

Final Report

about the research activity conducted by Professor Constantin Marin, applicant Nr. MID2012B852, at the Center for East Central and Balkan Europe at the School of Political Science of the University of Bologna, Forlì Campus, Erasmus Mundus Program

At the end of the ten months of the study project on *"International Communication in the context of Globalization (a comparative research of media practices from Moldova, Italy and other European countries)"*, Erasmus Mundus Program, I would like to thank all collaborators from the *Center for East Central and Balkan Europe at the School of Political Science of the University of Bologna, Forlì Campus*, as well as the colleagues from the *University of Turku, Finland*, for supporting the implementation and the successful finalization of this study project.

The objectives of the study were totally achieved, particularly being focused on:

- To study the phenomenon of international communication both at diachronic and synchronic levels.
- To study the French and Italian experience and other countries as well, in the field of international communication.
- To highlight the best practices which can and should be implemented by the local media at international level.
- To develop the concept, the structure, and the basic content of the international communication course for university Master cycles.
- To study the academic experience in the field of international journalism and other related fields within the University of Bologna, Italy; Goldsmiths University of London, Great Britain; Université de Strasbourg, France; University "Babeş-Bolyai", Cluj-Napoca, Romania; Macquarie University, Sydney, Australia; Université Jean Monnet, Saint-Etienne, France etc.

During the research, I studied the scientific literature in the field of international communication at Bologna and Forlì libraries (Sala Borsa library, Archiginnasio library, library of the Department of Philosophy and Communication, Roberto Ruffili library etc.). The main focus was to identify the trends and stagnation of communication at international scale during the 21st century – the era of Internet, as well as to highlight the affinities of these progresses/regresses based on the communication practices and concepts from the 19th-20th centuries. Priority was also given to establishing how the concept and practice of the free flow of information is or is not implemented in the international communication during the current

century. I have studied the place and the role of the new media and social networks in the process of worldwide communication.

During this period I have elaborated the structure of the study on international communication. Thus, the study will contain Introduction, 8 chapters in matter of history, theory and practices of international communication, conclusion, the chronology of international communication, the list of web addresses of the international communication actors, the list of international radio and TV stations, bibliography, annexes. During the reporting period I have worked on elaboration of: 7 out of 8 chapters (over 250 pages written), the bibliography (over 400 titles); I have defined the chronology of international communication (from antiquity to present) (15 pages), the list of international communication actors (7 pages), the list of international radio and TV stations (20 pages).

The developed chapters are focused on the following key issues:

- Governance of international communication (the contribution of UN institutions, the International Institute for Intellectual Cooperation/UNESCO, GATT/OMC,UIT, WIPO and EU in the elaboration of the legal frame of international communication);
- The theories of international communication (the doctrine regarding the free flow of information, the theories about cultural imperialism, the electronic colonialism, the media imperialism, the structural imperialism, the world system theory, the concepts regarding the informational and networked society etc.);
- The Great Media Debate, started in `70s and continued during 3 decades, which was focused on the perspectives of the development of international communication (the McBride report "Many Voices One World") and the doctrine of the New World Order of Information and Communication;
- The print media and news agencies in the context of international communication;
- The international broadcasting;
- The international, multinational, transnational and global television;
- Internet vs international communication.

During the reporting period I have elaborated the draft of the university curricula "International Communication". The course will be part of the Master`s program in the field of journalism and international relations at the State University of Moldova.

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