

Research on the relationship of the press and the politics in the context of the legislation (the Italian example compared with the Moldovan and other European countries): steps made within the framework of the Research plan

The last 5 months of my post-doc visit at the Bologna University, within the framework of the *Erasmus Mundus External Cooperation Windows Program* were dedicated to the activities meant to accomplish the Research plan. More concretely, these activities were focused on:

- Continuation of reading/studying the literature relative to my research subject (s) (the Italian system of mass-media, the functioning of the press, the functioning of the public and private broadcasters, the general and specific legislation regarding the media, the Right to information and communication, political communication, political marketing, the electoral legislation, the press and the elections, etc.);
- Updating and completing the content of my course “*The mass-media communication and advertising*” for the Master Cycle. In this context, the content of the course was enriched with empirical material on: the history and development of the TV advertising in Italy, political advertising in several European countries, the European regulations in the field of advertising, the Italian legislation in the field of advertising, the functioning of the advertising in several European countries and in the USA, the limits of the advertising in several European countries, etc. In conclusion, by collecting the relevant information I achieved the first objective fixed in the Research plan: **to improve the curriculum and the content of the courses for Master degree.**
- Elaboration of the curriculum for a course for the License Cycle (*The regulation of mass-media activity in the electoral legislation: the Italian case versus the Moldovan one*). The course, which will be proposed to the students of the Faculty of Journalism and Communication Sciences from the Moldova State University, is based on the following aspects: European documents regarding the relationship “electoral process – mass – media”; the regulation of mass-media activity in the Italian electoral legislation: general overview; the regulation of mass-media activity in the Italian electoral legislation: **PAR CONDICIO**; the regulation of mass-media activity by the legislation of the Republic of Moldova, in the context of the electoral process: general overview; the regulation of mass-media activity by the legislation of the Republic of Moldova, in the context of the electoral process: **THE ELECTORAL CODE, THE AUDIOVISUAL CODE.** The activity answers to the second objective of the Research plan: **to elaborate new courses for License and Master Cycles.**
- Elaboration of the curriculum for a course for the Master Cycle (*The electoral legislation and the mass-media in European context. Case studies: Italy versus the Republic of Moldova with comparative presentation of the situation in the Kingdom of Belgium, French Republic, United Kingdom, Federal Republic of Germany*). The course, which will be proposed to students of the Master degree of the Faculty of Journalism and Communication Sciences from the Moldova State University, is focused on the following aspects: European documents regarding the relationship between the politic and the mass-media: general overview; the electoral legislation in rapport with the mass-media. Case studies: Italy, the French Republic, the Kingdom of Belgium, the United Kingdom, the Federal Republic of Germany, the Republic of Moldova. The activity also answers to the second objective of the Research plan: **to elaborate new courses for License and Master Cycles.**
- Consultation of the curriculum for different courses related to my sphere of interest. This activity was and is still useful for me as a teacher, because it permits to see the specificity of this important element for the academic life at Bologna University, and to compare it with my personal experience in this field. I think that some modalities of elaborate a curriculum would constitute an inspiration for me and my colleagues from the Moldova State University. Of course, the activity is in conformity with the objective of my Research plan

that stipulate: **to study and analyze the Italian experience in the field of curriculum, the courses on media legislation, the electoral code and the relationship between politics and the press.**

- Strengthening and completion of the knowledge about several topics related to my academic and expertise activities of the media, executed in the non governmental sector. In comparison with Italy, where the media NGOs don't activate, in the Republic of Moldova this domain is very developed. During reading of the literature, I found a lot of information for my studies and whole activity in this context (media pluralism, the functioning of the public broadcaster, the regulation and functioning of the advertising at the European level, etc).
- I intend to propose a course about the electoral legislation and the mass-media for the students for the Master Cycle in French.

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