

BABEŞ-BOLYAI UNIVERSITY
CLUJ-NAPOCA
FACULTY OF EUROPEAN STUDIES
DOCTORAL SCHOOL: THE EUROPEAN PARADIGM

**THE COMMON AGRICULTURAL POLICY OF THE EU IN
EUROPEAN COMMUNICATION (THE 1990s-THE BEGINNING
OF THE 21ST CENTURY)**
-SUMMARY OF THE PhD THESIS-

Scientific Coordinator:

PROF. VASILE PUŞCAŞ, PhD

PhD student:

MIHAELA MIHAI

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KEY WORDS: communication of the Common Agricultural Policy, translation of European language, linguistic Europeanization, European neologisms, European specialized language in Romanian

MOTIVATION

The European debate is currently operating with the Common Agricultural Policy (CAP) terms, either economic, agricultural or environmental. In the process of European integration, knowledge of CAP language is necessary for decision-makers in all areas, official (of ministries, agencies and government bodies, specialized committees of Parliament) and local levels (the agricultural and rural development agencies, consultancy offices, agricultural chambers, NGOs and other governmental structures), which must adopt the community *acquis* in agriculture, and thus the legislative package for Romanian integration, or to apply it on a daily basis, in Romanian agriculture and rural development. Alongside these categories, CAP also involves specialists, farmers, the rural population and, on some level, consumers who operate with CAP language in the legislative process, regulation of this area, in access to CAP and its mechanisms.

Addressing this field thus appears imperative for Romanian farmers, as the complexity of the CAP can be a setback for initiatives in agriculture and the approach, clarification, analysis, information on the terms used in the CAP can be of the utmost importance for a better orientation of farmers towards EU funds, markets, and ultimately for them to become competitive on the EU market, but also for better targeting legislators, policy makers, translators, researchers in addressing their specific CAP terminology approach on legislation.

Furthermore, this study may facilitate communication between the institutions, bodies, professionals, citizens, as part of the strategy and partnership for communication of the European Union. In essence, this study is a thesis in support of a public policy (the CAP) by clarifying its terminology in English and Romanian, eliminating ambiguities of interpretation and elaboration of the proposed standard. This analysis is a sectorial analysis of Europeanization, in its economic, agriculture, but mainly communication and linguistic dimensions. In this regard, the work will follow the implementation of a Community policy from a higher inter-governmental

and supra-national level to the level of a Member State, with its national traits (legal, political, economic, and agricultural, of the language and communication, with emphasis on the last two specific dimensions). Thus, one could establish a standard of interpretation, definition that can be used in harmonizing Community legislation, in CAP briefing, as a critical support in research. As such, it highlights the importance of contact between various parties involved in the PAC at European level, towards communication, compatibility and cooperation; It is a helpful element in accessing the benefits that this policy entails, but also in the knowledge and responsibilities arising from this policy and therefore represents a step forward in the field of European integration.

OBJECTIVES, MATERIAL AND METHODS

This policy is based on the concept of sustainable development of agriculture in a functional rural environment. The CAP does not only target farmers, but the rural population, as well, the consumers and society as a whole. Therefore, the analysis of this EU policy in Romania is illustrative of the whole process of Europeanization, addressing the legal framework, but particularly the reflection of this process in the CAP communication and language in Romania. The research is rooted in the process of Europeanization, while conducting the contextual analysis on European communication, namely a short review of agricultural policy steps towards Europeanization in Romania, communicating the CAP in Romanian and the linguistic Europeanisation of the field.

In outlining CAP communication, an account is made of how domestic policies, internal communication and language in this area acquire a European dimension. Legal texts, media discourse and bibliography are analyzed, on a qualitative level, due to the large number of sources in this area, especially as the Common Agricultural Policy reaching citizens not only through legislation, rules and institutional regulations, but also through a variety of channels of mass-media or political communication.

This selective analysis looks at how language is reflected from official documents and literature, as allowed by the dimension and purpose of this paper. Certainly, for a more comprehensive image, complementary research should include Common Agricultural Policy

(CAP) language reflected in media campaigns and social or political advertising. Also, beyond language and taxonomic issues, European Communication on the CAP resulting from the analysis of the Community *acquis*, this research is needed to track CAP communication reflection and language use in EU its official policies, their implementation and finally, the effects of policies, particularly at the national level, an aim which will ensure continuity and dissemination of results obtained in this research.

From a terminological point of view, the official version of many texts- part of the community *acquis* in agriculture- was subjected to a comparative analysis with the English text. The research on the community text will be conducted according to the terms used, their inclusion in the text of the law and in the corresponding field. Such analysis is of the utmost importance as a tool in the relevant interpretation of CAP legislation, to clarify ambiguities that arise from using several improper or misleading terms and can meet the need of an interpretation and translation standard of CAP legislation. A standard analysis must subordinate all methods of textual and contextual interpretation, taking into account every conceivable context (legal, institutional, economic, agricultural, semantic), must exhaust all options, as well as correct, incorrect or different definitions compared to the original version, only to finally develop standards of interpretation and definition of certain terms in their specific contexts of public policy application.

Moreover, it offers new models of interpretation of specific terms of the Common Agricultural Policy, language interpretation variants of agricultural policy language. These models and standard definitions sailing that will result will eliminate any ambiguities and inconsistencies in the formulation and interpretation of the terms in the Romanian language, and the study in question will serve as a scientific instrument to approach, analyze and interpret the community *acquis* in the field.

CHAPTER SYNOPSIS

Chapter I provides an overview of the Common Agricultural Policy (CAP) of the European Union, focusing on its European public policy dimension. The evolution of the policy over the 1990s and early 21st century is envisioned, notably the reforms of this period (the

McSharry reform, Agenda 2000 reform, CAP reform of 2003), culminating with a CAP approach for 2014, its challenges and objectives for 2014-2020. CAP is also addressed with regard to the new Member States, focusing on the integration of Romania into the European Union and thus the dimensions and implications of the CAP for Romania and its particular conditions (land resources, manpower, farm structure and the results of negotiations with the EU).

Chapter 2 tackles the public policy dimension of the CAP in Romania and the Europeanization of the agricultural policy in our country. This analysis is based on the concepts of Europeanization and public policy, continuing to follow the development of Romanian agricultural policy towards Europeanization. The Europeanization of Romanian agricultural policy will trigger significant effects on the rural environment and agricultural sector through changes in the structure of farming activities, farm structure, social structure, changes in the rural income and economic diversification. All these changes will be brought forth by the operation with all the tools, framework and measures of the CAP. In this regard, although the macro-economic assessments of the financial implications of joining the EU are strongly positive, at the microeconomic level, we estimate that these gains, especially after eight years of membership were reduced, losses were recorded or the impact is negligible in the current climate of economic crisis and accompanying grievances.

Capitolul 3 conține abordarea comunicării, a dimensiunii sale lingvistice și a teoriilor în comunicare care o susțin și care servesc scopului acestei lucrări (teoriile lingvistice structuraliste, pragmatica lingvistică, teoriile funcționaliste etc.), dar și a dimensiunii sale europene (natura acesteia complexă, multitudinea actorilor implicați în comunicarea europeană și limbile oficiale/limbajele specializate utilizate în comunicare). Comunicarea europeană este privită prin prisma strategiilor de comunicare ale Comisiei Europene (Carte Albă, Planul de Acțiune pentru îmbunătățire comunicării) și instrumentelor utilizate pentru comunicarea Europei (campanii publicitare, comunicare audio-vizuală, instrumente de evaluare a politicilor publice ale UE, de tipul Eurobarometrelor, precum și servicii interactive).

Chapter 3 contains an approach of communication, its linguistic dimension and communication theories that uphold the purpose of the research (structuralist theories of language, linguistic pragmatics, functionalist theories etc.), and its European dimension (its

complex nature, the multitude of European communication actors, official languages / specialized languages used in communication). European communication is regarded in terms of the communication strategies of the European Commission (White Paper, Action Plan to improve communication) and tools used for communicating Europe (advertising, audio-visual communication tools, tools for assessment of the public policies of the EU, such as Eurobarometers, as well as interactive services).

Chapter 4 makes specific reference to the communication of the Common Agricultural Policy, the EU *acquis* in the area is communicated directly through official websites officiate or mediated through press releases, media or advertising, meeting the need for simplification and popularization of Community legislation. CAP communication areas are numerous, and the emphasis is mainly placed on electronic communication, interactive communication networks, public or online debate, visits by European officials for agriculture in the territory, aiming at involving citizens in policy initiatives and acquiring the democratic support for these initiatives. In agricultural policy, the democratic support is conditioned by the image of the agricultural policy. It is a generally positive image, as shown by results of the latest Eurobarometer surveys illustrated, although awareness about this policy is low. The latter may be due to the high degree of specialization and technicality of the area, but also to its communications failure. Communication campaigns focus mainly on anniversary occasions (PAC- 50 years) or campaigns to promote reform actions, as well as awards competitions for communicating the CAP. The 2013 CAP reform is studied separately as a way of communicating with citizens in order to achieve democratic support for a EU policy. This has materialized in public debates, national debates, advertising campaigns and thus proves to be an effective public communication model of agricultural policy initiatives through its openness, dialogue, spatial coverage and uniform coverage of the segments of the public.

This chapter addresses the dimension of media communication of the CAP in the EU, with a special emphasis on the English-language media, taking into account the complex role that the European media and national mass-circulation written media must play in popularizing policy decisions for citizens and policy makers and the role played in facilitating access to this important policy and specialized media to present and communicate the specific problems of this

area, of financing, technical, developmental, social and environmental nature. Research on online publications has shown an interest and increased coverage of agricultural policy, not only in areas declared as priority, but as a whole. Certainly, the national publications that offer significant coverage are specialized publications, either economic or agricultural, but no general interest national media neglects topics of this nature.

Chapter 5 refers to the communication code of the Common Agricultural Policy, CAP specialized language. Language is approached from a theoretical, specialized standpoint, focusing on the European dimension of language as a special language (legal, economic, technical, environmental, etc.). Communication in the Romanian public sphere using the new specialized in Romanian language is proof of European integration in the field, the Europeanization of Romanian society, of the field concerned and the corresponding language in this field. It should be pointed out that the use of the term linguistic Europeanization is experimental, as part of the process of Europeanization size. Reflecting the European dimension of the specialized language in Romanian, the agricultural policy language is addressed through the selective analysis of the *acquis* in the field, of terminology databases, glossaries, specialized texts and literature in the field. This analysis has revealed new dimensions of European language in Romanian, in the field of agricultural policy by identifying neologisms in specialized languages (e.g. : *eco-condiționalitate*, *plafonare*, *plăți directe compensatorii*, etc.), using source-language words in English (ex. : *set aside* for removal from crop fields, *capping*) and acquiring new meanings, widening the semantic area of existing words in Romanian and the specialized language of agricultural policy (e.g.: the words *agricultural*, *agrarian*, *rural* or *green*) and the influence of European integration and the context of the CAP on their dimension.

Particular attention was granted to variants of translation and language use of certain terms of the CAP as an evolutionary example term use of a new entry in the Romanian language to describe these new realities of European origin. The enrichment of the Romanian language needed to communicate with the terms of European affairs and the Common Agricultural Policy, for example, certifies specialized European language integration in the Romanian language. This process is two-way. European specialized language and terms adapt to the traits of the Romanian language and the Romanian language makes room for these new terms-names for new realities.

It is what we might prudently call, linguistic Europeanisation. This illustrates the Europeanization of the Romanian language and vocabulary to approach and identify with Europe and what Europe means, by using a common means of communication.

CONCLUSIONS

The research at hand followed the direction of Europeanization in the Romanian society, especially in terms of communicating Europe, its policies and perceived changes in language, precisely in the communication process of the Common Agricultural Policy, a new approach in specialized literature. Such an approach is intended to define the process of linguistic Europeanization of the specialized language in Romanian, changes in communication by the emergence of new areas with new needs of expression and communication, and the need to adapt legal, economic and specialized language especially to those needs. Examples provided of new terms that have entered the Romanian specialized language prove to the construction of a new European specialized language in communicating the CAP.

This was achieved by investigating some special words, recently entered in the Romanian vocabulary, words that should be subject to quantitative research and a standardization process and taxonomic organization. It is only after these extensive processes at the official level that one can certify the emergence of a new European agricultural and economic language and can support an unequivocal language Europeanization argument.

This research approach leads the way for similar research, which may focus on assessing the level of knowledge of European language, especially at the level of the CAP farmers, consumers and policy-makers, carried out through questionnaires applied to these social categories. This level of knowledge may show consequences on the efficiency of using information towards accessing the agricultural policy and the effectiveness of mechanisms and tools accessed and used. Furthermore, research on European language and CAP language CAP can provide the foundation for the creation of linguistic working tools, for communication and understanding of the CAP and its language, such as glossaries, dictionaries and simultaneous translation tools online focused on European language and CAP language.

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