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ABSTRACT

„Advertising and Administration under the Pressure of Ethics” (2014) is a book of intellectual elevation and high expression of ideas of Professor Sandu Frunză from Babeș-Bolyai University (Cluj-Napoca, Romania), published to a French publisher, Les Arcs, Editions de la Suer. The zetetic core (inquiry core) is one of ethical theory and applied ethics. It is an ethical theory of the public space and the ethical inflections in the administration, in the advertising area and Bioethics. Overall, the book has cohesion and consistency. Therefore, it is a pleasant and instructive reading.

Keywords: ethics; communication; ethical responsibility; pressure of ethics

1. STRUCTURE AND IDEAS

The volume consists of 10 chapters of which, as specification of the author, some were previously published in journals, others are redesigned, updated, and others are completely new. Three chapters ("Minimal Ethics and New Configurations of Public Space", "Deontological Codes and Their Importance in Professional Development and the Shaping of Public Space", Respect, as an Exigency in Public Space Action) have a mainly theoretical character and are placed in the field of theoretical ethics. The other seven unfolds aspects of applied ethics. Elements of applied administrative ethics are approached in four chapters: "Administrative Ethics from the Perspective of the Rights and Duties in Relation to Oneself", "Administrative Ethics from the Perspective of the Rights and Duties in Relation to Otherness", "Ethical Management and Ethics Management in Public Administration", "Ethics in the Conduct of Civil Servants". The issues of applied ethical advertising are discussed in three chapters: "Advertising - Between the Suspension of Desire and the Ethics of Seduction", "Ethics in the Code of Advertising Practice," "Advertising and Social Responsibility". Two chapters are dedicated to major issues of Bioethics: "Euthanasia as a Public Debate Topic" and "Abortion as a Topic of Public Debate and Action".

Scientific concepts of constructivist guidance of Sandu Frunză's Professor was configured in researches so far as a three axis: construction, ethical conduct and social responsibility. The first axis of thought that underlying the volume is that reality is

constructed. Moreover, it focuses on one of the ideas of irradiating ideas of constructivist thinking of Sandu Frunză's Professor. Constructivism underpins how the reputed specialist design language, communication, social relationships, public space operation, administration, advertising, etc.. Specifically, the constructivism based how is imagined the communication and its role in society: "Idea That communication constructs reality" (see Frunză, 2011a). However, "communication constructs reality in the globalized society" (see Frunză, 2011b 2011). Also, mass communication and politics are seen as generating of the symbolic construction of reality "mass media is among others, an instrument of symbolic construction of reality" (Frunză, 2011c).

The second thought axis of the book is the ethics behavior derived in communication ethics.

Finally, the third thought axis is the social responsibility. Recall that in 2011, Mr. Frunza published his great relevance book "Ethics Communication and Social Responsibility" (Bucharest: Tritonic). Related this Cristina-Georgiana Voicu (2011) showed that "reveals how ethical and effective communication requirement arises from the need of assuming the personal, community, social and institutional values, beyond any relativism or absolutism". (The success of this book led to its subsequent publication in 2013 in Germany, prestigious publishing the LAP Lambert Academic Publishing – Frunză, 2013).

The three constants of the investigation and justification system can be found also in the book in question. Greater and more consistent than before they lie in a direction of convergence. Now it becomes obvious that the ideal core of Sandu Frunză's Professor conception consists of ethical construction of responsibility / construction of ethical responsibility.

The constructive principle appears both in advertising approach and in the public administration activity. Sandu Frunză states: "In a communication-based society, advertising construes reality. Considering the symbolic elements used by advertising to bring together immanent and transcendent meanings, we can conclude That is that communication form best adapted to unity the two worlds. Advertising also has this unification function in the daily reality" (p. 171). The individual, stated, is "a member of the community" and "participant to the construction of public space" (p. 49). The starting point in the configuration, socialization, education of the individual as a social being (as a member of the community) should be "construction of minima moralia" (p. 14). Constructive basis of society is an ethical one. Building of a superior society cannot take place only on the basis of norms, of certain rules, of deontological codes "construction implies, among others, an assumption of the articles of the deontological, codes" (p. 82).

Optimal possibility of social structuring is represented by the organizations. To better serve individuals components is necessary that organizations to be placed on ethical bases; it is talking about "ethical construction of the organization" (p. 39). The ethics construction should be responsible. Beyond the ethical level there is the superordinated value of the responsibility.

The Frunza professor considers individual responsibility and a social responsibility. In addition on the same level, with other specialists (Jonathan Sacks, "To heal a fractured world: The Ethics of Responsibility", 2007; Bronwyn Davies, "Re-thinking behavior in terms of positioning and the ethics of responsibility", 2008), the Sandu Frunză Professor from Cluj advocates for an ethics of responsibility (see section "Towards an Ethics of Responsibility") and states: "Ethical Responsibility cannot be built outside individual option and free personal commitment" (p. 188).

2. CONCLUSION

The movement of the investigative thinking is double; also what moves the arguments is a double articulated ethical meditation. On the one hand, reflection is focused on finding incidents of the ethics and deontology in terms of advertising and administrative activity. On the other hand, it is directed on reveal of the aspects of the emergence of a new positioning. On the first component is found the incidence of a natural ethic, and on the second is developed as it appears and it is required an ethical, pre-programmed built. Moreover, on this second component catagraphies the articulations of an imposed ethic. It follows that in the advertising and administration, generally in the public space, it is passing from a natural ethic to a required ethic. The natural ethics is strengthened, reinforced, extended by the pressure of a self-conscious ethic, an advanced ethic. From the minimum natural ethics it opens the way to an extended ethic and advanced.

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