

Book review:
**Andreea Mihaela Niță, Valorile populației urbane,
vectori ai fenomenelor și proceselor culturale în
societatea contemporană [The values of urban
population, vectors of cultural phenomena and processes
in contemporary society], Bucharest,
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The work of the author Andreea Mihaela Niță, "Valorile populației urbane, vectori ai fenomenelor și proceselor culturale în societatea contemporană" [The values of urban population, vectors of cultural phenomena and processes in contemporary society], promotes the relationships between culture and the urban area, reveals the specifics of urban values, but also examines the traditional and contemporary cultural values of the urban population. This book presents the results of the postdoctoral research of the author and the purpose of the study, as the writer mentioned, was to identify the values of the current urban population, the place of creation values, of free thinking, expressiveness in contemporary society, in the context of reconfiguration of socio-cultural phenomena and processes.

The book is based on the theoretical analysis of specialized social documents, articles, books, programs, but also includes an empirical research based on the opinion survey and the participatory observation carried out on inhabitants of the urban environment in three Romanian regions and on the Romanian emigrants from the region of Lazio - Italy.

Mrs. Andreea Niță's work is divided into six chapters during which are presented the main themes for the studied topic, using an appropriate bibliography.

The first Chapter, "Urbanization as a socio-economic and cultural process" presents from a socio-demographic and cultural perspective the dynamic of the population in the Romanian urban environment and the cultural industrialization in the contemporary city.

In the second Chapter, "Urban Values in Contemporary Society", are patterned the urban values and is highlighted their specificity in today's society.

The third Chapter "Preferences and value orientations of the urban population" are presented the results of the field investigation based on the survey and the participatory observation carried out on the inhabitants of the urban environment of the three Romanian development regions and of the Romanian emigrants from the Lazio

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region, Italy. The research aimed at identifying the current values of the inhabitants of the urban environment, the level of knowledge of the cultural infrastructure and the desire for cultural consumption of the urban citizens, to learn the interest of the cultural activities by measuring the frequencies of the participation in cultural events and visiting the cultural institutions and also to identify the level of trust in the public institutions provided by the persons included in the sample of the research and last but not least, to emphasize the preservation or the obsolescence of traditions in contemporary society, and identify opportunities for access to cultural assets of cities.

The fourth Chapter "Phenomena and cultural processes specific to the environment social urban" analysis of the phenomenon of rural-urban acculturation, the influence of postmodern culture on social life and are highlighted the specific elements of the new consumer society.

In Chapter five "Cultural institutions – Agents of the cultural processes ", it is analyzed the role of the state in supporting the culture, especially highlighting the role of the Ministry of Culture and National Patrimony and is presented the system of cultural institutions as agents of cultural processes, pointing out their evolution and the social importance.

The sixth Chapter "Public policies for the conservation of cultural values in the urban environment", presents guidelines and state instruments in the preservation of values and some and solutions are identified regarding the improvement of the public policies for preserving the cultural values in the urban environment.

Andreea Mihaela Nita's work also contains four appendices, which aim to outline a clearer picture of the analyzed subject, thus helping the reader to fully understand the phenomenon, as follows: Annex 1 - Cultural programs financed/co-financed by the Romanian Government in 2012 or in the programmatic period 2007-2013; Annex 2 - Map of cultural institutions' activities from Dolj County, 2012; Annex 3 - Map of cultural activities in the city of Craiova; Annex 4 - Activities of Cultural Institutions in Dolj County, 2012.

The author finds, following the analysis of the preferences of the Romanians drawn from cultural consumption, that in Romanian society we can easily find the obsolescence of the values from the urban population. From the perspective of value theory and knowledge theory, it is identified the amplitude of structural and cultural transformation at the societal level. Value reorientation determined by major socio-cultural changes deepened the national identity crisis in culture. Moreover, analyzing cultural values on a wider scale from the perspective of Europeanization, it is noted that the preservation of national cultural identities, value heritage and the promotion of common values at European level are the only ways in which the European community can preserve its ideals for which it was established. Andreea Niță concludes that strengthening the position of education is the main viable solution that can offer to every individual, as to the nation he belongs to, the right to preserve his cultural memory and identity, without which we would be anonymous and irrelevant.

Although the work was published five years ago, we can observe the actuality of the theme and the research, and we can still observe in urban society the values highlighted with so much accuracy by the author.