

EUROPEAN UNION AND CONTEMPORARY INTERNET SERVICES AS NEW TOOLS FOR SHAPING EUROPEAN IDENTITY

Within the context of understanding of the problem of “democratic deficit” in the EU the article brings up an issue of how the unanimity of the European communicative field can be ensured. Based on research works, that gives proof that the Internet can be a useful and effective tool for involvement of new parties in the political life of the society, the author gives analysis to the evolution of informational and communicational policies of the EU with the purpose to track how and when the instruments, facilitating the involvement of member states’ citizens in the discussion of the European matters, are being shaped. It has been found that since 2005 the EU has been actively stimulating the formation of the European public sphere in the Internet, thus leading both to an increase in online projects, facilitating dialogue between European strictures and citizens of the United Europe and their regular revisions and improvement, which, in its turn, helped enhance their quality. We concluded that the modern internet communications can nowadays quite safely be viewed as a new instrument of construction of European identity.

Keywords: European Union, identity, internet communications, participative democracy, EU websites and portals, EU projects.

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