

THE IMPACT OF EUROPEAN REGULATIONS ON BUSINESS MANAGEMENT IN ROMANIAN MASS MEDIA INDUSTRY

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Abstract: *This paper is an analysis which starts from observing the present state of affairs, out of the perspective of someone who is passionate and involved in mass media industry. The object of research is the legal framework of business within mass media industry. Together with the „small reform of justice“, materialized by the adoption of the four Codes, the legal framework has changed substantially. This is the reason why we are going to present the legal aspects which an efficient management needs to take into account. Most of current Romanian legislation is taken over and adapted according to European Union legislation. In order that mass media becomes a power in the service of good, it must improve its performance and this process always starts from a solid structure based on a substantial knowledge of laws and on implementing them in this field.*

Keywords: *Law, European law, trade agreement, quality, performance.*