

THE EUROPEAN NEIGHBORHOOD POLICY, MASS-MEDIA AND CROSS-BORDER COOPERATION

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Abstract. *Cooperation seems strictly necessary, and from this perspective the media can bring, with direct involvement of authorities, a contribution to strengthening the connections and the relationship between people and institutions. A company located in a process accentuated by globalization can not be conceived without taking into account the role of the media, to influence and control exercised by it. The impact of media is different, depending on which a public nature, but according to the typology and the different forms of media. The impact is different when we take into consideration the press, radio or television.*

The cultural contact are the importance of media in promoting common, human values, is very high. If this cultural space is doubled by a politic delimited area, the media's role is even more significant. Cross-border cooperation and joint initiatives involves the development of interstate relations but also people. As a result of developing relations of good neighborliness in space requires new definition and the reclassification of border.

Good Neighborhood is a basic condition for maintaining security in the border area, it is a principle of international law, legal form of the formulation containing the principle of the obligation to make, and the obligation not to do. Thus, the obligation to make can be expressed by the rule which requires subjects of international law to act as good neighbors. Media Action appears in this perspective as an important factor for the transmission and control of legal or social rules.

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