

## *The visibility of anti -trafficking campaigns across Europe in the online media*

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Generated by complex factors, the trafficking in human beings across the European borders constitutes a modern form of slavery, a phenomenon with serious implications at economic, social, demographic, axiological and psychological levels, which alters human values and places a curb on social progress. Even though the gravity of this problem has been recently admitted by both civil society and state organisations, the larger public is still insufficiently informed on this phenomenon and its dire consequences.

In the particular geographical and socio-economic context of today's Romania, the “success stories” used by traffickers seem to gain more credibility than the sporadic information campaigns run by the national authorities. In this light, we consider that information and sensitizing campaigns should be organised on a permanent basis and become more and more visible in the online media. This is the reason why we will perform a comparative analysis of Romanian anti-trafficking campaigns with online visibility according to the following criteria: the ratio of addressors (campaign initiators) and addressees (target public); the adaptation of the campaign message to the online medium peculiarities (campaigns on blogs, websites, social networks such as Facebook and Youtube) and to those of the receivers (generally addressed message targeting all netizens or explicitly formulated message targeting a particular age category); the degree of interactivity of such campaigns and the implication of beneficiaries in their development.

At the end of our analysis, we will invite the other participants to reflect on the solutions we propose in order to increase the efficiency of these means of combatting and preventing human trafficking.