have increased rapidly over the last years
- According to the applied survey, participants were influenced in a way by Food and travel blogs and vlogs to travel to the presented destinations and to taste the local food
- According to the appearance of many Web domains dealing with culinary tourism, a high number of people chose to make a career by travelling and documenting their experiences and finally sharing them with travel passionate people from all around the world, the incomes were obtained from sponsors, travel agencies, flight companies, etc.
- New and interesting content is always developed by moderators to increase the number of subscribers and, at the same time, new marketing strategies are applied for different reasons (to increase subscriber numbers, to purchase personalized items, to develop a region or destination or the local food segment ranking).

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Fake News and its Impact on the US Election Campaign of Donald Trump

Mădălina Dariana Ștefănescu

Abstract: *In the paper "Fake News and its Impact on the US Election Campaign of Donald Trump", my aim is to study the timeline of the 2016 elections in US and the impact of the fake news on the conclusive results, ending with Donald Trump winning. "Fake news" became a very popular term at the beginning of 2017. Even if it was already pretty popular among internet users, people did not pay too much attention to it. However, things changed quickly after Donald Trump won US elections in 2016. Before going deeper with the overly sensitive subject, it is important to understand the concept of "fake news". This concept refers to the spread of misinformation either via news media or via social media, its purpose being to win something financially or politically. Fake news usually appears on Facebook newsfeed, as the easiest way to click on the appealing headlines. The fake news process may involve just an eye-catching headline or an entire invented story which tells everything except the truth, but it is based on clickbait and earning revenue from advertisement and number of visitors on their page. In this paper I will focus firstly, on the arguments brought by each side as part of the conflict, on one hand Donald Trump and on the other hand Hilary Clinton and her people involved in the issue. Secondly, I will use a quantitative analysis by creating an online questionnaire addressed to people who intensely use social media, trying to find out what is their opinion with regard to the social media effect on electoral campaigns and how they*

think we can be protected against fake news that are published during a campaign period. In my opinion, this subject is of great interest as there are involved powerful names who are now leading the world. Moreover, it is more than present as the mediatic scandal is still in a continuous evolution.

Keywords: *fake news, electoral campaign, social media, internet.*

1. Introduction

My paper has focused mainly on the scandal between Donald Trump and Hilary Clinton competing in the 2016 US electoral campaign, which is based on the fake news published on social media and not only, leading to Trump's success. With the increasing usage of social media in electoral campaigns, the fake news spread plays a significant role in the ultimate results. There were important names in media industry that published stories, many of them considered fake news. Contrary to people's belief, there were not only fake news which directly helped Donald Trump, but there were also false memes and quotes which appeared related to Trump, bringing him image damage.

My research has focused mostly on the idea that people using internet and social media are likely to face the fake news spread and it is very important to find a way of protection against it. In addition, the future of a country and even of the entire world depends on people's beliefs or choices.

2. Research method
2.1. Media analysis

The research in this part of the paper involves the analysis of the media posts, articles, published stories and mass-media attitude towards 2016 US electoral campaign. My aim is to find out which news organizations have mostly published during the campaign, what type of information they have provided, with regard to which candidate, people's reactions

and arguments from both of the sides, either Donald Trump or Hilary Clinton.

In this research, using analysis as a research method, I will look for:

- media posts names;
- frequency of posts;
- number of posts between campaign days (September 1 – November 8);
- posts categories;
- keywords in usage;
- traditional media vs. online media.

Following the things described above, I will see the impact of the information provided online on people's opinions and choices, how social media and other online technologies brought fake news to much popularity among users, what subjects were of great interest for big publications such as *The Washington Post*, *The New York Times*, HuffPost, CNN, and Politico and much more related things. One of the media posts with the most impact and implication in the campaign run, was *The New York Times*. I will study the number of posts, the subjects approached and the posts considered *fake news.*

2.2. Quantitative analysis

As a research instrument, I will use the questionnaire consisting of a number of questions (around 15), which will be addressed to a group of people who intensively use social media. With this questionnaire, which will be built on open-ended and close-ended questions, I will try to find out people's opinion about the social media impact on electoral campaigns and how fake news affect us, but moreover, how they expect to be protected against them. After following the paths described above, analyzing 2016 US campaign and people's attitude towards social media versus campaigns, I will try to suggest a theory of how we can protect ourselves against fake news, but moreover, I will try to give people a better overview on social media and its usage in electoral campaigns.

3. Results

In my dissertation paper, I will try to analyze the whole electoral scandal. However, in the current paper, the next lines represent a short analysis regarding the mediatic posts in the electoral campaign of Donald Trump versus Hilary Clinton. Many of them were considered fake news created by Russian sources, going viral with the help of social media, such as Facebook, Twitter, and Instagram. However, also the mainstream media have created a split between voters. The big names in the media industry have created a real phenomenon by publishing scandalous, tabloid and also political subjects, which eventually lead to Trump's victory. Media is said to be the most important aspect in Trump winning the electoral run. A survey created by a research center lead to the conclusion that information about the 2016 presidential election was mostly received by US people via social media through posting and re-posting articles on this subject. Even the filmmaker Michael Moore posted on his Facebook after the victory
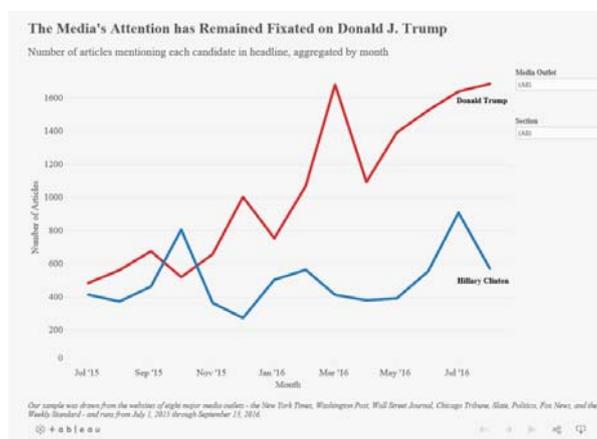
claim that: "Trump's victory is no surprise. He was never a joke. Treating him as one only strengthened him. He is both a creature and a creation of the media and the media will never own that". It is obvious that the greatest attention was on Donald Trump.

One of the big names in the industry that has intensely approached subjects during the electoral campaign is *The New York Times.* I have chosen *Times* as a representative for media source because it is considered to be the most trustworthy news source and also the most interested in delivering the newest subjects on an on-going big event, in this case 2016 US electoral campaign. At the end of the campaign,

after 69 days, it is reported that *Times* had 399 articles on the front page of the printed newspaper and 13,481 articles published online (between September 1 and November 8) relevant for the 2016 US electoral campaign.

All the articles relevant for the two candidates were divided into scandal subjects and policy subjects. However, there were also randomly touched subjects without focusing on a specific outcome.

Total of front-page NYT campaign stories by focus

- Campaign misc.
- Clinton - personal/scandal
- Trump - personal/scandal
- Policy, no detail
- Clinton - policy detail
- Trump - policy detail
- Both, policy detail

53.3%
19.3%
16.7%
4%
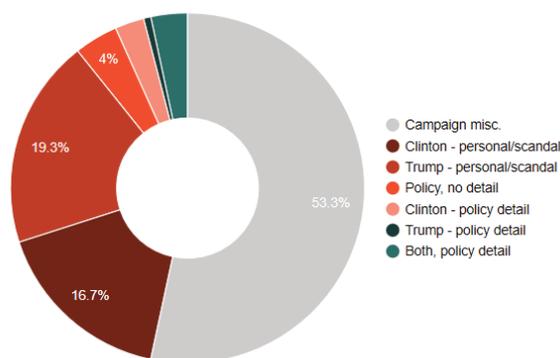
It is more than obvious that the source media has touched subject with focus on Trump, but that was also because the main issue of great interest for Hilary Clinton was the e-mail scandal. *Times* had 10 front pages in just 6 days (from October 29 through November 3) dedicated to Hilary Clinton and her e-mail scandal. Rumors have it that these 10 front pages and the e-mail scandal have brought a dropped down in voters' number for Clinton, leading to the well-known result, in favor of Trump.

On the other side of the battlefield, for Trump's attention there was the Affordable Care Act (known previously as Obamacare). The most interesting fact is that the ACA subject was barely touched in the pre-election period. However, it took a great step ahead in the post-elections. Still, the only four front-page stories between September 1 and November 8, during the campaign, were not fully accurate and did not focus on the most interesting facts of the issue. In fact, they focused on the negative aspects, in spite of the Medicaid expansion, the most valuable part of the bill.

Despite the fact that *Times* approached various subjects and different beliefs, the personal scandals were of much greater interest and less focused on policy issues.

The New York Times

Late Edition

Today, clouds and some sunshine, breezy, milder, high 61. Tonight, mostly cloudy, low 56. Tomorrow, cloudy, afternoon showers, high 69. Weather map appears on Page D8.

VOL. CLXVI ... No. 57,400 + © 2016 The New York Times Company   NEW YORK, SATURDAY, OCTOBER 29, 2016 $2.50

Hillary Clinton with a top aide, Huma Abedin, the estranged wife of Anthony D. Weiner, aboard the campaign plane on Friday.

NEW EMAILS JOLT CLINTON CAMPAIGN IN RACE'S LAST DAYS

F.B.I. Looks at Messages Found During Inquiry Into Weiner's Texts

By ADAM GOLDMAN and ALAN RAPPEPORT

WASHINGTON — The presidential campaign was rocked on Friday after federal law enforcement officials said that emails pertinent to the closed investigation into Hillary Clinton's private email server were discovered on a computer belonging to Anthony D. Weiner, the estranged husband of a top Clinton aide.

In a letter to Congress, the F.B.I. director, James B. Comey, said the emails had surfaced in an unrelated case, which law enforcement officials said was an F.B.I. investigation into illicit text messages from Mr. Weiner to a 15-year-old girl in North Carolina. Mr. Weiner, a former Democratic congressman from New York, is married to Huma Abedin, the top aide.

Mr. Comey's letter said that the F.B.I. would review the emails to determine if they improperly contained classified information, which is tightly controlled by the government. Senior law enforcement officials said that it was unclear if any of the emails were from Mrs. Clinton's private server. And while Mr. Comey said in his letter that the emails "appear to be pertinent," the F.B.I. had not yet examined them.

By the end of a day that brought singing criticism of Mr. Comey from both Democrats and Republicans, he appeared on the defensive, saying in an internal email to bureau employees that he had felt obligated to inform Congress, and "we don't know the significance of this newly discovered collection of emails."

The new development in the saga over Mrs. Clinton's handling of classified information came months after the F.B.I. closed the investigation without charging Mrs. Clinton. The announcement,

less than two weeks before the election, left Mrs. Clinton's team furious and scrambling for explanations while bolstering the spirits of Donald J. Trump after a wave of controversies and Republican defections had led many to write him off.

"We are calling on the F.B.I. to release all the information that it has," Mrs. Clinton said adamantly in an evening news conference that took issue with Mr. Comey for making the disclosure so close to

the election. "Let's get it out."

Mr. Trump was ebullient. "Perhaps, finally, justice will be done," he declared at a campaign rally in New Hampshire.

A senior law enforcement official said that tens of thousands of emails belonging to Ms. Abedin were on Mr. Weiner's laptop, which the F.B.I. had obtained as part of its investigation into Mr. Weiner. About a month ago, a person familiar with the investigation said, F.B.I. agents seized the laptop as well as Mr. Weiner's iPad and cellphone.

Mr. Comey said in his letter to

Donald J. Trump at a rally in Manchester, N.H., on Friday.

With 11 Days to Go, Trump Says Revelation 'Changes Everything'

By AMY CHOZICK and PATRICK HEALY

Everything was looking up for Hillary Clinton. She was riding high in the polls, even seeing an improvement on trustworthiness. She was sitting on $153 million in cash. At 12:37 p.m. Friday, her aides announced that she planned to campaign in Arizona, a state that a Democratic presidential candidate has carried only once since 1948.

Twenty minutes later, October delivered its latest big surprise.

The F.B.I. director's disclosure to Congress that agents would be reviewing a new trove of emails that appeared pertinent to its investigation into Mrs. Clinton's private email server — an investiga-

tion that had been declared closed — set off a frantic and alarmed scramble inside Mrs. Clinton's campaign and among her Democratic allies, while Republicans raced to seize the advantage.

In the kind of potential turnabout rarely if ever seen at this late stage of a presidential race, Donald J. Trump exulted in his good fortune. "I think it's the biggest story since Watergate," he said in a brief interview, adding, "I think this changes everything."

He promised to hammer Mrs. Clinton as a criminal in the race's final week and a half. And Republi-

Decision Pulls F.B.I.'s Leader Back Down Into Political Fray

This article is by Eric Lichtblau, Michael S. Schmidt and Matt Apuzzo.

WASHINGTON — James B. Comey, the F.B.I. director, faced a dilemma on Thursday when deputies briefed him about the discovery of a new trove of emails that might be connected to the dormant inquiry into Hillary Clinton's private email server.

Mr. Comey could immediately inform Congress about the emails, which were found in an investigation into former Representative Anthony D. Weiner. That unusual step, months after Mr. Comey had cleared Mrs. Clinton of any criminal wrongdoing in the email case,

would risk accusations that he was unfairly harming her presidential campaign less than two weeks before the election.

Or he could delay any announcement and examine the new emails more closely, risking criticism that he had suppressed important new information if it came out after the election, despite his pledges of "transparency" in the investigation.

Mr. Comey, a Republican appointed by President Obama three years ago, decided that he could live with criticism of his judgment, aides said. So on Friday morning, the F.B.I.'s congres-

THE SATURDAY PROFILE

The New York Times

Late Edition

Today, morning clouds and fog, sunshine later, a shower, high 73. Tonight, an evening shower, mostly cloudy, low 59. Tomorrow, damp, high 66. Weather map, Page A24.

VOL. CLXVI ... No. 57,374 © 2016 The New York Times Company   NEW YORK, MONDAY, OCTOBER 3, 2016 $2.50

Staten Island Confronts Rise In Overdoses

A Story of Struggle in an Addict's Diary

By MICHAEL WILSON

The man entered the Red Robin restaurant inside the Staten Island Mall two minutes after 6 p.m. on a Friday. He walked straight past the booths and tables and entered the men's room.

A manager would find him there seven minutes later, lying on the floor with a needle and foaming at the mouth.

His name was Jonathan Ayers, 27, and he was declared dead within the hour that evening, Sept. 9, of an apparent heroin overdose.

Mr. Ayers's fatal overdose was the latest addition to a body count without precedent. So far in 2016, there have been 71 deaths that appear to be from heroin overdoses on the island, the Richmond County district attorney's office said, already on pace to more than double the record set two years ago. Nine people died of heroin overdoses in a recent 16-day period, prosecutors said.

Mr. Ayers left behind an account of his addiction. After his death, his mother, Ann Ayers, and brother, Christopher, found a journal he had kept for the last couple of years that chronicled the lies he had told them to conceal his continued dependence on drugs.

"I lie mostly I think because I am scared of being judged for the truth," Mr. Ayers wrote in May 2015. "This journal is where I tell the truth." Through the journal, his family would come to know the son and brother they had lost, and see the thoughts of a heroin addict.

Staten Island has been home to a heroin epidemic for several years, and it rivals the Bronx for the highest rate of deaths from heroin overdoses in New York City. The drug arrived to meet demand for opiates and fill the void left by law enforcement crackdowns on prescription pills, which were widely abused there.

Supporters of a peace agreement that had been years in the making watched referendum results on Sunday in Bogotá, Colombia.

NEXT PRESIDENT LIKELY TO SHAPE HEALTH LAW FATE

CHANGES SEEN AS NEEDED

Troubles in Insurance Marketplaces Draw Divergent Plans

By ROBERT PEAR

WASHINGTON — The fierce struggle to enact and carry out the Affordable Care Act was supposed to put an end to 75 years of fighting for a health care system to insure all Americans. Instead the law's troubles could make it just a way station on the road to another, more stable health care system, the shape of which could be determined on Election Day.

Seeing a lack of competition in many of the health law's online insurance marketplaces, Hillary Clinton, President Obama and much of the Democratic Party are calling for more government, not less.

The departing president, the woman who seeks to replace him and nearly one-third of the Senate have endorsed a new government-sponsored health plan, the so-called public option, to give consumers an additional choice. A significant number of Democrats for whom Senator Bernie Sanders spoke in the primaries, favor a single-payer arrangement, which could take the form of Medicare for all.

Donald J. Trump and Republicans in Congress would go in the direction of less government, reducing federal regulation and requirements so insurance would cost less and no-frills options could proliferate. Mr. Trump would, for example, encourage greater use of health savings accounts, allow insurance policies to be purchased across state lines and let people take tax deductions for insurance premium payments.

In such divergent proposals lies an emerging truth: Mr. Obama's

Colombia Vote Overturns Deal To End Its War

By JULIA SYMMES COBB and NICHOLAS CASEY

BOGOTÁ, Colombia — A Colombian peace deal that the president and the country's largest rebel group had signed just days before was defeated in a referendum on Sunday, leaving the fate of a 52-year war suddenly uncertain.

A narrow margin divided the yes-or-no vote, with 50.2 percent of Colombians rejecting the peace deal and 49.8 percent voting in favor, the government said.

The result was a deep embarrassment for President Juan Manuel Santos. Just last week,

Trump, the Tax Code and a Loophole for the Rich

Now we know: Donald J. Trump racked up losses so huge in the early 1990s that he wouldn't have had to pay federal or New York State income tax on nearly a billion dollars in income.

None of this seems to have made the slightest dent in Mr. Trump's opulent lifestyle over the years. At the nadir of his personal financial crisis in the early 1990s, his lenders put him on an annual "budget" of $450,000 in

personal expenses — more than enough to sustain his lifestyle of lavish homes, private jets, country clubs and golf courses — even as he was using the tax code to avoid paying any federal income tax.

It's hard to imagine a starker contrast with the vast number of Americans who struggle to both pay taxes and make ends meet, or a more damning indictment of a tax code that makes that possible.

"If it wasn't clear before, it is now: The tax code is tilted to-

ward the rich in its statutory framework, its exceptions, and in how it is enforced and administered," said Steven M. Rosenthal, a real estate tax specialist and senior fellow at the Urban-Brookings Tax Policy Center.

"The American public," he said, "needs to wake up and send a message that the tax code should be written to generate revenue and enforced to collect it, not to favor wealthy real estate developers and other special interests and their lobbyists."

JAMES B. STEWART

COMMON SENSE

Campaign Struggles to Move Past Tax Revelation

The conclusion of this small part of the research is that media sources were likely to focus on personal stories and scandals of the candidates, more than on actually policy subjects. Throughout the electoral campaign, fake news played a significant role in changing people's minds. Even though the impact of fake news is not measurable, it is believed that many of the posts published or spread by people on social media have contributed to deciding the new US president. Many studies done after the election, have proven that the fake news is everywhere, and we might know, or not which media post is a truth or a fake. Therefore, we need to focus on studying this issue and on finding ways to protect ourselves against it.

4. Expert sources consulted

In this paper I have focused more on the fake news circulating on social media or media in general and on the 2016 US electoral campaign story. I have had at my disposal some resources from social media field, but most of the bibliographic resources I have used were written post-election on various subjects and questions of how Trump won the US election back in 2016. Moreover, I have used different online resources that have given me the possibility to have an overview of the whole campaign run with numbers and statistics regarding media coverage.

Mark Dice described how the fake news intended to make money, more than influencing people's decisions: "Most fake news and satire websites simply want to make money from the web traffic their articles bring to the sites. The way most website advertising works is that Google Ad Sense (or other ad companies) pay them per page visit, so if the site can create sensational headlines and get lots of people to post links to their articles on Facebook it will drive a lot of traffic to their site and they get paid." (Dice, 2017).

However, the subject in cause still starts discussions on how Trump won the election back in 2016 and there are many printed books and online sources that approach it. My mainly used sources are

online, different sites or media posts that describe the plot of the most debated electoral campaign in the history. Columbia Journalism Review has published an analysis of media posts about Trump and/or Hilary, getting to the conclusion that scandalous subjects and posts were of greater impact and interest rather than the policy based ones.

In addition to valuable and well-known names in the media industry, there are also fake websites or posts that have circulated through social media, especially Facebook and in spite of critics beliefs, are considered to have great impact on the outcome of the campaign.

Therefore, having all the sources at one click, we can find interesting facts as well as important research on various aspects of the 2016 US electoral campaign. Trump's victory was a surprise for a lot of people and for that reason, a lot of theories started to circulate on the internet. Now, with the modern times and technology usage, it is clear that social media can influence people, can change beliefs and even greater, can change history.

5. Conclusion

Having a large number of sources that speak about the electoral campaign mentioned, I could do a lot of research on media posts and reportedly fake news that have driven to Trump's victory. I could make a research as well as an analysis based on arguments from both of the candidates, especially on the scandalous subjects approached in the online media and not only.

In the dissertation paper, I will conduct a larger research and I will focus more on the social media usage and on people posting articles that drove their attention from both of the candidates' side. I will analyze the posting statistics in more detail, with focus on fake news and how these are said to have had the greatest impact on the elections. Moreover, I will create a questionnaire that will help me in finding out people's opinion on fake news as the decisional factor in electoral campaigns. Based on the results from the analysis and the

questionnaire, I will focus on proposing ways of protecting ourselves against fake news.

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Professional Emails: Do's and Don'ts

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Abstract*: In accordance with generally accepted standards, the formal email is the opposite of the informal one. Generally accepted formal standards usually denote professionalism, whereas the absence or lack of standards would be seen as informal. Compared to an informal email, a formal email has various characteristics, such as a standard header, salutation, closing, and formatting. When writing a formal email, begin with a greeting, thank the recipient, state the purpose, add the closing remarks, end with a closing.*

Keywords: *Formal Email, Professional Email, Template, Account, Recipient, Closing remark.*

1. Introduction

An email is a message distributed by electronic means from one computer user to one or more recipients via a network. Generally speaking, emails can be broken down into two categories:

One-to-many, where a large list of people is sent the same or very similar emails from a source to which they have intentionally subscribed (e.g. a newsletter, an event invitation).

Transactional, where an email is sent to a person on an individual basis, usually as a result of an action they have taken (e.g. making a purchase, receiving a shipping update).

Many people have multiple email addresses, including a personal one used to communicate with friends and family, and a business one assigned to them by the company they work for. Each email address will vary depending on the type of personal email account a person chooses to use and the type of account the corporation sets up for him. Etiquette and security also vary, depending on which account you are using and what messages you are sending.

2. Email Access

Personal email accounts can be accessed from almost anywhere, even if you read your mail at home through a program such as Microsoft Outlook. Most personal email services have Web-based email inboxes where you can read, write and edit email from any computer. Many corporations have email accounts that can only be accessed at work or through a work computer. Usually those accounts are routed through a program such as Outlook, and users do not have access to the Web-based service. Passwords and other items that need editing in corporate email are changed by an IT employee instead of your own settings, as they would be in personal email.

Security

You can be relatively sure that your email use is not being monitored in your personal email. Corporate email, on the other hand, should be

considered an open book to your employer. Everything, from the messages you write to the attachments you send, are subject to scrutiny and should be kept strictly business. Unlike a personal email account, which can be used as you please, corporate email accounts are maintained and paid for by a company that wants the accounts used for business purposes. Some companies will also have stronger password and email security than you would find on a standard account. This is especially true if information like client names or financial spreadsheets are exchanged via the corporate email system.

Etiquette and Attachments

Personal and corporate-based email systems have different standard etiquette. While you might send a casual email to a family member or a funny picture to a friend from a personal email account, the same should not be done from a corporate-based email account. Corporate email messages should be checked carefully for grammar or spelling errors; they should include your full name and the full name of the recipient. They should not include any abbreviations or Internet speak. Attachment size may also vary, depending on the email system. Hotmail provides 10GB attachments via SkyDrive, while Yahoo and Gmail both have a 25MB attachment limit for email. The company you work for may have set a lower limit on attachments sent via the corporate email system. [1]

I applied traditional research methods to emphasize the importance of the professional email structure. Therefore, I performed a case study in the company where I work, choosing to focus on a professional email from our security officer.

3. What is a formal/professional email?

A formal email is typically sent to someone who is in authority. Examples of someone who can receive a formal email: a teacher, a public official, or even a business company.

If the workplace has a formal environment, formal emails should be used with the boss and colleagues unless they ask otherwise. Many workplaces are moving towards a more casual environment and this often carries over to email communication.

I searched for an example of email to prove how it should look and to highlight what features we should pay attention to. In order to create an appropriate professional email, we have to follow 5 simple steps:

1. Begin with a greeting
2. Thank the recipient
3. State the purpose
4. Add the closing remarks
5. End with a closing

Dear colleagues,

Following the internal Health and Safety control, I noticed that a part of our employees do not use the monitor on the desk, but prefer to work directly on the laptop.

I want to point out the using the monitor is mandatory for avoiding strain on your sight.

In the attachment, you have a material about this topic and some information regarding the correct position at the office.

Please let me know if there are some questions or you need support.
*Have a nice day!*

Best regards.

In the following picture, we can see that my colleague Florin observed the structure of the professional email when sending a message to the whole company, making the employees aware of what it means to use the desktop at the workplace.

He chose to begin with „Dear colleagues" and set the subject of the email as „Using the desktop at the workplace". He made the employees aware of the importance of using an additional monitor while working, not just the laptop, to avoid strain on their sight.

The use of the desktop monitor instead of the laptop screen is recommended for keeping a healthy and comfortable position at the workplace, for protecting the eyes and avoiding stress caused by using an improper screen, or for reducing the stress on the spinal cord and neck muscles.

Florin also attached a Pdf file on this topic to emphasize the importance of the message. For the closing, he chose the greeting „Have a nice day!", and it is also important that my colleague ended the email with his signature including his name, the department and the phone numbers where the employees can contact him.
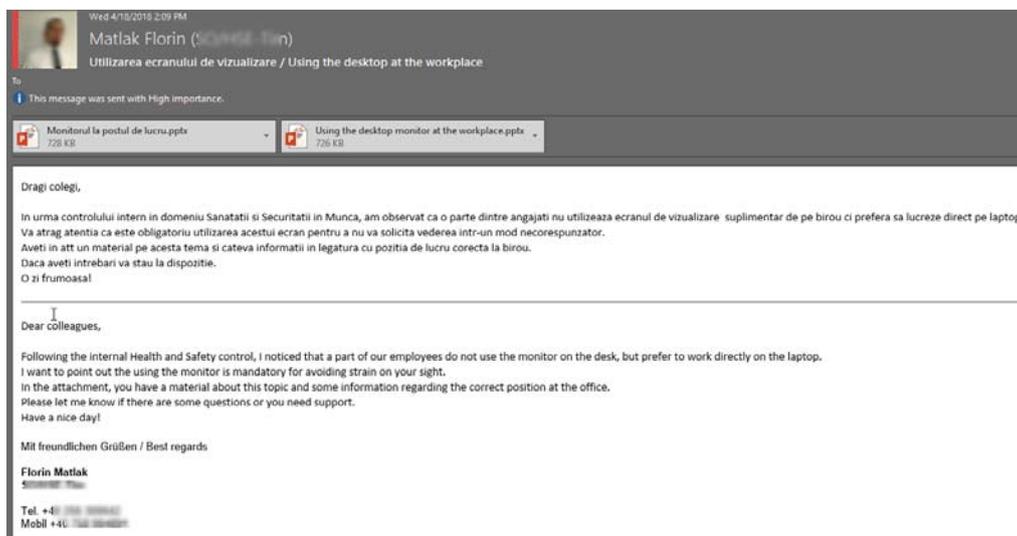
4. Formal Emails versus Informal Emails. Differences

A formal email differs from an informal email. An informal one usually goes to a familiar person, often someone such as a friend or family member. When sending an informal email, the structure and tone need less attention.

What makes a formal email different from an informal one is the structure. A formal email has a well-defined structure, with a specific salutation (the opening part of the email), signature section, opening sentence, and body.

The language used also differs. In professional emails, avoid using abbreviations, contractions, slang, emoticons, and other informal terminology. The tone of a formal email is different as well. An informal email may not even use complete sentences or proper grammar, but a formal email always does.

Writing a Formal Email

While an informal email can often be sent quickly, writing a formal email typically takes a little more thought and time. Careful consideration needs to be given to each email element.

Common elements in a formal email:

- *Subject Line* - The subject line is what the reader sees in their inbox. If the subject line is misleading or missing information, the email may not get read. The message may even be sent to spam. The more formal the email is, the more detailed the subject line should be. But beware of making the subject line too long.
- *Salutation*- The salutation addresses the person who receives the email directly. It is always used in formal email messages, but sometimes skipped in informal ones.
- *Introduction* - The opening of a formal email often requires the sender to introduce themselves. In contrast, informal emails are sent to someone known and the introduction is not needed.

- *Body* - The body of a formal email typically elaborates on the purpose of the email. Elaboration may not be needed in an informal email. Although the body contains detailed information, it is important to write clearly and concisely in a formal email. Remember the reader is not familiar to the sender and may not be familiar with the topic.
- *Closing* - How a formal email ends is equally important. Since the email closing is the last thing the recipient looks at, the email closing can leave a lasting impression. A good formal email closing also reminds the reader who is writing since it should include the full name, contact information, and title (if appropriate). If possible, use a professional signature template for added impact. [2]

Writing formal and informal emails

It is important that you use the correct style when writing an email.

Think about	Formal	Informal
Purpose	Business and important messages.	Informal messages.
Audience	Business and work colleagues.	Friends and family.
Style and accuracy Don't use slang, exclamation marks or smilies in formal emails.	**Professional - accurate spelling, punctuation and grammar** Thank you for your prompt response.	**Friendly - accuracy is less important** Thx 4 email, will call you l8r! ☺ x
Beginning and ending Email is a fairly new format and there are no agreed rules for starting and ending. Remember to use a formal style when writing business or work emails.	**Start and end appropriately** Dear Mr/Mrs/Chris Dear Sir/Madam Yours sincerely (if you know their name) Yours faithfully (if you don't know their name) Regards Kind regards (use first name if you know the person or if they have asked you to)	**No rules - your choice**
Use of contractions **No contraction:** "I will not be able to come to the meeting." **Contraction:** "I won't be able to come to the party."	**No contractions** Thank you very much for the voucher. I am looking forward to spending it next time I visit your shop.	**Contractions can be used** Thanks so much for the voucher - I'm chuffed, can't wait to spend it! Just gotta decide what to buy LOL!
Common contractions	I am We are You are Will not Was not	I'm We're You're Won't Wasn't

5. Conclusions

The main difference between these two types of emails is that formal writing is straight to the point, less detailed, and informative sentences are written in a passive tone. Informal writing, on the other hand, uses descriptive words and is written in the active voice.

The professional email that I have studied argues the case for the importance of following the correct email structure.

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