

ANALYSIS OF THE MEANS OF COMMUNICATION IDENTIFIED IN DUDEȘTII NOI COMMUNE

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Abstract: *In order to develop the rural areas sustainably it is necessary for the population to have access to the rules and provisions of the EU in the field. Actual information should be transmitted through specific means, chosen based on the ability of the receptors to process them. In this paper the authors analyse the influence of the means of communication on the development of suburban commune, Dudeștii Noi, which is very close to Timișoara. The research methods used for this study consisted of: qualitative and quantitative analysis of the types and means of communication observed and a semiotic and content analysis of the materials identified in Dudeștii Noi. The most common means of traditional communication identified by the authors in the commune are: television, newspapers, publications, the social media platforms and especially Facebook.*

Key words: *tradition, social media, communication, Dudeștii Noi*

INTRODUCTION

Living in an informational world, it is crucial that the news from agriculture, technology, culture, sociology, economy are transmitted by specific means of communication, chosen based on the ability of receptors to process them and to discuss them with other members of society. [3] The most common traditional media used in commune Dudeștii Noi, from Timiș county, are: the radio, television, newspapers and publications. But also, it's recorded an increase of using modern media, such as social media. Thus, in the community studied, we identified formal and informal means of communication used by the local administration in providing information to the public.

On the other hand, we must specify that the most common form of classification of the media means is based on the way of realising the information: written and oral. These were divided in: **traditional media** (or physical ones, which do not require technological support) and **modern media** (virtual, which require technological support). [2]

MATERIALS AND METHODS

The research methods used in accomplishing this paper were: consulting the specialized literature, qualitative and quantitative analysis of the communication means, content analysis, observation and interpretation of the materials identified.

RESULTS AND DISCUSSIONS

The purpose of this paper was to identify and analyse the means of communication used by the local administration of Dudeștii Noi, in order to interact with the local public and to inform the community about the events taking place in the commune.

The most common means of communication are the *traditional written and oral* ones and *modern ones*. We will start with the written traditional means of communication.

1. TRADITIONAL MEANS OF COMMUNICATION

A. **Written means of communication** identified in the Dudeștii Noi commune and used by local administration, on various supports, are:

- **"Dudeșteanul" monthly newspaper** is an official tool, (free of charge) of great importance in informing the community about latest news in the commune.

The publication, which has 8 custom pages with brand marks (the emblem and logo of the commune on the first page), is distributed for free. The name of the newspaper has strong ties with the community, and contributes to the idea of communion. (fig. 1)



Fig. 1. Dudeșteanul Newspaper

- **"Dudeșteanul" Year Book (almanac)** is another printed communication by the Local Administration of Dudeștii Noi and brings together in one publication all articles published a year earlier in the newspaper Dudeșteanul. It has 292 pages, and is available at the beginning of each year, in the town hall, free of charge.



Fig. 2. 2016 Almanac Dudeșteanul from 2016 (left) and from 2015 (right)

- **The booklet** is another traditional form of promotion of the studied commune, and it is published and distributed during foreign delegations. For presenting the commune Dudeștii Noi, two types of booklets have been published so far (one is used for promoting the village outside the country and the other is used to present the village inside the country).

They contain a brief presentation of the village, covering topics related to the history and economic life of the village, the projects and investment priorities, cultural and educational activities and a presentation of the local administration.

The first one is bilingual, has a smaller size, a square format. The cover is glossy and hard. The second one has a rectangular format, with 24 pages. (fig 3.)



Fig. 3. Booklets promoting Dudeștii Noi commune

• **Noticeboard** is another traditional means of communication, which is placed at the entrance to the village hall building, in the centre of the commune, where is the meeting point of all the inhabitants.

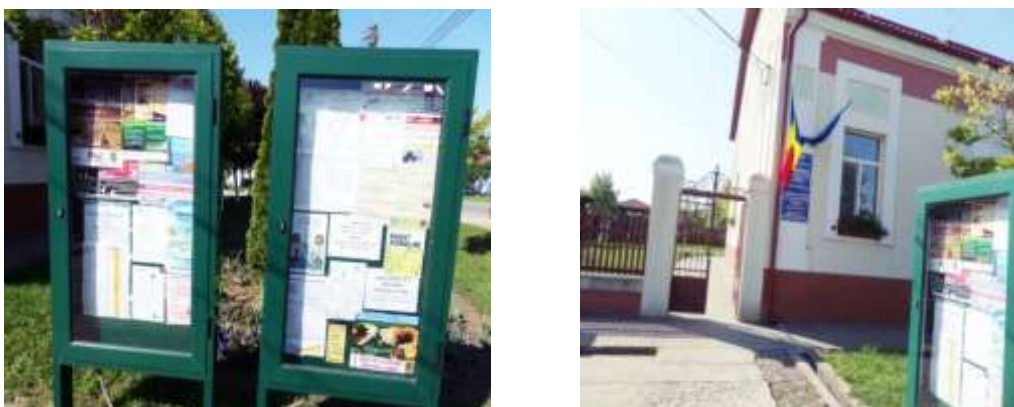


Fig. 4. Notice boards in front of the Town Hall of Dudeștii Noi

B. Oral means of communication

➤ **Local events** are efficient means of communication used by local administration in order to keep alive the traditions and cultural heritage (carolling, national costumes and dances), and are often related to religious (Christmas, Easter, the Patron Saint of the commune) and non-religious holidays (Women's Day, on 8th of March and Day of the Child on 1st of June). [1]

They are taking the form of festivals, school celebrations, concerts of folkloric music, traditional soirées (from Banat, Transylvania, Oltenia, Swabian, Hungarian, etc).

In Dudeștii Noi, through Pro Cultura project, there were organised other local events, such as: "Euroregional Contest of folklore Hora", "Lada cu Zestre", Christmas annual ball, concerts on New Year's Eve, "National Rhapsodies Festival".

Near Nativity Holiday, Carols evenings are taking place every night, when different groups (bands, choirs, etc.) are carolling in the commune centre and from house to house.

These events are enhancing the level of local culture and involve the community youngsters in extracurricular activities, in local and even national competitions, through their adherence as members of the church choir and of the folklore ensemble

"Dudeșteana". In addition to this, they are maintaining an open communication between local administration and the community. (fig. 5)



Fig. 5. Christmas concert with Andra. (Left) Popular game contest Hora. (Centre) Evening Oltenia (right) [5]

➤ **Open Doors Day at the Town Hall of Dudeștii Noi** is another means of communication and promotion identified in Dudeștii Noi, when the local pupils learn how to be "*Mayor for a Day*".

They interacted with the employees of the local administration and with the mayor, who explained what activities they have and how to run a commune. The students have shown a vivid interest and involvement, offered by the competent staff of the town hall. (Fig. 6)



Fig.6. Open Doors Day at the Town Hall of Dudeștii Noi

2. MODERN MEANS OF COMMUNICATION

A modern means of communication used by the local administration of Dudeștii Noi commune is the permanent updating of the **official sites of the commune** (www.primariadudestiinoi.ro and www.pcdn.ro) where are promoted the latest news, announcements, and development opportunities in the area. (fig. 7)



Fig. 7. Interface of the official website Dudeștii Noi [5]

The town hall and the local council of Dudeștii Noi have a Facebook page, where are posted updates, photos, suggestions, opinions. It is the place where the online community is connected, and are made aware of what is happening in their village.

The Facebook page is connected with the official website of the local administration of Dudeștii Noi commune. (fig. 8)



Fig. 8. Facebook page header Dudeștii Noi [4]

Also, on the social platform Facebook, there are two groups for the community living in Dudeștii Noi, entitled "Dudeștii Noi" and "contemporary dudeșteni".

Both groups can only be accessed by sending a request for membership, which could be accepted or not by the administrators. The first group has 1.082 members, and the second one 503.

The groups have an interactive format, where they can share information and discuss in real-time the latest news and aspects of public interest.

CONCLUSSIONS

Following research on the means of communication used in Dudeștii Noi commune, the authors reached to the following conclusions:

- Written means of communication identified are representative enough to provide a comprehensive image over the projects and events held in the commune.
- The local events are taking place annually and represent an excellent means of communication through which the community is invited to participate and interact with both the organizers and other inhabitants.

- The technological boom of the recent years has changed the perception of the world on the spaces and knowledge, because it provided an impressive amount of information that is difficult to process for the human being, who is finding himself unable to keep up with the fast changes occurring in informatics and digital field. Therefore, additional to the traditional means of communication, the modern ones are increasingly began to be used by youth.
- The Facebook page can be improved, by a proper administration, in order to have a more integrated format, as for currently it seems to be a page of advertisement in which inhabitants of Dudeștii Noi are promoting their services.

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