

THE CRISIS: AN INTERDISCIPLINARY APPROACH

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Abstract. *The crisis is a period in the evolution of society when there are big economical, political, technical, military, etc. difficulties, dysfunctions that are affecting the structure of the society, and which generate corruption, financial jam, inflation, unemployment through the restructuring and the bankruptcy of the enterprises, by reducing the export of products. The crisis also affects fields such as the law, the health, the education and social protection and security. The cause of the crisis must be analyzed by every category of experts in order to propose quickly a therapy. The purpose of this paper is to propose a strategy in Romania at the nationwide level for overcoming the system crisis involves.*

Keywords: crisis, bankruptcy, unemployment, inflation, corruption

1. Introduction

We made the picture of the crisis, a crisis which paralyzes the society, a crisis which must be overcome by mutual efforts made by the economists, businessmen, students at the economic faculties, the civil society. In Romania, for instance, the approach of the economic-financial and communication crisis can be made, also, at the Academy of Economic Studies from Bucharest, in order to find solutions, in order to create a strategy, because, in our opinion, two types of crises are dangerous: the economic crisis and the communication crisis. It is common knowledge that, crises can be met both within the family, and at the microeconomic level, macroeconomic level, but also at the international level, so we can say, there are crises which exist at the level of one or more national or international companies. These crises can or cannot be accompanied by communication crises.

Globalization accentuates the economic war, as Thierry Libaert puts it, in his book "Communication in Crisis" (*La communication de crise*) published at Dunod Publishing House, in 2005 and, in this context, the crisis issues become transversal without the possibility to be solved immediately. We suggest a few measures against the crisis which can lead to good results at the microeconomic and macroeconomic level. First of all, creating some activity programmes/plans at

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