

Delia Balaban and Ioan Hosu (eds.) (2009). *PR Trend, Society and Communication*. Mittweida: Hochschulverlag, pp. 337, ISBN 978-3-9812499-3-4.

This volume entitled *PR Trend, Society and Communication* was published both in English and Romanian (the Romanian version was published by Tritonic Publishing House) in the same year. The publication was devoted to the annual scientific event organized by the Communication and Public Relations Department at the Faculty of Political, Administrative, and Communication Sciences of Babes — Bolyai University from Cluj-Napoca. This edition brings together interesting research conducted by Romanian researchers deeply preoccupied by communication studies such as: advertising, journalism, public relations and new media.

The selection of papers published in the issue was made according to the innovation criteria, justifying the book title (“trend”) and the variety of research studies included in it. The book structure obviously proves the variety of topics, which can be very attractive for readers for many reasons. The first part of the collection pays attention to PR and communication studies, while the second one is dedicated to research on advertising. The first section brings to light an interdisciplinary view upon communication approaches and the studies that can be synthetically organized in the following categories: social communication, journalistic discourse, political analysis and new media. Therefore, this review demanded a selection of the most relevant articles for all these scientific fields.

Ioan Hossu emphasized a new direction to the process of social framing by developing the concept of “communitarian space” in the chapter entitled *Community and Communication*. His research relies on a sample provided by the local press that draws a profile both of readers and journalists, considering them part of a community. The chapter covers the relationship between mass media and community at many social levels, which develop new identities by means of technology. The main conclusion of Ioan Hossu’s article is that society should be aware of new media advantages that helps consolidate the local community.

Leading the discussion further into the public relations field, one of the articles, written by Gheorghe-Ilie Fârte, discusses the relationship between creation and destruction as a principle of efficient work of PR practitioners, calling the problem into question even from the title: “Public Relations Practitioners as Agents of Creative Destruction and Creative Cooperation”. The starting point of his research is the theory of a succession of adaptive cycles, structured in four fundamental stages: exploitation, conservation, release and reorganization. The essential aspects focus on what creation and destruction mean from the public relations’ point of view. The release stage is antithetically defined by the author as “a phase of innovation, but also of recession, effort and sacrifice” (p. 52), while creative destruction regards the idea of dynamically adapting to changes. This article is particularly meaningful for Romanian society after the December 1989 Revolution, because it reflects the new cycle society adapted, which consists of

growth, conservation, release and reorganization. The main conclusion of Ioan Hossu's article is that society should use the advantages of new media to consolidate the local community.

Another study that deserves the reader's attention is presented by Ion Chiciudean and George David. Its title is a call to change the view on public relations strategies: *The Role of Communication Planning in Preparing Organizations for Crisis Situations*. Their research relies on the analysis of crisis situations that provides researchers the opportunity to explain how useful prevention and preparation can be: "organizations which properly evaluate the danger of the crisis they may face, set up plans in advance on how to manage the most likely crisis scenarios" (p. 142). The core of this article underlines the responsibility to create a crisis management cell closely followed by a crisis communication plan. At the end of the study, the authors argue that the best solutions for activating a crisis cell are connected to practices that may help people to understand which phases of communication management this process involves.

The complexity of journalistic discourses arises from the challenging title of an article signed by Mirela Lazăr: "Emotionalism in the News Discourses." The main goal of this study is to demonstrate what thematization of suffering leads to, and how media consumers emotionally react to it. Mirela Lazăr's research is based on a sample of 50 news-stories broadcast within awareness campaigns conducted by the Romanian TV channel PRO TV between July 2007 and April 2009. The starting point of this analysis is represented by a stereotyped rhetorical-argumentative strategy applied within a narrative frame, which helps to register the dynamics of emotion. To conclude, the author strongly emphasizes the importance of emotions from the point of view of reality: "In this specific context of the thematization suffering, the television news discourse proposes an understanding of reality through emotionality" (p. 45).

Finally, the last part of the book is dedicated to advertising research, variously discussed from the sociological, anthropological and economic perspectives. Chapters cover interesting debates around essential concepts such as brand management, advertising discourse, archetypes and new media. The first article, suggestively entitled "Valorigraphic Convergences and Divergences of Romanian Youth: A segmentation by the "Q" Method" underlines a young consumer profile based on research conducted by Leo Burnett Agencies in 2007-2008. The three authors directly involved in Leo Study are Dan Petre, Vlad Turtureanu, and Dragoș Iliescu. The most comprehensive part of this article presents the description and importance of four identified segments of young consumers, according to 14 categories of problems related to target interest such as: free time, music, sports and food preferences, health, education, work and career, technology and gadgets, self-characterization, models, influences and values, reading, information and the Internet, emotional life and sex and discrimination. The "Q" methodology provides the results of this research, basically the consumers' segmentation into five categories: the old-

fashioned person, the calculated-ambitious person, the confused pessimist, the opportunist, and the neighbourhood rebel. The study reveals not only the marketing behaviour of the young Romanian target, but also significant information related to social and family lifestyles.

The competition between traditional and new advertising represents the topic of another outstanding paper published in this volume by Mirela Abrudan and Delia Balaban, which bears the title: "Brands and New Media: Swarm Marketing and Social Media Networks." This article comes up with some innovative communication and marketing strategies that can be used for Internet promotion. The main point pays attention to the branding process in terms of using social networks (e.g. Facebook) to promote very well-known brands.

In conclusion, this volume offers a comprehensive range of academic contributions, all of which are based on professional expertise and various research methods that prove the high quality of the researchers.

Mădălina Moraru

UNIVERSITY OF BUCHAREST, ROMANIA

Marta Dyczok and Oxana Golutvina (eds.) (2009). *Media, Democracy and Reform: The Post-Communism Experience: (Interdisciplinary Studies on Central and Eastern Europe 6)*. Bern: Peter Lang, pp. 246, ISBN 978-3-0343-0311-8 pb.

The collapse of communism that started twenty years ago in Central and Eastern European countries signaled the beginning of a new era of political, economic and social transformations. The common communist past and contemporary development of power and market relationships as well as changes in value systems created both single and diverse post-communist space. In the *Media, Democracy and Freedom* Marta Dyczok and Oxana Gaman-Golutvina brought together an international and multidisciplinary group of scholars to explore how the media and public spheres have developed in post-communist countries and what challenges these countries face on their way to freedom and democracy.

The authors of the book have solid academic and research experience, especially in political science/post-communism research. Marta Dyczok is an Associate Professor of History and Political Science at the University of Western Ontario, author of two books, including *The Grand Alliance and Ukrainian Refugees* (2000). Oxana Gaman Golutvina teaches Political Science at the Moscow Institute of Foreign Relations and Higher School of Economics. She is also a Vice-president of the Russian Association of Political Science and author of over 150 publications, including her book *Political Elites in Russia* which was recognized the best political science book in Russia in 2007.