

PREMISES OF “CULTIVATING” CIVIC ATTITUDES IN THE ROMANIAN MEDIA SPACE

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1. Introduction

The events of the late 80's in the Eastern Europe caught the world in a definite surprise. The policies of the Western Powers had been proven to be obsolete, due to the new situation that confronted them with the emerging democracies in the Warsaw Pact Area. The time for a definite dichotomy: *democracy vs. authoritarian* regime had been gone, things had started to be clearer: Europe will end up as a peaceful and democratic continent. The “red devil” disappeared.

However, no more than in the early 90's (let's say 1992), Eastern Europe is still fighting with the red ghost: Hungarian right¹ oriented reforms had proven to have many failures, the Polish shock therapy was still with fewer results than expected, Czechs were losing the heavy industry investments, Romanian “original democracy”² was facing riots and internal turbulence, Bulgaria was “diving” into its crisis, and the list may continue. Therefore, the “clearness” of the 89-90 had vanished.

Were these societies prepared for facing the reform? Who were/are responsible for entailing the new values, norms and behaviours required for the new “order”?

Any reform is *an institutional reconstruction process that has been designed by the elites and offered and imposed to society by contagion, persuasion or coercion* (Dumitru Sandu, 1999). This implies that the basic actors of the reform are those that design the transformation, basically the elite, the rulers.

On the other hand, the reform does not have any substance if the interaction with the population did not exist in the social space. To put it in other words: the masses should be an active actor of the transformation.

¹ In Eastern Europe *left* means conservatism and backwardness (sovietism and communism) and *right*, whatever reformism implies (our note).

² In the *leftist* way (our note).

Romanian Journal of Sociology, X, 1-2, 1999