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Pag. 5-28

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**Abstract:**

*This essay by Jean-Martin Tchaptchet on “Press and Democracy in sub-Saharan Africa” is based on the observation of the situation of written press and democracy in African countries at the end of XXth century. Because this situation is largely due to the legacy left by former colonizers, J.M. Tchaptchet recalls the history of democracy in three former colonial powers. He shows its consequences not only on the freedom of the press in Western countries, but also on the current situation in Africa. Through a detailed analysis of the various obstacles to democracy and consequently to the freedom of press, he highlights the role of the press in the democratic process. He stresses the fact that both are absolutely interdependent. He concludes that without democracy there is no freedom of press, and without freedom of press, there is no real democracy.*

**Keywords:**

*press, democracy, Africa, freedom, occident, colonization, independence.*

**A PROPOS DE  
PRESSE ET  
DÉMOCRATIE EN  
AFRIQUE  
SUBSAHARIENNE**

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Pag. 29-42

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**Abstract:**

*Politicians are very different from each other, they have a series of physical qualities and temperament that helps (or not!) in the political arena. These qualities are manifested in what experts call "non-verbal behaviour" which consists of non-verbal component (gestures, mimicry, stature, age, sex, appearance, etc.) and Para-verbal component (speech rate, intonation, stress, etc.). In our study, we present some non-verbal indicators such as stature, body height; so, a successful politician must have a equal to or greater stature than the national average. Looking healthy and youthful appearance of the politician is associated, unconsciously, to health and strength of the represented party. We may present, also, a few gestures that express the attack on the opponent, his elimination from the competition. In politics, everything is appearance; important is only to convince the public that you fight for principles and not for money and fame.*

**Keywords:**

*non-verbal behaviour, physical and temperamental qualities, gestures, to persuade*

**MESSAGES  
NON VERBAUX  
CHEZ LES GENS  
POLITIQUES**

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**Abstract:**

*The Internet, especially Social Media have changed the behavior of traditional media users, directing them more and more to online environment and to selective consumption of content. In this context, our analysis is focused on the way in which old media, in this case printed newspapers from Romania are using the New Media, generally, and Social Media, especially. In our research, we have chosen six relevant newspapers from Romania (3 high-quality newspaper and 3 tabloids) and we have analyzed their evolution according to the following indicators: newspaper circulation, website traffic and the number of fans on Facebook.*

**Keywords:**

*new media, old media, Facebook, newspaper, Internet*

***INTERFERENCES  
BETWEEN  
NEW AND OLD MEDIA.  
THE ROLE OF  
SOCIAL MEDIA IN  
PROMOTING WRITTEN  
PRESS IN ROMANIA***

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**Abstract:**

*In the context of European integration and globalization, migration has become a challenge for most European states, including Romania. Given the complexity of the phenomenon, the focus on a particular segment of migration has become necessary. This is why the temporary migration for working purposes and its implications are dealt with throughout this paper. Both the economic and social consequences of migration are affecting the original population, the destination population as well as the migrants themselves. This paper will be resting upon these consequences, placing emphasis on costs and benefits, both at an individual and social level.*

**Keywords:**

*European integration, migration, migration for working, consequences of migration*

## **ETHICAL APPROACH TO MIGRATION AS A IRREVERSIBLE SOCIAL PHENOMENON**

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**Abstract:**

*The objective of this research is to study the impact of the perceived quality of the commercial Web site (convenience, selection of the product/service, informativeness of the site, price and customization) on e-satisfaction. In the same way, to see the moderating impact of the type of product (utility and hedonist) on this relation. The data-gathering was carried out by a laboratory experiment followed by a questionnaire. The results show that the quality of the Web sites (convenience, selection of the product, informativeness of the site, price and customisation) influence positively the satisfaction of the cybercustomers. Finally, the type of product (utility and hedonist) has a positive significant impact on this relation.*

**Keywords:**

*electronic commerce, Internet, quality of the Web site, type of product and e-satisfaction.*

**LE RÔLE MODÉRATEUR  
DU TYPE DE PRODUIT  
SUR LA RELATION  
ENTRE LA QUALITÉ  
PERÇU ET LA  
SATISFACTION ENVERS  
UN SITE WEB  
MARCHAND**

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Pag. 97-122

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**Abstract:**

*In a context of overexploitation of natural resources and deterioration of human values, tourist establishments are required to win a new segment of the market consists of customers concerned about the sustainability of the planet and the dignity of human beings.*

*The purpose of this paper is to seek to highlight the correlation that may exist between a marketing approach of tourism products and sustainable development.*

*Thus, tourism marketing is to promote sustainable tourism product that is a combination of both goods and services whose mission is to meet societal expectations of tourist and contribute to sustainable development.*

**Keywords:**

*planet, dignity, marketing, tourist, sustainable development.*

## ***LE MARKETING DURABLE POUR LA PROMOTION DES PRODUITS TOURISTIQUES***

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**Abstract:**

*Long considered as support function focused on administrative tasks, the human resources (HR) function has changed enormously under the influence of different factors. The dynamism of this function starts to play a major role in the performance of modern businesses. Recently, HR marketing appears to be a new approach to human resources management that responds to the issues of attraction and loyalty of employees. It is based on a new partnership of employee/ employer and requires an adaptation of all processes of the human capital management. The objective of this paper is to shed light on this new approach of marketing tools in the human resources management and the conditions favoring the success of its implementation.*

**Keywords:**

*attractiveness, loyalty, human resources marketing, employer brand.*

**LE MARKETING RH:  
UNE NOUVELLE  
APPROCHE  
DE GESTION DES  
RESSOURCES  
HUMAINES**

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**Abstract:**

*International marketing is seen as a continuum as a business practice of a company regardless of its mode of development beyond national borders. However, looking closer at this concept, we can see that there is a variation of the international marketing function of the form of overseas presence and mode of internationalization chosen. This leads us to study the export marketing as a type of international marketing with the specific characteristics and managerial approach to the foreign market. We invite the reader to perceive from the different approaches dealing with this subject the rationale for the problem of definition of export marketing.*

**Keywords:**

*marketing, internationalization approach, definition, foreign market.*

## **PROBLÉMATIQUE DE DÉFINITION DU MARKETING À L'EXPORT**

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**Abstract:**

*Birth represents a unique event in the life of every individual and for the family, a moment full of happiness. Often, these events are shadowed by a series of medical and social problems that sometimes endanger the life of the newborn. In this spirit, the neonatologist has the great responsibility to ensure the health of the newborn or diagnose any potential disease and communicate with the family. Numerous conditions expose the newborn to a difficult birth. Neonatal diseases are, often times, hard to understand for the family. This makes communication and collaboration very hard.*

*Starting from this perspective, we propose to point out some important aspects of communicating a diagnostic in neonatology. We developed an interview guide that we applied to 9 neonatologists and 250 families that had newborn babies in Constanta Maternity between March and June 2011. The guide was constructed so that the answers given were meant to enhance the communication with the family about a potential disease and ensured the normal climate of care and the capacity to make the right decisions about the baby's health.*

*Our research emphasizes the importance of communication between the family and the neonatologists and the fact that it should begin before giving birth so that a relationship based on trust and optimism can be established.*

**Keywords:**

*birth, newborn, communication, empathy.*

## **ASPECTS OF COMMUNICATION IN NEONATOLOGY**

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