



PECSA International Conference

„Connecting the European Union of Shared Aims, Freedoms, Values and Responsibilities”

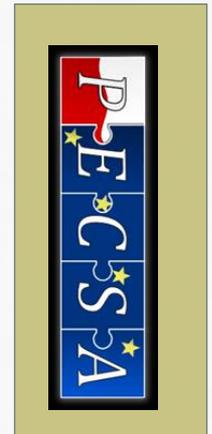
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SGH Warsaw School of Economics

Aleja Niepodległości 128, Building C, Auditoriums I & II

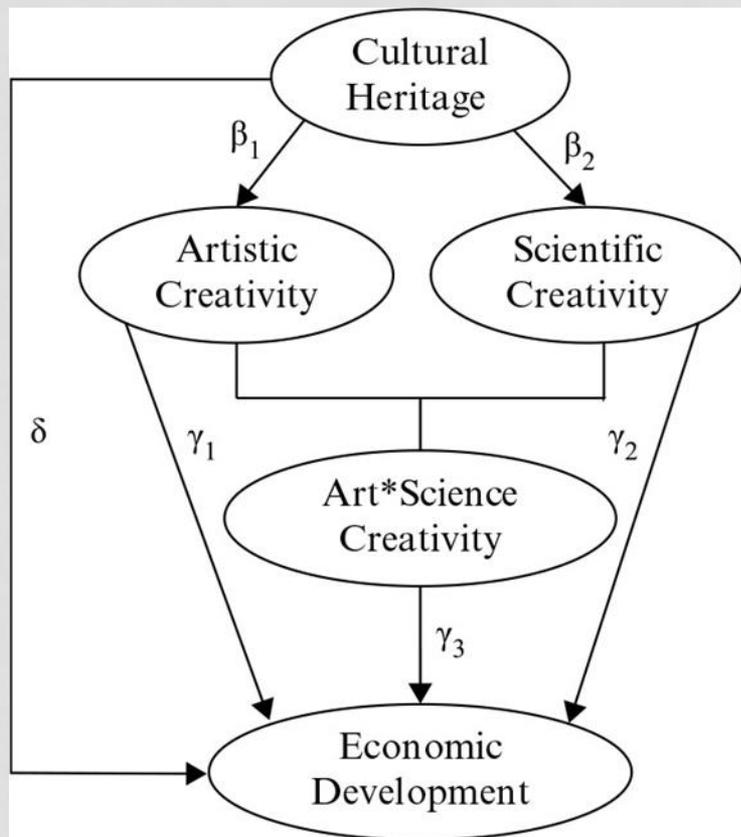
THE VALUE OF CREATIVE ELEMENT IN THE PROCESS OF EUROPEAN INTEGRATION

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WHAT DOES VALUE OF CREATIVE ELEMENT MEAN ?

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CREATIVE ELEMENT IN THE PROCESS OF EUROPEAN INTEGRATION - CONTEXTUAL UNDERSTANDING

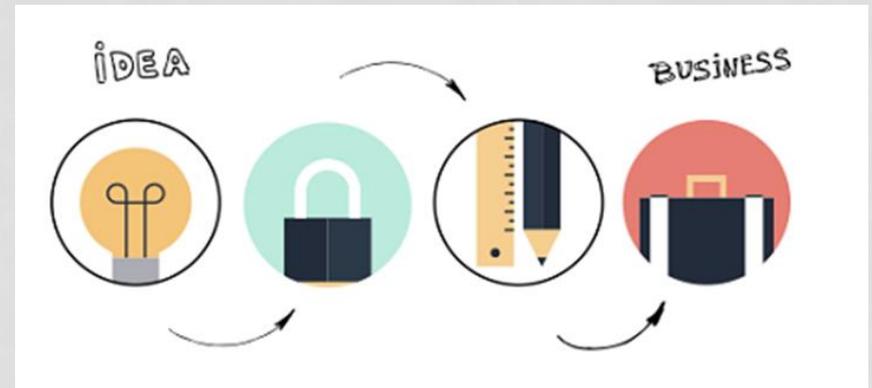
- 1. The factor of creativity means in this subject, the role of the European artistic view and social place in the mental structure of society.
- 2. My reflections around the subject is mainly motivated by the interest carried by the rules of the economic market and its aspect of operation in the context of cultural European anthropology.
- 3. The interest of research is to analyze this process of influence by the prism of sociological criteria but in connection with the field of cultural anthropology and communication in new media.

IMPACT OF THE CREATIVE ELEMENT IN THE PROCESS OF INTEGRATION

- 1. The subject of the change the aesthetic standards is mainly motivated by the interest carried by the rules of the economic market.
- 2. Also the media market in consequence, is considered like a sphere of communication of value and the example for the mechanism of integration.
- 3. European environment includes a multitude of objects that have previously required a design activity, whether it is a "design" product, an object, or a form of communication in consumer society.

CONCEPT OF CREATIVE ELEMENT

- 1. The European mentioned price and service, while expanding the quality of services, marketing product, competitiveness and image of European Market with Global Market.
- 2. The perspective of enterprise which is an element of Market Integration, in accordance with the Europe 2020 strategy, emphasizes the need for easier access to markets, in which a factor of competitiveness based on creative element is necessary.



IMPACT AND INFLUENCE OF EUROPEAN UNION

- 1. Creative value in marketing process in EU market, which highlights the mechanisms used by marketing strategy and new media. It is considered not only as artistic creation and product, as a phenomenon of creation, but also as a way of functioning, impact and influence. We can thus underline the connotation and the implication of the communication and the social factor.
- 2. An example of opportunities that introduces an innovative approach to design as part of a sustainable development strategy was the European Union's regional program "Design and Innovation for Business Sustainability" (DIBS) 2009. The DIBS plan provides an innovative reformulation in the field of product design: packaging optimization, extension of product usability and service costs.
- 3. In that European Context is interesting too, an example of the "anesthetic revolution" proposed by A.Deneault, the basis of the creativity factor has been devastated because "the medium has become the norm" within the new consumer society favorable to aspects of service merchandising of new technology tools.

THE KNOWLEDGE SPECTRUM OF CREATIVE ELEMENT, ACQUIRED FROM INNOVATION

- knowledge of a specific product used to create new or complementary products.

- knowledge to be used in business operations refers to new product development processes and research results on more efficient ways of operating.

- pioneer knowledge, i.e. knowledge that has the potential to open new social areas.

- knowledge as a value that can be a product or service for society or process of integration.

ROLE OF NEW MEDIA IN THE PROCESS OF EUROPEAN INTEGRATION

- 1. In the preamble adopted in 2010 year, The Charter of Fundamental Rights has been declared: "The Union is built on the indivisible, universal values of human dignity, freedom, equality and solidarity", It is worth emphasizing that the creation of a community space also in the media sector with value of creative element and the resulting role of a carrier of information knowledge and the values mentioned require compromises against antagonisms and various national interests and related media sectors.
- 2. We cannot talk about the realization of media Europeanisation or even about the full harmonization of rules in this field within the EU.
- 3. It should be noted that the EU regulations place the role of the media in a direct connection with the problem of freedom of speech and the aspect of independence of this sector from intervention and control of the governments of the Member States, as well as they relate to the aspect of cultural pluralism.

ROLE OF NEW MEDIA IN THE PROCESS OF EUROPEAN INTEGRATION

- 3. An interesting issue is also the evolution in the perception of the role of media in the process of European integration. The Treaties themselves establishing the Union, in particular having regard to the Rome Treaties of 1957, establishing the European Economic Community, did not provide for Community competence in the field of media and culture. That perception of the role of mass media in the integration process was noticed at the time of consent to the EU single market and the need to establish a uniform law also in the field of media production.
- 4. In fact the role of mass media in the era of globalization and technology development should not be limited in its integration activities to the traditionally understood image of society. However, the EU's media policy is facing a need to change the understanding of the role of mass media in the 'interactive society' that is emerging in Europe.

CONCLUSION

- 1. Considering the difficulties inherent in synthesis of the value of creative element in the process of European Integration, seems important to note that in December 2013, the European Parliament and the Council of the European Union adopted the Creative Europe program for 2014-2020 years.
- 2. The program offers support for European culture, cinema, television, music, literature, performing arts, cultural heritage and related fields. With a budget of EUR 1.46 billion, the program supports the development of the Cultural & Creative Sectors, providing funding for at least 250,000 artists and culture professionals, 2,000 cinemas, 800 films and 4,500 book translations.
- 3. Indeed this transversal process of influence by the prism of sociological criteria and in obvious connection with the field of cultural anthropology of value and market reply and communication in new media, is fundamental for European Integration and a new meaning of European Market and Culture.