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FOREWORD

Volume 7 Issue 1 (2023) of *ACROSS*, the journal of the Cross-Border Faculty, brings to the fore the discursive dimension of the text in the areas of politics, brand, and organizational communication, socio-psychological concepts of identity, solidarity, and social cohesion. Added to this is contemporary media history, by capturing the challenges facing journalism today, by describing the ways in which the unionist message transpires in the media landscape or by bringing into question the discourse on minorities in the context of the Russian-Ukrainian war.

Ștefania Bejan presents the *Challenges of post-December 1989 Romanian journalism*, such as capitalism, the market economy, freedom of expression, moral probity, and the trust of the public, the law regulating the media or the uncertain status of journalists under the sign of the complicity relation with the commercial and political Power.

The Podcast of the luxury houses is seen by **Delia Oprea** as a new form of audio advertising, a collaborative one, which seems to respond to the habits of young people. With its less conventional, more intimate tone, the podcast has the assets to satisfy a connected and mobile lifestyle. This new media, therefore, gathers a young audience, which proves, moreover, particularly attentive. The article seeks to characterize the digital discourse of the podcast, with its authentic tone, scenes, subjects, language, and emotions.

The strategic communication of the organization in times of crisis is addressed by **Delia Duminiță**, who emphasizes the idea that the organization is a system and communication, as a part of this system, must evolve in terms of inputs and outputs. Any change in the environment must be known and mastered, in order to ensure self-regulation through legal, conflictual, and operational sources. Taking into account the basic forms of strategic communication, the paper states that (1) the development of communication relationships with the external environment and (2) forecasting the evolution and changes that can occur outside the organization – are two necessary operations for the communication of the organization in times of crisis.

Cătălin Negoită affirms that “not much has been written about the unionist press in contemporary Romania, however, the unionist press has practiced the entire Romanian media, since the fall of the communism until nowadays. Initiated enthusiastically, the unionist rhetoric of the Romanian press gradually began to change, as the authorities in Chisinau moved away from the idea of reunification, which, in fact, they did not want, with power, at any time of the existence of the independent state of the Republic of

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Moldova. The initiatives of some true patriots (Alexandru Moșanu, Ion Ungureanu, etc.), who have held discussions with Bucharest, in order to find a way to reunification, met the resistance of the post-communist leaders from both countries. Going through tumultuous stages, the Bessarabian issue is treated, today, with pragmatism, by the Romanian press, which moved away from the romantic period of the 1990s.

When speaking about cross-border minorities and the communication of this specific category, **Enache Tușa** takes into account the context of the war in Ukraine. The article is a short analysis of how cross-border minorities manage to communicate and provide humanitarian support to those who are in major difficulties in the context of the war in Ukraine. The author proposes an analysis of the way conflicts arise and unfold in a multicultural society, through the lens of the problems related to such a society, namely the issue of minorities and the idea of tolerance, and shows how these conflicts are managed internationally.

Valentina Ciumacenco speaks about *Modality and irony in political discourse*, emphasizing the fact that, in political communication, the strategies of persuasion and manipulation are used as a powerful tool that influences perceptions, and behaviors. Aiming to gain and hold power, political discourse uses the language in its plural dimensions, such as phonological, syntactic, lexical, semantic, pragmatic, and textual levels. The irony is seen as a tool very present in political discourse, whose functions vary from attack and mockery to self-defense and entertainment and rely on communicative context, background, and the type of relations between the interlocutors.

In the article entitled *Cultural Identity Reflected in the Moldovan Media: Polemics and Debates*, **Valentina Enachi** examines how the media defines the cultural identity of the Moldovan population. Pro-Kremlin media narratives include anti-European and anti-American messages. The "Moldovanist" current includes ideas about the cultural and historical specificity of Moldova. European media criticizes the messages of Russian imperialism and argues for a European identity, which includes the Romanian idea. The media discourse on the identity issue is politicized and confrontational. The current situation calls for new approaches and solutions to create human solidarity.

Moving on to the literary dimension of communication, **Alina Neculachi** looks at the *Linguistic Taboo in Romanian Poetry*, in connection with trauma, depression, and addictions. Analysing the linguistic taboo in contemporary Romanian poetry, the author reviews a list of euphemisms and dysphemisms related to traumatic experiences, depression, and addictions, which function as tabooed realities at the level of the poetic discourse.

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Mihail Potoroacă proposes a study of the expression of solidarity and social cohesion in the Christian-Orthodox informational context. Resting on the analysis of theological literature and studies in the field of social psychology that have prosocial behavior as their subject of interest, the author uses data obtained as a result of several qualitative pieces of research carried out in 2020 and 2021 by the Center of Sociology and Social Psychology of the Institute of Legal, Political and Sociological Research, trying to identify in an interdisciplinary study the discursive manifestations of solidarity and social cohesion in their theological dimensions.

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