

Book Review

Lucian-Vasile Szabo

Media Communication: Present and Future

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The paper “Media communication: present and future”, written by Lucian-Vasile Szabo, assistant professor in the Department of Philosophy and Communication Sciences at West University of Timișoara, member of the Romanian Writers’ Union and of the Romanian History Press Association, was published in December 2016 at Tritonic Publishing House, Bucharest.

The book is dedicated to the analysis and interpretation of media communication types and techniques from an evolutionary perspective. Thus, the author attempts a parallel analysis between media communication forms existing in the past and the research of media communication forms used in present times with some references to the future ones.

In this context, based on several studies conducted by the author over the years, this paper is a collection of revised articles, highlighting the profound changes in media communications techniques and types, as well as stressing the need of ‘re-professionalization’ of the media communication as a whole.

Moreover, the author presents the role of media communication in the field of education, emphasizing the citizens’ need for self-education while facing the on-line, offline and audiovisual media pressures, adapting to new media technologies and devices and including them to their usual activities.

Related to the structure, the book has seven chapters, each of which contains several sections, as well as two studies on the history of communication and journalism, placed at the end.



The first chapter is entitled "The Future of Communication: from New Media to Postmedia" and analyzes issues concerning the future of communication, showing, among others, elements that characterize online media and social media, emphasizing the current challenges for journalists and the complex context of media communication.

The second chapter introduces aspects of context and meaning of the new elements from the new media communication, analyzing the online and offline content, media and social media platforms, media convergence and dynamic, the challenges of the media for a democratic society and other issues regarding the future of communication.

The third chapter addresses to the challenges of communication in the digital era, while the fourth chapter refers to social media and new media ethics as well as information gathering.

The fifth chapter is entitled "Intermedia: Challenges of Media Communication" and presents aspects regarding the role of the media during the economic crisis, the challenges for Romanian journalism and new management approaches in the field.

In the sixth chapter, the author analyzes the distinction between media convergence and technological convergence, exposing possible connections.

Finally, the seventh chapter presents a short history of public communication, focusing on Johan Gutenberg's work in creating a new type of printing press in Europe.

The book ends with the study "Bierce, Eminescu and their Investigations of the Railway Business", which reflects the world's communication in the past and the world's present communication, setting a few landmarks for the future.

To sum up, this paper is highly valuable, since the media communication - whether through radio, TV, internet or newspapers - represents the main tool to inform citizens and to influence public opinion. As we all know, every citizen's opinion is drawn up by exposing data, facts and by all economic, politic, social or other aspects of the local and national community or international interest.

By using appropriate techniques and means of media communication, the goal of genuine, effective and efficient public information in the interest of all citizens could be achieved. Of course, this is possible as long as there is compliance with relevant legislation, in particular, in reference to prohibitions on manipulation, fact distortion and to provisions regarding personal data protection.

That is why such a paper is of interest not only to representatives of on-line and off-line press trusts, to journalists, TV presenters, radio presenters, specialized university professors, but also for every individual, since each of us is exposed to the final products of the acts of media communication: the information and the public opinion formed.

In conclusion, “Media communication: present and future”, by means of the information provided, represents a solid basis for any individual who wants to deepen his/her knowledge in the field of media communication and to form his/her own way of interpreting the information provided through media.

Reviewed by

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