

## The actors involved in the communication process on Entrepreneurship Programs

~ Ph. D. **Stefania Cristina Stanciu** (*Faculty of Social assistance and Sociology, University of Bucharest, Romania*)

E-mail: [stefania.ghiocanu@yahoo.com](mailto:stefania.ghiocanu@yahoo.com)

**Abstract:** *The development of entrepreneurship programs in Romania is a clear need for the current problems of the Romanian education and labor market at the national level. However, no matter how performing and successful the programs implemented in this field are, inefficient communication at the institutional level and their poor promotion will lead to their visible failure and a false interplay. Programs and public policies on reducing unemployment through the development of entrepreneurship at national level are a necessity for Romania. But these can not be implemented at the desired level without clear rules on the communication process between implementing institutions and citizens, between collaborating institutions and other actors involved in the promotion process.*

**Keywords:** Entrepreneurship, Public Communication, Entrepreneurship Programs

### 1.The Communication Process on Entrepreneurship Development Programs in Romania

The public communication process is a very complex one, involving its own rules and principles of operation. Public communication fits in one of the forms of translating public information and data among citizens and among target groups directly targeted.

Public Communication is not just a form of communication applied by public institutions to provide certain information, but is a stand-alone process underlying success or failure of a public policy program or a project implemented by a public institution in the interest of the target group.

Paul Watzlawick shows that: "Any communication is based on two important aspects: content and relationship, the relationship is one that includes content, so that it is a metacommunication." This is also true in public communication - this type of communication does not involve the transmission of information but also a direct relationship

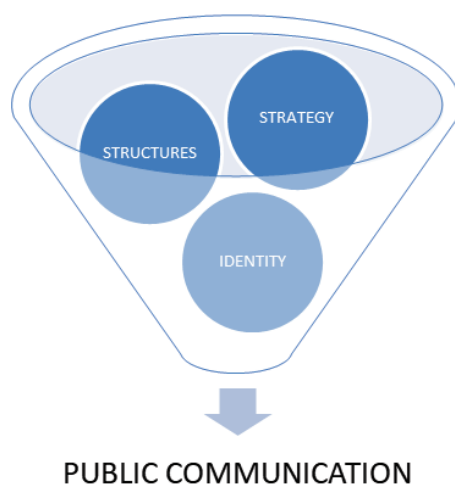
between its actors and actors and receptors, especially.

Also Henri Lefebvre's claimed that involvement in social life is based on a form of communication and information, the information being just the last step of the evolution of communication. In any form of communication the relationship will influence the content, the purpose of building relationships is not just sending a message.

As a special form of communication, public communication was defined by Pierre Zemor as " formal communication, which tends to exchange and share information of the public utility and to maintain the social bond, whose responsibility lies with the public institutions." Its ultimate goal it is the general interest and the application of the rules , making public decisions by sending messages through public institutions..The public communication is based on the following elements

1. strategy (mission, value added),
2. structures,
3. Identity.

Figure 1: Communication's elements



Source: Author's own processing

Achieving the purpose and features of a Program, project, strategy, or public policy implemented by a public institution depends on the communication strategy used by that institution to ensure the transparency and visibility of that policy or program. Thus, any action taken by a general public institution that wants to reach out to citizens or the knowledge of a target group depends to a large extent on how it is transmitted and how it becomes visible.

In the programs underlying the promotion and development of entrepreneurship in Romania, the way in which they become "known" by the direct target group is decisive for their success. Also, any public policy aimed at reducing unemployment by developing entrepreneurship programs and providing facilities for young entrepreneurs depends largely on: how these policies and programs are transposed to the target group directly, the objectivity with which they are made known to the future entrepreneurs, how they get to be translated into practice, but also how those who are going to implement them will bring them to the attention of those interested.

A public policy or a program for development of entrepreneurship in Romania who could achieve its objectives to a large extent can be stagnant due to lack of effective communication by the public institution involved in the development and implementation of this or other actors involved in communication. Lack of visibility, objectivity and lack of concern with the transmission of information to a large scale on this kind of programs or policies may adversely affect that policy or program results translating into negative on two plans: the target group and that of public institutions directly involved in their implementation.

But these two levels will negatively influence several other issues at national level: financial resources involved in their implementation, future programs and policies in the field, and future policies or programs of public institutions on related issues: unemployment, developing a system of education inconsistent with labor market requirements, stagnation of performance and entrepreneurial development at national level, declining production at national level.

Which is why we have identified the following essential conditions in communication process on programs on entrepreneurship development in Romania:

- Visibility - is envisaged that program to ensure visibility as widely, especially among its target group,

- The relationship between collaborative institutions - it is necessary for the public institutions that collaborate in order to implement such a program to have common interests, to aim at accomplishing common goals and objectives, and the relations between the human resources within these institutions involved in the programs to be objective, professional and have no own interest in the programs concerned,

- Relations between institutions and citizens - in this case, it is imperative that the institutions respect the citizen's interest, the transparency of the public utility information, to grant the citizens rights, and the citizens to observe the conditions imposed by the legislation in the field and the rules of the public institutions,

- Transparency - a high degree of transparency will increase the number of beneficiaries of entrepreneurship development programs, which will directly lead to higher performance levels

- Objectivity-a high degree of objectivity will promote: quality, seriousness and performance among the direct beneficiaries of these programs.

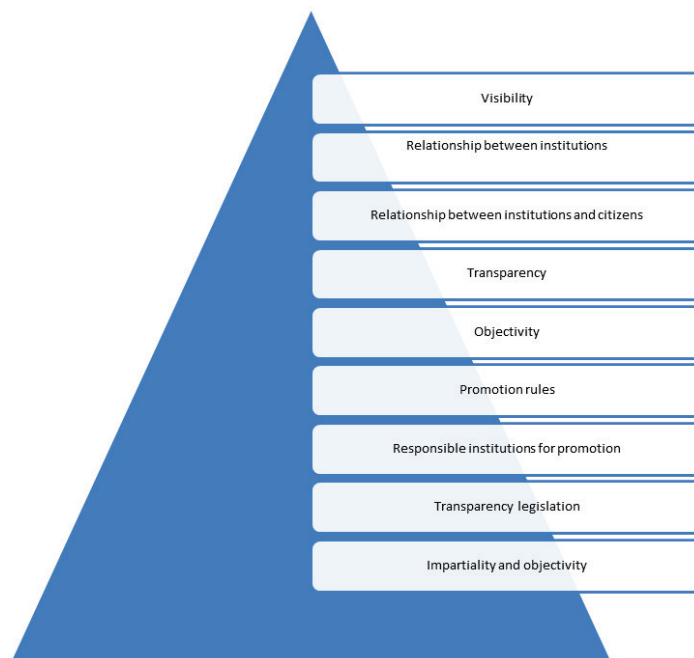
- The clear existence of the attributions for the promotion and advertising of these - requires strict rules on the promotion and advertising of entrepreneurship programs, so as to avoid negative, false advertising, or the influence of the potential beneficiaries by the media and to prevent by any means enrollment and participation within them.

- The existence of national and local institutions to promote these programs - these institutions would facilitate the process of selecting those who will benefit from these programs, the process of checking and preparing necessary dossiers, but would also ensure other important aspects of the programs implemented for the development Entrepreneurship in Romania: objectivity, transparency, ensuring equal conditions

- Legislation on NGOs - clear legislation among NGOs that promotes entrepreneurship in Romania and carries out such projects - would lead to their full harmonization at national level. This should include: the conditions for ensuring the visibility of these projects, the necessary participation conditions, the budget involved, the conditions of appeal, counseling and information in the field,

- Impartiality and objectivity among the actors involved in the communication process - this latter aspect specifically targets the media. Media prohibition in some way influences the direct beneficiaries of these programs, and to transmit erroneous, false information, supposed only and not verified among public institutions or among those who run these programs.

Figure 2: The conditions of the communication process regarding the programs for the development of Entrepreneurship in Romania



Source: Author's own processing

Thus, according to the elements identified above, we have identified the following actors involved in the communication process regarding the entrepreneurial programs in Romania:

- Public institutions at national level - whether the programs target beneficiaries at national level and not only at the local level - with a role in ensuring respect for the legacy in the field

- Public institution -with role in implementing public enforcement are necessary to participate in these programs by direct beneficiaries and the role of information and advice in the field,

- The NGOs with attributions in the field - at the local or county level - are involved in ensuring the promotion, transparency and visibility of these programs, as well as with information and counseling in the field,

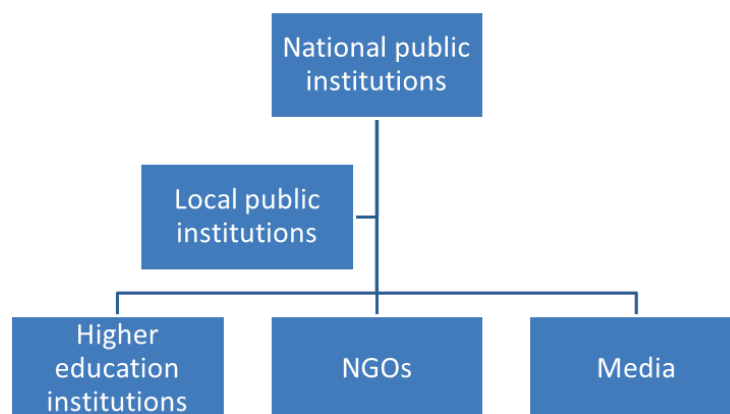
- Media - with a role in the objective transmission of real information and ensuring the promotion of these programs at national, county, local level, as the case may be. It is forbidden to influence the beneficiaries of these media programs.

- Educational institutions - given that the programs for the development and

promotion of entrepreneurship in Romania aim, mostly young people, higher education institutions can play an important role in promoting these programs, informing and counseling the students in the field, but also preparing them - according to the study specializations - for developing a business or participating in such a program.

Also, the relationship between the actors involved in the communication process regarding the entrepreneurial programs in Romania must be one of collaboration, not of superiority. Even if public institutions at national and local level will be those who “dictate” the rules, requirements and conditions in the field and establish the legislation and regulations in the field, the other institutions will be direct collaborators on the communication process and not “actors” subordinated to them. Only the order in which the information will be transmitted will be respected - from national public institutions to local ones - then to higher education institutions, NGOs and the media. The information transmission cycle will ensure compliance with the legislation, the validity of the information and credibility among the beneficiaries.

Figure 3: Actors involved in the communication process



Source: Author's own processing

## 2. Conclusions

The success of a public policy or program implemented at national or local level does not depend only on the way of implementation, the financial and material resources involved, the human resources performance or the correctness of the implementation methods but also on the measure and the way it is made known to direct beneficiaries. The process of transmitting information among them will be the one that will dictate the success of that policy or program. Incorrect information by recipients or false advertising of the program will give rise to false results, and the purpose and objectives initially set will only be met in part. This will be reflected negatively in future policies and programs implemented in the field.

False transmission of information among beneficiaries or failure to comply with the rules on communication process and the relationship between communication actors will lead to a failure among implemented programs. And this will lead to false future programs and policies implemented. Believing that the policy or program was not successful and that it was not correctly implemented or formulated, other measures will be taken to develop and promote entrepreneurship in Romania, even if not the policy or the program itself was wrong but how it was made known among its beneficiaries.

Of course, the same rules on the communication process, relations between actors involved in the communication process can be respected in other policies or programs and in other public domains.

## REFERENCES:

1. **Newsom, Doug, van Slyke Turk, Judy și Kruckeberg, Dean**, *Totul despre relațiile publice*, Editura Polirom, Iași, 2003;
2. **Pânișoară, Ion Ovidiu**, *Comunicarea eficientă, ediția a treia, revizuită*, Editura Polirom, Iași, 2006;
3. **Piaget, Jean**, *Psihologia inteligenței*, Editura Științifică, București, 1965;
4. **Popa Cristian, Teodoru, Ștefan și Ivan Ion**, *„Introducere în dreptul informațiilor”*, în *Măsurile organizatorice și structuri funcționale privind accesul la informații*, Editura Academiei Naționale de Informații, București, 2008;
5. **Wilcox, Dennis, Cameron, Glen, Ault, Phillip și Agee, Warren**, *Relații publice: strategii și tactici*, traducere coordonată de Vaciu, Ion și Onea, Roxana, Editura Curtea Veche Publishing, București, 2009;
6. **Zemor, Pierre**, *Comunicarea publică*, Editura Institutul European, Iași, 2003.