

Review on *Ghid al comunicatorului din instituțiile publice*, authored by Ana Dinescu, LUMEN Publishing House

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Abstract: The volume *Ghid al comunicatorului din instituțiile publice* (Guide of the communicator from public institutions) of the author Ana Dinescu, published at LUMEN Publishing House, represents a working guide of the specialist in institutional communication, reviewing the current activities, methods and techniques of communication and public relations, as well as their customized application to the communication made by the public institutions, in order to ensure the transparency of decision making and to facilitate the public participation.

Keywords: *Ana Dinescu; public institutions; institutional communication; institutional communicator; communication techniques.*

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Introduction

A particular area of public communication, still largely neglected or superficially treated, is institutional communication, which public institutions are called upon to carry out in order to make their activity transparent and to ensure the public responsibility that this type of institutions are called to exercises.

The volume of the *Communicator's Guide from Public Institutions*, now in its second edition, revised and added, represents yet another area that is little addressed in the Romanian publications in the field of communication sciences. This is probably due to the fact that the specialists in institutional communication, who work in public institutions, are trained in the field of communication of academic institutions with programs of study in the sphere of public relations and communication, public marketing and less of the specialists coming from the field of public administration.

In many situations, an institutional communicator or spokesperson is nominated a civil servant, little familiar with the intricacies of mass communication science and public relations, to whom such a guide as this one is extremely useful for dealing with work situations involved in the current activity.

On the other hand, public relations professionals, co-opted in the communication offices of public institutions, are little familiar with the specifics of administrative activity and need to understand the communication particularities that appear in the relationship between the public institution and its publics.

The volume represents a working guide of the specialist in institutional communication, reviewing the current activities, methods and techniques of communication and public relations, as well as the particularization of their application to the communication made by public institutions, in order to ensure decision-making transparency and facilitate the public participation.

The Profile of the Institutional Communicator in Public Institutions

The author provides a number of communication tools operationalized for use by institutional communicators, especially those at the beginning of their careers.

Short definitions of the idea of public information are formulated in the context of freedom of information, but also of the obligation of decision-making transparency in the sphere of public administration. The

current activity of a communicator from a public institution – from the administration of electronic messages to the construction of a communication strategy and of an institutional identity of the public organization for which he works – is considered.

There are considered classic topics in the field of communication, such as the organization of the press office, the elaboration of the communication plan, the press conference, the communication in crisis situations, etc.

Particular emphasis is placed on consular and diplomatic communication and public diplomacy (Dinescu, 2019, pp. 261-278). It is analyzed the construction of a country brand but also various public diplomacy activities that have been carried out over time by the Government of Romania, the Ministry of Foreign Affairs, or by the consular representatives of Romania.

Instead of conclusions

The volume is a useful tool for those who want to learn the specifics of institutional communication for public institutions, containing important examples and models of communication campaigns and public image construction, both at the level of national and local institutions.

We warmly recommend this volume, both to students in the specialization of public administration as well as those in the communication sciences, political sciences, journalism, but also to professionals in the field, who will find useful communication resources in streamlining communication within their own organizations.

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