

Negru Ion, Doctor of Economics, Associated Professor, Department of «Management and Entrepreneurship», Vice-Dean of Faculty of Business Administration, Academy of Economic Studies of Moldova

COMMUNICATION POLICY OF THE EU AND MOLDOVA ON THE WAY OF ACCESSION TO THE EUROPEAN UNION

The current position of the European Union Commission aims to make the enlargement process more reliable, predictable, dynamic and subject to stronger political leadership. This will give the Republic of Moldova an opportunity to speed up the process of joining the EU. Updated in 2020, the EU enlargement methodology is based on four main principles: trust; strong political steer (Stronger political steer); increasing the dynamism of the process; predictability for both parties; clear incentives; stronger measures that sanction any serious or prolonged stagnation or even rollback: from slowing down negotiations to adjusting funding and reversing the benefits of closer integration [1].

On March 3, 2022, the Republic of Moldova submitted an application to join the European Union. The application was considered in the context of Russia's aggressive war against Ukraine. On March 7, the Council of the European Union invited the Commission to submit its Opinion on the application. EU heads of state and government supported this decision at an informal leaders' meeting in Versailles. Moldova received questionnaires on April 11, 2022 (for political and economic criteria) and April 19 (for EU association chapters) and submitted its answers on April 22 and May 12, respectively [2].

The EU enlargement methodology is structured around six thematic clusters: the «Basics» cluster; domestic market cluster; cluster of competitiveness and inclusive growth; green agenda and sustainable communication cluster; cluster of resources, agriculture and cohesion; the foreign relations cluster, which includes foreign relations and foreign security and defense policy.

We will analyze the achievements of Moldova in the relevant clusters, where the country achieved the best results, and the main points where there was limited approximation to the EU association.

The Fundamentals cluster includes the association's positions on Judiciary and Fundamental Rights, Justice, Freedom and Security, Public Procurement, Statistics and Financial Control.

Moldova is a parliamentary democracy, as confirmed by recent competitive elections at the parliamentary and presidential levels. The legal and constitutional framework of the country largely meets European and international standards. The framework of modern state administration is being created. The government has made progress in managing public finances. Adequate institutional and public administrative capacity for policy development, law enforcement and policy implementation must be ensured.

Major changes in the country's system of justice and the fight against corruption. Moldova has taken decisive steps, including constitutional reforms, to improve the functioning of the judicial system, which still needs improvement regarding its transparency, integrity and accountability. The fight against corruption remains a serious challenge, although there are specialized anti-corruption institutions that are needed to further efforts to bring corruption cases to court and effectively prosecute them.

Moldova has made significant progress in media freedom, despite its somewhat concentrated media and somewhat non-transparent funding. Further efforts are needed to ensure access to information of public interest and to protect the independence of journalists.

In general, as far as the political criteria are concerned, Moldova has a solid foundation for achieving the stability of institutions guaranteeing democracy, the rule of law, human rights and the respect and protection of minorities.

As for the economic criteria, Moldova has a well-founded macroeconomic policy, has significantly strengthened the stability of the financial sector and improved the business environment.

Moldova needs to reduce the economic inefficiencies of some facilities in order to attract more foreign private investment and increase public and private investment in strategic infrastructure, education and innovation.

Let us summarize the key directions for improving the functioning of the market economy: reduction of corruption; implementation of justice reforms; ensuring property rights; further development of a more dynamic business environment; better corporate reform of the management of the state enterprises sector with the aim of reducing its size; improving energy security to reduce the energy intensity of the economy and society; reliable and diversified labor market and reduction of labor force outflow.

The internal market cluster includes the association's positions on free movement of goods, free movement of workers, right of establishment and freedom to provide services,

Free movement of capital, corporate law, intellectual property law, competition policy, financial services, and consumer and health protection. Moldova has achieved positive results in the free movement of goods, where it has made significant efforts to align with EU standards and eliminate technical barriers to trade.

The cluster of competitiveness and inclusive growth includes sections of the association on issues of information society and mass media, taxation, economic and monetary policy, social policy and employment of the population, entrepreneurship and industrial policy, science and research, education and culture, customs union.

Moldova has made progress in the field of customs affairs with new legislation to combat smuggling and tax evasion on imports, as well as to increase customs investigations and intensify the agreement with the EU in the program of mutual recognition of authorized economic operators. The new Customs Code, which will enter into force in 2023, is brought into line with the Customs Code of the Union, with a few exceptions. Moldova's association with the Horizon Europe program is a successful tool for integration with EU practices in the field of research and innovation.

The Green Agenda and Sustainable Communication Cluster includes sections of the association on transport policy, energy, trans-European networks and environment and climate change.

Moldova has achieved particularly good results in the field of TEN-T networks. The TENT network was expanded to Moldova in 2019 with the identification of 17 priority projects with investments of 917 million euros. Construction of 62 % of priority kilometers of rail and road connections has already been completed or is being completed. The Common Aviation Area Agreement, signed in 2013, integrates the aviation markets of Moldova and the EU, providing for progressive alignment with the relevant EU acquis.

The «Resources, Agriculture and Cohesion» cluster includes sections of the acquis on agriculture and rural development, food safety, veterinary and phytosanitary policy, fisheries, regional policy and coordination of structural instruments, as well as financial and budgetary reserves.

Moldova has achieved particularly good results in the field of agriculture and rural development, where it has implemented a significant part of the EU acquis on quality policy, organic farming, marketing standards, produce, fruit and vegetables, animal products marketing standards. The country has begun to implement some key mechanisms of regional policy.

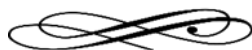
The «External relations» cluster includes foreign relations and foreign, security and defense policies. As for the positions of the Common Foreign and Security Policy of the EU, the level of agreement with the relevant statements of the High Representative on behalf of the EU and the decisions of the Council was 62 % in 2021 (2020: 68 %; 2019: 80 %; 2018: 72 %, 2017: 69 %).

In March 2022, our country started a political and security dialogue with the EU, which complements regular exchanges within the framework of the Association Council and promotes gradual convergence on foreign policy and security issues. In addition, they took part in the missions of the Common Security and Defense Policy, and since September 2020, one representative of the military staff has been seconded to the EU Military Training Mission in Mali. There is potential for further strengthening of cooperation in the field of Common Security and Defense Policy and strengthening of Moldova's rapprochement with common foreign and security policy, including in all positions of the EU. Approach to the association in the field of food safety, veterinary and phytosanitary policy is limited.

So, over the past two years, the Republic of Moldova has taken a decisive step towards reforms, having received a clear mandate from its citizens. Moldova is a European state that seeks to respect and promote the values on which the European Union is founded and has prospects of becoming a member of the European Union.

References

1. Revised enlargement methodology: Questions and Answers. URL: https://ec.europa.eu/commission/presscorner/detail/de/qanda_20_182
2. Commission Opinion on the Republic of Moldova's application for membership of the European Union An official website of the European Union. URL: https://neighbourhood-enlargement.ec.europa.eu/opinion-moldovas-application-membership-european-union_en



*Боднарчук Ю., канд. іст. наук, доцент
Західноукраїнський національний університет, м. Тернопіль*

ІСТОРИЧНІ ОСОБЛИВОСТІ МУЛЬТИМЕДІЙНОЇ КУЛЬТУРИ ТА ЕЛЕКТРОННОЇ КОМУНІКАЦІЇ

У сучасному світі інформаційно-комунікативні технології потребують глибокого дослідження, зокрема ретроспективи їх становлення в історичному контексті та особливості електронних соціальних комунікацій, адже вони є важливою, подекуди невід'ємною частиною соціуму в усіх векторах взаємодії.

Нові методи комунікації змінюють способи встановлення і підтримки людських взаємовідносин. Кілька років тому люди знайомилися переважно з тими, з ким зустрічалися особисто. Сьогодні люди можуть всього за кілька хвилин встановити контакт і налагодити знайомство з іншим людьми, що живуть у будь-якій частині світу. За допомогою інтернету ми здійснюємо щоденні закупівлі товарів, навчаємося, керуємо політичними процесами, отримуємо медичні консультації та формуємо осередки відпочинку, хобі й обираємо канали інформації. З кожним днем кількість функціонального застосування соціальних мереж зростає, а разом із ним множаться можливості й уміння використання комунікативних технологій, серед яких мультимедійна культура як загальна ознака широких мас населення.

За допомогою інформаційно-комунікаційних технологій ми спілкуємося! Зараз надзвичайно популярними є такі соціальні мережі: «Facebook», «Instagram», «Massenger», «Twitter», «WhatsApp», «Telegram» і багато інших популярних соціальних додатків. Вони є інструментом, за допомогою якого велика кількість користувачів глобальної мережі отримує додаткові можливості у спілкуванні та поширенні інформації різного соціально-культурного значення.

Соціально-комунікаційна діяльність пронизує майже усі сфери суспільного життя і суспільної діяльності. Для електронних комунікацій необхідно зробити уточнення основних характеристик, на які впливають новітні засоби та знаряддя комунікаційної взаємодії [8, с. 49].

На думку академіка Миколи Амосова, глобалізація – це сучасний (і планетарний) етап розвитку цивілізації, суть якого у зростанні міжнародних зв'язків, взаємозалежності країн, розповсюдженні нових технологій та єдиних стандартів життя. Відсутність передових інформаційних технологій у країні становить загрозу інформаційному простору країни [13].

«Пророком» електронної комунікації вважають канадського професора М. Маклуена, який присвятив свої дослідження філософії соціальних комунікацій і передбачив зміни комунікаційних каналів ще в 60-х рр. ХХ ст., а разом із ними і зміни у нормах людської поведінки, культурі взаємовідносин у суспільстві. Він не враховував перспективи комп'ютерної техніки, яка на той час ще не використовувалася як комунікаційний канал, але передбачив симбіоз зображення і звуку, реалізованих у системі мультимедіа [9, с. 38].

Згодом з'явилися електронні комунікації як наслідок розвитку інформаційних технологій і насамперед автоматизованих технологій генерування, обробки, збереження, передачі та поширення документалізованої інформації, що наочно продемонструвало зміни у поведінкових рефлексях людей, культурі поведінки, що наразі набуває глобального вияву. Інформаційні системи