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**European Union News Themes in Romanian Radio Stations.
Case Study: Europa FM and Radio Romania Actualitati**

Antonia-Ioana Matei¹, Florica Iuhas²

Abstract: With Romania's integration in the European Union, the media content related to the member states has acquired growing importance. The themes of journalism were enriched with new approaches towards national image in the European context and vice versa. At a first level, the study aims to conduct a quantitative analysis on the news topics broadcasted by Radio Romania Actualitati and Europa FM, for the duration of 32 days. The qualitative component focuses on the topics addressed in radio news in order to see what is the media content which reflects the image of the European Union. The findings show, beyond the numbers, that the editorial policy of the Romanian media is not concerned with the interests of the citizens - from the perspective of common themes - but rather with how can the EU, as a unified body, help member countries solve their problems.

Keywords: European Union; editorial policy; Romanian media

1. Introduction

On the canvas of media discourse in post-revolution Romania, many topics have occurred, aimed on the one hand at the image of Romania in the context of its pre-accession to the EU, on the other, at its new European identity. In the past three years, the reality of joining the EU brought a common approach from all member states which intend – each one - to make meaningful analysis of all dimensions covering the European Community.

The *Eurobarometer - Public opinion in the European Union* (Romania - National Report), developed in 2012, states that the main source of information for Romanians is television (97%), newspapers (51%), radio (64%), the Internet (accessed by 43% of respondents) and social networks (used by 28% of Romanian). "The same hierarchical trend is maintained for procuring information about European political matters: television (88%), media / newspapers (43%), radio (41%) and the internet (22%). The extent to which the Romanian media discusses the EU is assessed as satisfactory: almost half (49%) say this in the case of television, 41% for radio, 39 % for print and only 25% for the internet. Differences from the European average are observed in all cases: 55% of the respondents in EU27 states say that on TV, the Union is debated in a fair amount, 48% for radio, 56% for print and 42% for internet"³.

¹ University of Bucharest, Faculty of Journalism and Communication Sciences, Romania. Address: 1-3 Iuliu Maniu Avenue, Complex "Leu", Corp A, 6th floor, district 6, Bucharest, Romania. Tel.: +4021 318.15.55. Corresponding author: antoniamatei@gmail.com.

² University of Bucharest, Faculty of Journalism and Communication Sciences, Romania. Address: 1-3 Iuliu Maniu Avenue, Complex "Leu", Corp A, 6th floor, district 6, Bucharest, Romania. Tel.: +4021 318.15.55. E-mail: floriuihas@yahoo.com.

³ Eurobarometer - Public opinion in the European Union, p. 13, http://ec.europa.eu/public_opinion/archives/eb/eb78/eb78_ro_ro_nat.pdf, accessed July 2nd, 2013.

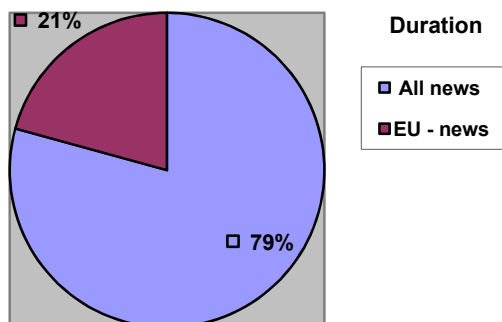
2. Objectives

The study aims to show the extent to which the themes in European media are covered by the media texture of radio stations in Romania, what are the frequent themes and what areas is the media's interest specifically aimed at.

3. Methodology

The research consisted of monitoring newscasts at 7 am and 6 pm broadcasted on Europa FM (privately owned, with national coverage) and Radio Romania News (public post, national coverage) between the 21st January and the 21st February 2013. In the 32 days interval, there were 127 news broadcasts about the EU and / or member states. Of these, 41 were on Europa FM and 86 on Radio Romania News.

Monitoring totaled 1070 minutes (17 hours and 50 minutes), from which news about the European Union accounted for 222 minutes (3 hours and 42 minutes), representing 21%, which indicates, from the start, a moderate interest for European events



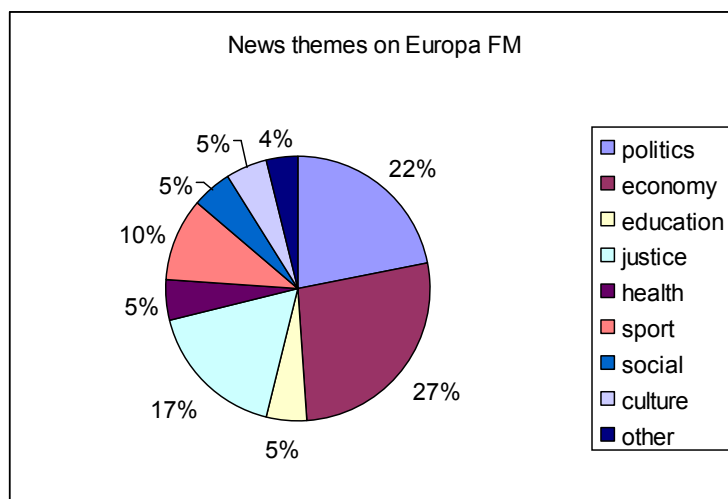
Importantly, it has to be said from the start that, in many cases, given the complexity of issues and approaches, news cannot fall into a single category alone, but they can additionally be labeled “economy”, “EU”, “political” or “social”.

4. European Union News Themes in Romanian Radio Stations

4.1 Europa FM

The time Europa FM allocates for news on EU issues during the monitoring period was 1 hour and 50 min out of a total of 10 hours and 13 minutes broadcasted at 18.00, i.e. 17%, which shows an average interest for European events. During the monitoring period, January 21st to February 21st, 2013 (32 days), at the 18.00 news bulletin, 41 news covered realities from EU countries.

Fourteen of the news was announced, because of their importance, at the opening of the journal. Six of them were on external and eight on internal realities.



As can be seen, economic news had the highest rate. External topics are concerned with the effects of the global economic crisis (i. g. “Spain's unemployment reached a new negative record in the last months of 2012, over 26%, which means that over 6 million people do not have a job” (January 24th); “Thousands of people protested in the streets of Athens, the first general strike this year. Protesters complaints are related to wage reductions; unemployment could rise to 30%” (February 20th)), negotiations and discussions on the EU budget. The most intensely debated event was the horse meat scandal in which Romania was involved.

As outlined in the beginning, there were situations when, during news, topics intermingled. For example, issues related to economic problems were coupled with political turmoil or social problems generated by the crisis, thus the news becoming “economic” and “social” or “political”. The horse meat scandal began as an export/ import matter of a product falsely labeled and later turned into a foreign policy issue (e. g. “the scandal of horse meat exported from Romania arrived in Brussels where ministers of agriculture of the affected countries will gather. The first allegations targeted Romania, where horse meat was labeled incorrectly, but local checks do not confirm this suspicion. At talks in Brussels takes part the Commissioner for Agriculture, Dacian Cioroş. British Ambassador in Romania said that the British authorities are investigating and declared that the facts must be established, instead of speculation“(February 21st)).

Preponderant attention to economic news is justified by the fact that, as shown in *Eurobarometer - Public opinion in the European Union*, “expectations and perspectives that Romanians have in relation to the EU are mainly in the areas of economic interest. More specifically, 54% of Romanians want EU policies to include strict economic priorities that can generate jobs whilst 16% are asking for a better coordination of economic policies in the European governance¹.

External political issues deal with topics related to domestic politics in EU countries (Presidential elections in the Czech Republic, Bulgaria referendum on building a new nuclear power plant), subjects in which the political theme is related to the price paid in terms of popularity for implementing austerity packages (Ex: “Thousands of supporters of former Bulgarian Prime Minister Boyko Borisov met before the Parliament in Sofia. [...] Parliament approved the cabinet's resignation this afternoon. The resignation was supported by all parliamentary parties and was announced yesterday after 10 days of sometimes violent protests against poverty “(February 21st)) but also with issues of supra-national

¹ *Eurobarometer - Public opinion in the European Union* p. 13, http://ec.europa.eu/public_opinion/archives/eb/eb78/eb78_ro_ro_nat.pdf, accessed July 2nd, 2013.

interest: the question of the Roma minority in France, inter-ethnic conflicts in Romania which escalated to a diplomatic conflict (Ex: "the Szecklerland flag was hoisted today in Budapest right on the top of the Hungarian Parliament building. The Hungarian prime minister initiated the ceremony which comes amid tensions created by a diplomatic conflict with Romania. Officials in Budapest said that the use of ethnic symbols of any community is a fundamental human right. The Hungarian prime minister thanked all municipalities that hoisted the flag. The Hungarian state secretary stated that Transylvanian Hungarians are subjected to symbolic violence in Romania. Authorities in Bucharest reacted immediately. The Romanian premier asked the foreign minister to resolve the issue and send the message to its neighbors that Romania will not accept advice on the issue of raising flags "(February 15th)).

Education news covered exclusively international realities and had as central theme: the general dissatisfaction with certain legislative measures. The legislative and legal domains were represented by news about EU policies for Romania, for instance the justice monitoring report prepared by the EC. But most of the news focused on cases of law breach (i.e. raising the flag and other Székely symbols and encouraging "temptations" on ethnic autonomy in a prefecture of Covasna and legal consequences which arose from here, the investigation into the causes of the accident in which 16 people were injured after a Carpat Air plane missed the landing at an airport in Fiumicino and after which the Italian company Alitalia is investigated for fraud) and the legislative initiatives of the EU

Health topics were related to EU policies (e.g.: "Officials do not take any action against the pill that killed four women in France. Diane 35 pills is not withdraw from the Romanian market until a decision from all Member States is made"(January 31st)"; if certain blood components are not produced in the country, Romania could import blood from the EU, in case of a natural disaster "(8 February).

The social is very poorly represented, with 5%, but here must be included the news related to the economic crisis or legislative proposals that imply dysfunctions of the social system. Thus, from a total of 41 news included in other categories, 6 refer to aspects of social discontent (i.e. Dutch financial group ING fires 2,400 employees. The company prepares to separate its insurance and financial operations. Many European financial institutions have been forced to reduce staff because of the global economic crisis)

During the monitoring period, Romania has organized the European Youth Olympic Festival, so that all 4 news related to sports (outside sport news), spoke about organizing the event from the moment when the Olympic flame started its journey from Braşov towards the capital, until the opening festivities.

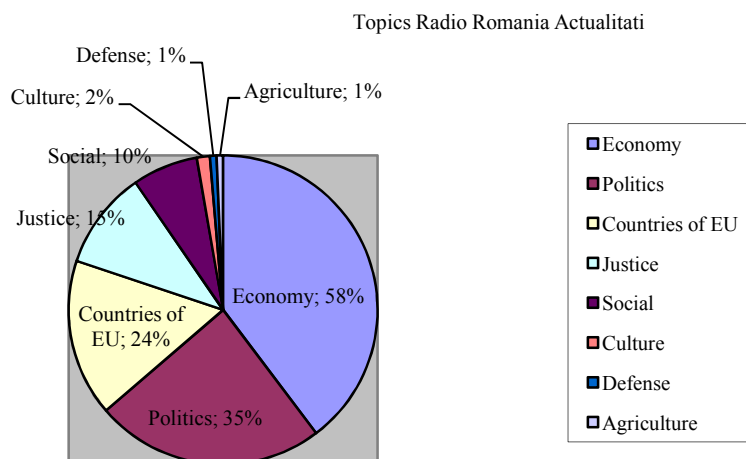
The only cultural topic treated in 2 news was related to the participation of Romanian film "Child's Pose" in the Berlin Film Festival and its winning of the "Golden Bear" trophy. Also there were presented news of general interest related to the gypsies voluntarily returned from France to Romania and to the acquisition of vignettes by the ones who travel to Slovenia.

16 pieces of news were presented at the foreign chapter, one at flash news and 24 in the domestic section. Six of the news from the foreign section aims at topics of national interest (falsely labeled meat, European budget)

As a specific of the news broadcasted by Europa FM, I noticed that they are grouped on the basis of belonging to the same topic under an "umbrella lead". The news follows all the implications of the topic or of the event, not only for Romania, but also for the EU states (horse meat scandal).

4.2 Radio Romania Actualitati

During the 32 days of the monitoring period, at the public radio, out of 448 news, there were 85 news about the European Union and member states, which is 18.97%. The analyzed news bulletins included 457 minutes, out of which 112 minutes were dedicated to topics about the European Union and member states, which means 24, 50%. The percentages are small and prove that subjects dedicated to Europe are not placed on the same level of importance as the national topics.



Realities, events and preoccupations of the moment could be found in the bulletins of Radio Romania Actualitati. Thus, economy and politics were leading in all reports about the EU and its members, the two topics being dealt with in 94% of the analyzed news. Yet, contradicting what Hall et al. (1978, p. 54) said – that the main subject is about politics and after that comes economy – in what concerns the news about the European Union and its members the situation was the other way round. The most discussed topics and events were about the economy, which proves that, for the press and the public, this is still the most important topic when talking about the European Union and that the passing from an economic union to a political or cultural union is not completely realized¹.

Also, it is important to underline that many of the analyzed news do not refer to the European Union as an institution, but to the relation between Romania and the EU (28% of the news), to the relation between Romania and other member states (6%) or to other member countries (25%). Thus we can notice a thematically nationalization of the news, these being presented rather from the perspective of the interest for the internal public and of the way that the events from the EU level affects the conationals. It is interesting that this thing seems to have not changed during the 6 years that passed since the integration of Romania in the European Union. In December 2006, right before accession, Lazar and Paun noticed: “For EU topics to be covered by Romanian media, they have to be either of national and/or of audience relevance, or “spectacular” (Lazar, Paun, 2006, p. 4).

Economic news represented more than half, with a percentage of 58, 83%. Most of them (31,76%) were about general economic events/situations/problems such as: “The European Commission prepares an action plan for the European syderurgy and asks Arcelor Mittal not to close its fabrics” (February13th); “Presentation of a document about the economic growth perspectives in Europe “

¹ On the European Union site it is stated that “what began as a purely economic union has evolved into an organization spanning policy areas, from development aid to environment. A name change from the EEC to the European Union (EU) in 1993 reflected this” (http://europa.eu/about-eu/index_en.htm).

(February 19th); “The European Union took an important step yesterday in applying the tax on financial transactions. In Brussels, finance ministers authorized 11 states to apply this” (January 23rd).

The economic crisis from the last years put a deep mark on the European Union but also on the way that journalist report about it. Crisis was the subject of 14, 12% of the news “The economic growth will be smaller in 2013 that it was previously expected especially because of the problems in the Euro zone, which entered the second year of recession” (January 24th); “In Spain, country that faces a record level of unemployment, yesterday were announced the first measures of cutting down taxes for young persons who start a business” (January 29th).

On February 7th, 2013, the European presidents and prime ministers met in Brussels in order to reach an agreement on the budget of the Union for 2014-2020. On February 8th, 2013 the European Council reached an agreement on the next multiannual financial frame. This event, considered individual, generated the largest number of news even before the event took place. Thus, the budget of the Union for the next six years was the main topic in 13% of the reports: “The European budget for 2014-2020 was the main topic of the discussions between French president Francois Hollande and the Italian prime minister Mario Monti” (February 4th), “The president of the European Council, Herman van Rompuy, admits that the discussions about the budget of the European Union are very difficult (February 6th). An important element is that out of 11 reports on this topic, 5 referred to the budget for Romania.

Important events that took place during the monitoring period occupied a lot of the broadcasting space at the public radio. Thus, political news were on the second place, with a percentage of 35,30%. The most important moment was the publication on January 30th, 2013, of the report of the European Union about the progresses recorded by Romania within the Cooperation and Verification Mechanism. The conclusions of this report generated live disputes between the members of the government and of the opposition and news slid several times to the political registry: “In Bucharest, the government considers that the report includes some errors and the representatives of justices considered the report to be a positive one. But the opposition states that the report of the European Commission is negative and that the government needs to assume full responsibility” (January 31st).

A new national contextualization of Romania in connection with the European Union referred to large disputes about the accession to Schengen space, theme which is also framed within political news category: “Holland doesn’t condition any longer the integration of Romania in Schengen space to the Cooperation and Verification Mechanism, said Dutch foreign minister Frans Timmermans during his meeting with Romanian minister Titus Corlăţean” (February 13th); “Romania’s entering the Schengen space could be affected by the stability in Bulgaria, where the government resigned yesterday. This is the opinion of Victor Ponta...” (February 21st).

News about justice also represent a category which presents exclusively Romanian problems and not European problems: “The experts of the European Council will examine the changes in parliamentary status made in Bucharest in order to see if the amendments about immunity don’t bring about a series of difficulties in the investigation of deputies and senators by the prosecutors” (January 25th), “The president of the European Commission, Jose Manuel Barroso, considers that in Romania there is a context for advancing reforms in justice” (February 5th).

We should also notice that the attention of the public radio focus very little on the social problems within the European Union, only 10,59% of the news belonging to this category, much less than politics or economy: “The European day of the unique emergency number 112 is celebrated today in

the whole European Union” (February 11th); “Romania is on the last place in Europe in what concerns hiring persons with disabilities” (January 27th); “Furious protests in Bulgaria after people saw that starting from this year, electricity will cost them double than in 2012 (February 18th – the information was also included within the category Countries of UE and economy).

The situation of culture is even worse; this domain received a minimum attention from the journalists of the public radio. In this category we find only two pieces of news: the opening of the Venice carnival on February, 3rd and the success of a Romanian film at Berlin film festival, where the movie *Pozitia copilului* of Calin Netzer received the Golden Bear prize (the information was broadcasted on February, 17th). It is surprising that during the 32 days of the monitoring period, the public radio did not broadcast a single piece of news about health and education within the European Union.

The topics that dominated news bulletins at Radio Romania Actualitati were the voting of the Union’s budget and the scandal of horse meat labeled as beef meet (each topic with 11 broadcasted news) followed by the voting of the European Commission report on justice progresses in Romania (10 broadcasted pieces of news).

In spite of the strong national character of news, the European Union is gaining ground, almost half of the news (46%) being considered so important that they were placed at the beginning of the bulletin. Yet 54% of this news is placed in the second part of the bulletins, within foreign section, altogether with news from the United States, Israel, Libya and Syria. This thing shows that in most of the cases, the EU states are not considered as being a part of the same trans-state organization but, on the contrary, they are seen as “foreign”.

The first of the values stated by Radio Romania is to insure a correct, impartial and objective information, both within news bulletins and other programs¹ and that’s why the journalist working there must build up news in a very objective manner, trying to present only facts, without commenting them or coming up with judgments. Thus, the tone of the monitored news was mainly neutral (48,23%). 23,52% of the news had a clear negative message but this tone was not about the belonging of Romania to the European Union but was about each event described in the news (the scandal of horse meat, corruption accusation brought to Spain prime minister Mariano Rajoy, etc.).

5. Conclusions

The best represented domains within news bulletins from Europa FM and Radio Romania Actualitati, in what concerns the realities of the European Union, are the economic and political ones, although in news selection policies – as results from the approx. 20% value of news number within total air time at 7.00 and 18.00 bulletins – the accent is not placed on themes that concern the relations of the Romanians with the European Union.

The *Eurobarometer – Public opinion in the European Union* shows that Romanians’ expectations regarding the EU aim at life quality (life level, buying power, higher incomes) and employment, indicators that have the highest values, being chosen by 26% respectively 19% of the Romanians. The rights that Romanians want to be informed about are working right (51%) live a life right (45%) and the right to benefit of medical services (34%) in another EU member state.

The analysis of the topics dealt with in news bulletins I noticed that the first two aspects are well represented in current affair information offered by Europa FM but weakly represented with Radio Romania, while medical services are not dealt with by either of the two radios.

¹ <http://radioromania.ro/files/CY1923/14/VIZIUNE%20MISIUNE/VIZIUNE-MISIUNE.pdf>.

We cannot draw a clear separation line between the discussed topics because in most cases, news is built on correlated themes and aims at several aspects from different fields that inter-relate.

The topics are numerous and cover many subjects:

- Politics: diplomacy and inter states relations (Romania-France), interethnic conflicts (Romania-Hungary) political resignations and Parliament elections (Bulgaria, The Czech Republic), scandals related to import-export activities (wrongly labeled horse meat), the expel of Romanian gypsies from France etc.;
- Legislation: Ruling on gay marriage in France, referendum on national interest topics (Bulgaria), law bills (Spain);
- Economy: economic crisis (Greece, Hungary) social crisis with violent protests (Greece, Spain, Bulgaria), activity limitations of great companies (ING-Holland, Iberia-Spain).

We have to notice that there is a great accent placed on the economic crisis of the EU states. In finance filed an emphasis was placed on the negotiations with the European Commission regarding the EU budget and the position of Southern and Central European countries towards this.

Education and health are two topics less represented in comparison with political and economic problem at Europa FM and not at all present at Radio Romania Actualitati. Also, both radios broadcasted only 2 cultural events each during the period of monitoring.

With Europa FM, messages about the advantage of being in the European Union are positive but due to the fact that there is an emphasis on the economic and financial crisis in countries as Greece, Spain, Hungary, the perception of the economic situation of the EU is negative. At Radio Romania Actualitati the tone of the news is mainly neutral, only a quarter of the news has a clear negative or more negative than positive message but this did not refer to Romania's belonging to the EU but referred to each and every event.

The topics found in the news in the monitoring period carry the economic-financial crisis to the EU space without mirroring the internal realities as a conjunction point of common politics.

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Standard Eurobarometer 78 – Public opinion in the European Union/Autumn 2012, National Report on Romania, issued by the European Commission, http://ec.europa.eu/public_opinion/archives/eb/eb78/eb78_ro_ro_nat.pdf, accessed on July, 2nd 2013.



Qualitative Research Methods in Visual Communication. Case Study: Visual Networks in the Promotional Videos of the European Year of Volunteering

Camelia Cmeciu¹, Doina Cmeciu²

Abstract: European Years are a means of promoting European issues at a macro and micro-level. The **objective** of this paper is to provide the visual differences in the framing of the issue of volunteering at a European and national level. The **approach** focuses on a blending of two qualitative research methods in visual communication: ATLAS.ti (computer assisted/ aided qualitative data analysis software) and social semiotics. The **results** of our analysis highlight two network views on volunteering promoted through videos, a salience of transactional processes in the implementation of volunteering at a European and national level, and a classification of various types of social practices specific to Romania. This study provides an insight into the way in which two different qualitative methods may be combined in order to provide a visual representation and interpretation to a European issue.

Keywords: network views; semiotic processes; European Year; volunteering

1. Visual Communication – Qualitative Research Methods

Visual communication has become more and more pervasive nowadays since visual framings are “more reliant on the viewer’s ability to make intuitive sense of implicit meanings” (Messaris & Abraham, 2001, p. 219) and since they convey meanings which might seem controversial if expressed verbally. The two syntagms which may describe the dominance of visual communication are “the power of images” and “the images of power” (Mitchell, 1994, p. 324). Whereas the latter syntagm refers to the represented participant(s), the former refers to the various meaning potentials of a picture. As Messaris and Abraham (2001, p. 220) pointed out, images “subtly camouflage the constructed, historical, and social roots of ideology”.

Within the context of visual research, Gillian Rose (2002, pp. 15-16) makes a plea for a critical approach to images. This type of approach will take images seriously (visual representations have their own effects), think about the social conditions and effects of visual objects, and consider the viewer’s own way of looking at images (a historical, geographical, cultural and social way of looking).

The analyses of visual images have mainly focused on two types of research methods:

- quantitative methods: content analyses of advertising and photographic images, using either variables, such as gender, role, setting, size, and modality (Bell, 2001) or different strategies for the

¹Associate Professor, PhD, Danubius University of Galati, Romania. Address: 3 Galati Blvd, 800654 Galati, Romania. Tel.: +40372 361 102. Corresponding author: cmeciu.camelia@univ-danubius.ro.

² Professor, PhD, Vasile Alecsandri University of Bacau, Romania. Address: 157 Mărășești Avenue, 600115, Bacau, Romania. Tel.: +40 234 542411, fax: +40 234 545753. E-mail: dcmeciu@yahoo.com.

systemic coding of images (context of design, context of incident, context of production, context of production, media context, context of reception/ context of cognition, Knieper, in Bock et al., 2011);

- qualitative methods: (1) semiotic and narrative analyses, that blend (Banks, 2007, p. 11) the internal narrative (the story that the image communicates) with the external narrative (the social context that produced the image and the social relations within which the image is embedded at any moment of viewing) ; (2) CAQDAS (computer assisted/ aided qualitative data analysis software). The development of new technology has had an impact on “the ways in which qualitative researchers can collect data” and also on “the settings and situations from which data can be collected” (Gibbs et al., 2002, p. 4).

Social semiotics and ATLAS.ti are two qualitative research methods used in the interpretation of images. We will present these two approaches, trying to provide an integrated framework on visual networks.

1.1 Social Semiotics

Within the field of semiotics, there have been identified two trends of qualitative inquiry: structural semiotics and social semiotics. In the article “Social Semiotics and Fieldwork: Method and Analytics”, Phillip Vannini (2007) provides a fourfold difference between the structural semiotics and social semiotics:

- *structural determinism*. Whereas structural semiotics provides the signs and the structures of semiotics’ rules as the makers of people, social semiotics places the human beings as participants within context-bound and conflict-laden interpersonal interactions.
- *the study of power*. The shift of meaning and power within the process of attributing (Hodge & Kress, 1988, p. 2) constitutes the proper way of making a difference between structural semiotics which attributes power to meaning and social semiotics which attributes meaning to power. Thus meaning is relational, referential and attributed to power.
- *the relation to the nature of the sign*. Unlike structural semiotics, social semiotics investigates how semiotic resources are used in “specific historical, cultural, and institutional contexts” (Van Leeuwen, 2005, p. 3). According to Theo van Leeuwen (2005), the semiotic resources, which help to the shaping of social representations, have a double nature: physiological (voice, gesture, facial expressions) and technical (objects of value: clothes, instruments etc.). Social semiotics provides a toolbox (represented participants, interactive participants, composition, and modality) used in the decoding of (visual) texts. This toolbox provides the resources that individuals or organizations may choose from in order to shape representations of realities.
- *the scope of analysis*. Unlike structural semiotics which is not concerned with concrete instances of usage (speech), social semiotics provides a shift of the scope of analysis, towards exo-semiotic phenomena (Vannini, 2007, p. 120) which are under the influence of society, politics, and culture. Thus, social semiotics focuses on *parole*/ speech as an act of speaking and on concrete signifying practices in other codes (Hodge, Kress, 1988, p. 18). Focused on diachrony, time, history, process and change, social semiotics provides resources with a twofold potential: a theoretical semiotic potential (past and potential future uses) and an actual semiotic potential (uses known by specific users with specific needs in specific contexts). This threefold specificity is a significant feature of social semiotics which does three kinds of things (Van Leeuwen, 2005, p. 3): (a) collects, documents and systematically catalogues semiotic resources; (b) investigates how these resources are used in specific historical, cultural and institutional context, and how people talk about them in these contexts; (c)

contributes to the discovery and development of new semiotic resources and new ways of using existing semiotic resources.

In social semiotics, each represented participant is involved in two semiotic representations (Kress, van Leeuwen, 2006) which embed four visual processes:

- a) in narrative representations which “design social action” (*ibid.*, p. 45):
 - *transactional processes*: relate participants in terms of a transactional structure represented by vectorial patterns (e.g., convergent vectors of attraction, divergent vectors of rejection). For example, images of different actions: “give and take”, “order and perform”, etc.
- b) in conceptual representations which “design social constructs” (*ibid.*, p. 79).
 - *classificational processes*: relate participants in terms of a kind of relation, a taxonomy (different types of watches form the class of watches; different types of men form the class of men);
 - *analytical processes*: relate participants in terms of a part-whole structure (a hand is part of a body, a wheel is part of a car);
 - *symbolic processes*: the participant whose meaning is established in relation with another participant (a girl represented through the image of a flower).

1.2 ATLAS.ti – Qualitative Data Analysis Software

ATLAS.ti is one of the computer assisted/ aided qualitative data analysis softwares (CAQDAS) whose main functions include “coding of data; searching, retrieving, and defining codes; making connections between codes and/ or documents; clustering data or codes; outlining emerging understandings of the data visually; writing memos, and abstracting and exporting tables of numerical and textual data to Excel or SPSS” (Bassett, 2011, p. 532).

As every CAQDAS, ATLAS.ti provides a research project space, namely a Hermeneutic Unit (HU). The HU (Figure 1) is the electronic environment where everything that is relevant resides¹: the Primary Documents representing the data sources, the quotations, the codes, the conceptual linkages (families, networks), and the memos, etc.

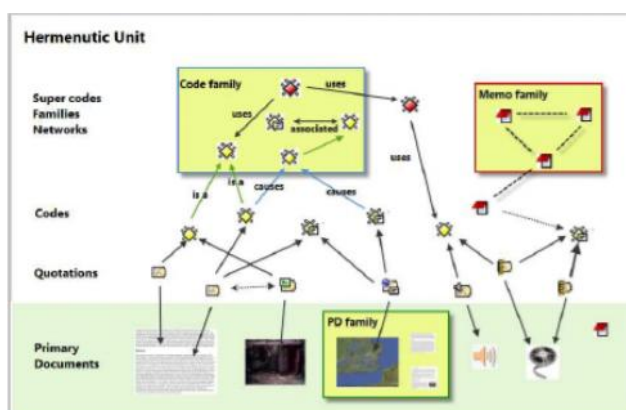


Figure 1. The Hierarchy of Objects inside a Hermeneutic Unit

Source: http://www.atlasti.com/uploads/media/miniManual_v6_2011.pdf, p. 11

¹ *ATLAS.ti 6. Concepts and Functions.*

http://www.atlasti.com/uploads/media/miniManual_v6_2011.pdf, p. 10.

We will provide a brief insight into the ATLAS.ti main concepts¹:

- Primary Document (PD or PDoc): data sources (text, image, audio, video, or geographic materials – to be interpreted and their content stored in data files in computers is assigned to an HU);
- quotations: a segment from a PD which is considered important or interesting to the researcher. They can be a single character, word, sentence, paragraph or a graphic, audio or video segment.
- codes: classification devices at different levels of abstraction in order to create sets of related information units for the purpose of comparison. The researcher can assign code names to the texts, images, or videos to be interpreted. Codes can be linked symmetrically or asymmetrically in one or more network views (Bassett, 2011, p. 540).
- families: clusters of PDs, codes, and memos. They can be combined using logical operators similar to codes.
- network views: ways of conceptualizing the structures of connecting sets of similar elements together in a visual diagram. A network view embeds nodes, links, and relations. The Network Editor provides a method to create and manipulate network structures (codes, quotations, or other objects can be grabbed, using the cursor, and moved around the screen in order to create links between them). The codes from the Code Manager can be dragged into the Network View Editor and they can be linked using either a list of default relations (“is associated with”, “is part of”, “is cause of”, “is a”, “is a property of”, etc.) or new relations created for the project.

We consider that the network views provided through ATLAS.ti may be interpreted in terms of the three social semiotic processes mentioned above. A transactional process renders a network view between codes linked by a relation, such as “implemented by” or “offered by”. An analytical process may be represented by a network view between codes linked by a relation, such as “is part with”. A classificational process may be represented by a network view between codes linked by a relation, such as “is associated with”.

2 The EYV Promotional Videos and Network Views

EYV stands for the European Year of Volunteering, an issue promoted by the European Union in 2011. A European Year is a theme of action² chosen each year by the European Union authorities since 1983 in order to educate the widest possible audience and to attract the attention of Member States’ governments on a particular issue, in order to change the citizens’ attitudes or behaviors.

The Official Journal of the European Union³ mentions the following objectives for the European Year of Volunteering (2011): (1) to work towards an enabling environment for volunteering in the EU; (2) to empower organizers of voluntary activities to improve the quality of voluntary activities; (3) to recognize voluntary activities; (4) to raise awareness of the value and importance of volunteering.

European Years have as main goal “to go beyond the macro-level and raise awareness and to encourage actions on the part of national authorities at the micro-level” (Cmeciu, 2012, p. 38). The findings of the Eurobarometers reveal the present situations regarding the issue under discussion at a national level. The Eurobarometer 378 showed that 30% of Europeans are engaged in voluntary work whereas only 20% of Romanians took part in this type of activity. The main reason for this low percentage of Romanians involved in voluntary work is the fact that the voluntary sector is emerging in Romania, a former communist country.

¹ The information on ATLAS.ti main concepts may be found in *ATLAS.ti 6. Concepts and Functions*.
http://www.atlasti.com/uploads/media/miniManual_v6_2011.pdf.

² <http://en.strasbourg-europe.eu/european-year,27569,en.html> (accessed May 13, 2012).

³ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:017:0043:0049:EN:PDF>.

The European Commission and some appointed Directorate Generals are responsible for the implementation of the European Years at the macro-level. In 2011, the DG of Culture and Education and the DG of Employment, Social Affairs and Inclusion was in charge of the EY 2011. At the national level, the Centre for Research and Consultancy on Culture was in charge of promoting the issue of volunteering in Romania.

2.1 Network Views on Volunteering at a European and National Level

We will provide the network views on volunteering starting from the two videos promoting this issue at a European and national level. We will code the two primary documents using various code names. The next steps will be: a) to group the code names in clusters; b) to provide labels for the relations between codes; c) to link the codes using the relations that we identified. The interpretation of the two network views (Figure 2, Figure 3) will be provided in terms of the three semiotic processes (transactional, analytical and classificational).

Figure 2 is the network view generated by ATLAS.ti, for the issue of volunteering at a European level:



Figure 2. The Network View of Volunteering at the European Level

As observed, the central node “volunteering” is linked to four main strands, which stand for types of volunteering. Each strand is formed of five codes. We will provide the explanation for the left-hand strand: the type of volunteer (woman & man), the type of character they turned into (clowns), the place of their performance (hospital), the type of persons to be found in that place (sad children), the impact of the volunteers (happy children). We have identified five relations linking these codes: “is associated with”, “turned into”, “help in”, “is part of”, “determine”. The most salient semiotic processes are transactional processes rendered by three coding relations: “turned into”, “help in”, and “determine”. All these relations actually focus on a metamorphosis (“turn into”) of women and men, drivers, young persons (social Actors) into four visual instances of volunteering (clowns, takers, cleaning people, and delivery lady – Goals), the articles of clothing being the indexical signs of this change. The other two coding relations (“help in” and “determine”) play an important part because the Goals turn into Actors who are responsible for a change: “sad children” (“part of” a hospital/ analytical process) → “happy children”; “filthy roads” (“part of” a hospital/ analytical process) →

“clean roads”). The relation “is associated with” renders a classificational process, highlighting various types of volunteers: women and men, drivers, or young persons.

Figure 4 is the network view generated by ATLAS.ti, for the issue of volunteering at a national level:

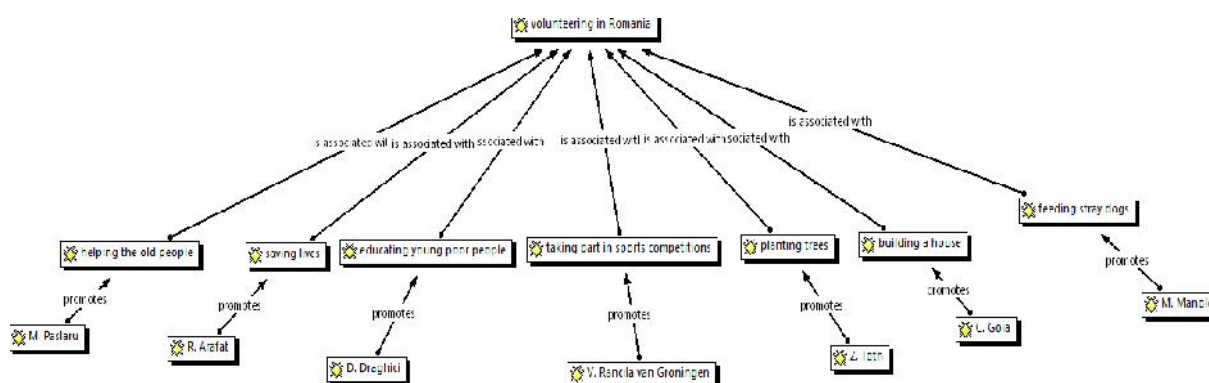


Figure 3. The Network View of Volunteering at the National Level (Romania)

Volunteering at the national level (Romania) was framed through two coding relations: “associated with” (classificational process), “promotes” (transactional process). There are seven actions visually promoted through comic strips (the 2nd layer, “helping the old people”, “saving lives” etc.). The identification is provided through anonymous Actors and Goals (beneficiaries: old people, sick people etc.). The action of promotion is visually performed by seven well-known Romanian representatives (M. Pâslaru, D. Drăghici, R. Arafat etc.). Whereas the taxonomy of promoters (classificational process) is visually represented through type-referents (unknown generic participants: women, men, drivers, young people) in Figure 2, at the national level (Figure 3) this taxonomy is framed through token-referents embedding endorsers from three well-known fields: cultural (five artists: M. Pâslaru, D. Drăghici, Z. Toth, C. Goia), governmental (R. Arafat), non-governmental (V. Rancila von Groningen).

3 Conclusion

The blending of ATLAS.ti and social semiotics, as qualitative research methods in the interpretation of the promotional videos of the European Year of Volunteering, has highlighted the following aspects:

- the content may be structured through network views formed of various codes and relations, which may render transactional, analytical, and classificational processes;
- transactional processes prevail in the visual representation of volunteering both at the European level (persons turning a place into a welcoming environment) and at the national level (well-known persons as promoters of social practices);
- different framings of volunteering: (1) European level – volunteering as a type slice of life (generic participants involved in familiar social practices: cheering up children, cleaning parks, streets etc.); (2) national level (Romania) – volunteering as a token slice of life (particular referent-participants identified through names, sharing their experiences: M. Pâslaru, D. Drăghici, R. Arafat, etc).

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Thematic Structures of EU News in “Adevarul”

Ruxandra Boicu¹

Abstract: This study assesses the thematic structure of the news about the European Union, in a Romanian quality newspaper. It is meant to make up for the scarcity of specialized literature and adequate theories on EU coverage in Romanian media. To this end, we monitored the “Adevarul” daily for one month (January – February, 2013). As apparent in previous research in European national media (focused on older EU member states), EU coverage has had a low share in the economy of the analyzed media outlets. The same is true about “Adevarul”. Relying on a corpus of articles published in “Adevarul”, our objective is to reveal and hierarchize the main thematic areas embedded in this paper editorial strategy, in terms of visibility and public impact, through a statistical analysis of salience indicators. This research was substantiated by the theories and typologies of news framing, which enabled us to explain the differences in visibility of the analyzed thematic structures. This study stands for a section of a cross-national project that attempts at organizing the previously used indicators and discovering new zones of interest in EU coverage, such as the interrelation between thematic structures and cultural differences in the news approach across national media outlets.

Keywords: EU coverage; print press; news framing

1. Introduction

Although there are some previous studies whose objectives are related to ours, the literature serving our research purposes is not vast. It mainly consists of qualitative analyses, specifically devoted to the ideological aspects of the Europeanization of the national media systems in the EU states, and to the need for public deliberation, demonstrated through theoretical arguments. It is only recently that quantitative studies on the EU news have also been published, although their corpuses were narrowed to television news and they focused on media representation of special events in the EU activities (EU parliamentary sessions, elections, etc.). It is worth mentioning that the authors’ analytical effort underlay either measuring news visibility or classifying the news themes.

Although we emphasize our research on a small corpus, the cross-national research project to which this study belongs concerns the whole landscape of national media outlets (Radio, TV, News sites, print press) that supply information about the European Union institutions, legislation, as well as the way this information is usually presented to Romanian audiences or to media consumers in other EU member states. The visibility indicators used in our research (news placement, length, frequency, etc.) make up a complex grid meant to systematically measure the types of EU news in national media. There is also a substantive component of our research project, enabling the project teams to compare the thematic structures and evaluative tendencies preferred in their national media. The research teams involved have synthesized previously used statistical analysis indicators and have made detailed

¹Associate Professor, PhD, University of Bucharest, Faculty of Journalism and Communication Studies, Romania. Address: 1-3 Iuliu Maniu Blvd, Complex “Leu”, Corp A, floor 6, sector 6, Bucharest, Romania. Tel.: (+4021) 318.15.55. Corresponding author: ruxandra-ileana.boicu@fjsc.ro & ruxandraboicu@yahoo.com.

interpretations of the cultural differences that dictate distinct news distributions, news quantities and thematic structures of EU coverage by various national media.

The present analysis refers to the print press section of the above mentioned project. More specifically, it focused on EU coverage in one Romanian newspaper, the "Adevarul" daily, for a month (the 21st of January – the 21st of February, 2013). The reasons for choosing "Adevarul" and not another Romanian newspaper was that this daily is a respected national, generalist paper. As a proof, during the monitored period, BRAT (National Audience Study) ranked "Adevarul" on the second place in terms of circulation (after "Jurnalul Național"), within the category of quality papers, with an average figure of 179,000 readers (as compared to the 196,000 readers of "Jurnalul Național"). In spite of the numerical decreasing of its readership, the selected paper has the reputation of a more independent approach (due to its editorial policy) than the winner of this category, as attested by the award of the most trusted quality daily that it had received from Trusted Brand for the last three years. Its most recent title was awarded at the Trusted Brand Gala, on the 10th of June, 2013.

Our first hypothesis was that the information about the EU covers relatively little space in terms of number of articles and printed surface. Almost all the EU information is published in the foreign news section ("Internațional"). The main objective of this research is to set up the hierarchy of the main thematic areas underlying the articles in our corpus. Our second hypothesis is that the thematic structures that are the most adequate for political interpretation at the domestic level are devoted more articles than the thematic areas that do not allow for attribution of responsibility to the decision making actors.

2. Theoretical Background

2.1. Previous Research on EU Coverage

Scarce as it may be, the literature consisting in previous research on EU coverage includes some famous studies, especially written after the year 2000. An important reference point for our research were the scientific articles written by Peter, Semetko and de Vreese (2003), concerning the inclusion of TV EU coverage in political contexts, and by Peter and de Vreese (2004) which presented the statistics resulted from a cross-national research project about EU coverage in five Western EU countries. Their statistics focused both on the quantity of the news stories and on their topics. It is worth mentioning that, in the 2004 article, the authors specified that, in the majority of the countries studied, EU policies were only marginally represented in the media (p.3).

In addition to that, the book written by Deird in 2003 compared "the way that national media systems in France, Germany, Ireland, Italy, the Netherlands, Poland, Spain, Sweden, and the United Kingdom approach the issue of European integration" (p. 11), while the article published by de Vreese, Banducci, Semetko and Boomgaarden in 2006 analyzes "the news coverage of the 2004 European parliamentary elections in all 25 member states of the European Union [at that time]. It provides a unique pan-European overview of the campaign coverage based on an analysis of three national newspapers and two television newscasts in the two weeks leading up to the elections" (p. 477).

As far as print press is concerned, Trenz (2003) studied "news coverage on European governance and policymaking of the year 2000. His sample included eleven daily newspapers in six EU - member states (p. 1).

In Romania, EU coverage has been understudied so far. Nevertheless, we consider that the scientific article by Corbu (2009) stands out due to its deep going analysis: a quantitative approach of three TV

channels. Her research relied on agenda setting theories and on the analytical methods of Peter, Semetko and de Vreese (2003).

After examining the previous studies and others of the same type, we may conclude that there has been little interest in EU coverage in the EU countries, in general, and in Romania, in particular. It is our goal to concentrate on Romanian print press, on the current issues it reflects, in order to balance the research interest in the media coverage of special events in the activity of the European Union.

2.2. Explanations of Scarcity in EU Coverage

In the previously mentioned Romanian study, as well as in de Vreese, Banducci, Semetko & Boomgaarden (2006, p. 477), the authors consider that the scarcity of EU coverage may have been triggered by the so-called communication deficit (taking over the terminology of Meyer, 1999) or, as explained in de Vreese (2001, p. 307), by the fact that EU coverage is “largely invisible” [...] because EU decision-making lacks transparency and is usually kept away from the public eye. Along with the EU’s communication deficit, journalists themselves often consider EU affairs to be non-issues”.

Peter, Semetko & de Vreese (2003) point out that there is a mutual relation between the scarce EU coverage and the unconsolidated European public sphere. At present, the Habermasian concept of public sphere is about to be shaped by the media, along with the sense of common European identity.

More optimistically, after doing research in the national media of 11 EU member states, in the year 2000, Trenz (2003, p.10) concluded that, actually, there was an emerging European public sphere according to his data.

2.3. Frames in the News

Dealing with the thematic structure of EU coverage in “Adevarul”, I will also tackle the news frames that prevail across the monitored paper issues. Mention should be made that there are various definitions of framing, in the literature devoted to the news coverage of EU affairs.

While de Vreese (2005) offers a synthesis of the theories and the typologies of news framing in the US and in Europe, he approaches the concept and the process of framing from different angles. He explains that “by virtue of emphasizing some elements of a topic above others, a frame provides a way to understand an event or issue” (p. 53); in this approach, framing is associated to perception, cognition and understanding. Following Entman (1993), the author reveals the functions of framing in the process of defining problems, diagnosing causes, making moral judgments and suggesting remedies.

What is relevant for this approach is that de Vreese (2005) considers that framing could be found both in specific textual and in visual elements, both in the news content and in their formal characteristics, such as headlines, subheads, photos, photo captions, leads, etc (p. 54).

Likewise, he distinguishes between issue-specific news frames and generic news frames, the latter category being certainly more applicable in various news analyses. de Vreese (2005, p. 56) mentions the frames studied by Neuman et al. (1992, p. 64), in relation to public perception, when discussing current affairs; they are the economics frame, the moral values frame and the conflict frame. The conflict frame is supposed to be associated with “media’s ‘game interpretation of the political world as an ongoing series of contests, each with a new set of winners and losers”. Semetko and Valkenburg (2000, p. 56) identified two additional news frames: human interest and attribution of responsibility; moreover, they renamed Neuman’s economics frame, considering that “economic consequences”

characterizes people's perception better. Unfortunately, there has been little research interest in analyzing the frames of the EU news supplied by Romanian media. We will attempt at comparing and interpreting the visibility of thematic areas through the frames that they develop.

3. Methodological Approach and Corpus

3.1. Methodological Approach

Following van Dijk (1991), I corroborated "theme" and "scheme" (content and formal characteristics, in de Vreese's terms) of news, in order to apply the author's "theory of semantic macrostructures" on the EU coverage amount of news in "Adevarul". Accordingly, we grouped the articles into thematic areas and noticed that four topics stood out, which determined us to measure and compare these areas in terms of visibility. To this end, we devised two grids that include two categories of indicators:

- Primary indicators: the amount (number) and the surface of the paper articles belonging to each thematic structure (Table 1)
- Secondary indicators (emphasis indicators) such as number and surface of the photos and the number of teasers accompanying the articles (Table 2)

The former category is comparable to the criteria of length and distribution of paper articles in the theories of van Dijk's (1985) and Deacon et al. (1999, p. 174-183). These indicators signal the significance/ relevance of text information, depending on the editor's strategy (Lazar & Boicu, 2012, p. 131).

A relative hierarchy of the four thematic areas under discussion resulted in each table column, containing each above mentioned indicator. In order to cumulate the figures of all the 5 indicators, I assigned numeric values (points) to the obtained data, from 1 to 4, the smallest figures corresponding to the minimum number of points, that is to say 1. To make the estimation more precise, I added an extra point to the thematic areas whose figures according to one indicator represented the double of the minimum figure. Example: the CVM (see *infra*) reports are discussed in 7 articles, totalizing a surface of 8, 248.5 cm², more than the double of the minimum surface of 2,015.5, devoted to the horse meat scandal.

3.2. Corpus

The research sample included in the cross-national research project corresponds to the set of articles that supplied EU coverage in the "Adevarul" newspaper, during one month (January 21-February 21, 2013). We monitored 20 daily issues and 4 weekend editions, that is, 1,422 articles of general interest (daily issues have 24 pages each, while weekend editions have 64 pages each). Only 81 articles (4.9%) were devoted to the EU information.

The corpus of the following analysis is made up of the 31 articles that clustered into the most comprehensive thematic structures / areas. They represent 37% of all the EU coverage paper articles.

The thematic areas that were shaped by more than 6 articles are the following, in an arbitrary order:

- the horse meat scandal (HMS)
- the European funds for Romania (ERFR), within the context of the EP debates concerning the EU budget.
- the 12th CVM reports (CVM), concerning the results of the process of EU monitoring of Romanian and Bulgarian justice systems.

- Romanian immigration in the EU member states. Here, there were two thematic subgroups of articles: 3 of them dealt with the Romanians working in Italy and Spain, and 7 articles analyzed David Cameron's Speech in which he announced tough measures against the Romanian and Bulgarian immigrants in Great Britain.

4. Research Data

Table 1 presents the figures corresponding to each thematic area according to, what we called, primary indicators of visibility of EU coverage: number and surface of articles about each of the four thematic structures. Table 2 shows the figures corresponding to each thematic area according to secondary indicators of visibility: number and surface of photos and teasers marking each thematic group. Table 3 shows the final calculation of points after cumulating the results under all the five indicators of visibility.

Table 1. Thematic Areas in the EU Corpus

No.	Thematic areas	No. of articles	Total Surface in cm ²
1.	Horse meat scandal (HMS)	6	2015.5
2.	European funds for Romania (ERFR)	8	3544.5
3.	12 th CVM reports (CVM)	7	8248.5
4.	Romanian immigration in EU states (RIEU)	10	2901

Table 2. Thematic Areas (Photos and Teasers)

	Thematic areas	No. of photos	Total Surface of photos cm ²	No. of teasers
1.	Horse meat scandal	4	602	2
2.	European funds for Romania	5	922.5	1
3.	12 th CVM reports	2	633.5	1
4.	Romanian immigration in EU states	4	432.65	1

Table 3. Conventional Points

	Thematic areas	PointsArt. No.	PointsArt. cm ²	PointsPhotosNo.	PointsPhotoscm ²	PointsTeaserNo.	PointsTotal
1.	HMS	1	1	2+1	2	2+1	10
2.	ERFR	3	3	3+1	4+1	1	16
3.	CVM	2	4+1	1	3	1	12
4.	RIEU	4	2	2+1	1	1	11

5. Data Analysis

Both hypotheses of the research were confirmed by the data in the tables. Through the first hypothesis, we stated that the EU coverage in "Adevarul", during one month, would be as low as the research in

Romania and in other EU countries had already indicated. In effect, our calculations led to the figure of 4.9%.

As to the second hypothesis about the frames developed in “Adevarul”, in the most visible thematic structures, let us reach the conclusions gradually.

Examining the results in Table 1, we noticed that the most numerous articles dealt with the Romanians working in Western EU member states. Given the fact that the largest communities of Romanian immigrants are to be found in Italy and Spain, we could assume that there have been recurrent news stories about them, mainly since 2007, when Romania joined the EU and our citizens could really enjoy mobility across Europe (even if it is an economic migration). On the other hand, the British media’s attitude towards the Romanian and Bulgarian immigration (covered in 7 articles) stood for a specific event (in de Vreese’s words) that was marking the media during the monitored period.

In terms of the second indicator, namely, the total surface of the articles in cm², the largest space was devoted to the 12th CVM reports (this figure is 3.5 times bigger than the one associated to the horse meat scandal). This is understandable, since there was a series of political disputes between Romania’s Prime Minister, Victor Ponta and President, Traian Basescu, at that time, concerning the media campaign against the prestige of justice.

Speaking about the frames developed by these topics, we could assert that Romanian immigration falls under Neuman’s economics frame and, respectively, under Semetko & Valdenburg’s both economic consequences and human interest frames. Nevertheless, it is worth mentioning that immigration produces different frames in host and home countries. In the Romanian case, the immigration frame may not only be associated to human interest, but also to empathy and solidarity with the fellow citizens working abroad. As to the 12th CVM reports, the subject produced the conflict frame, largely speculated by the media, across outlets and countries.

According to Table 2, each thematic area has only 1 or 2 teasers accompanying the respective articles, which implies that it is not EU coverage that sells the newspaper. Nevertheless, comparing the shares of the thematic areas, the articles about the European funds were the most visible from the point of view of the photos illustrating the text. There were 5 large photos whose total surface meant more than the double of the figure recorded by the articles on immigration. Actually, the cumulated results in Table 3 show that the most visible thematic area was the same: the European funds for Romania. The decisions made in the European Parliament concerning the distribution of the EU budget are perceived to be vital for Romania’s financial and economic development. Like the thematic group of articles situated on the second position (CVM reports), it provoked a controversy between Romania’s Prime Minister and President which triggered the conflict frame. Even if the conflict frame was less present than in the articles about the 12th CVM reports, in the case of the European funds, there was the suitable combination between the conflict frame and the economic consequences frame. Mention should be made of a third component of the frame network characterizing the topic of the European funds, that is to say, Semetko & Valkenburg’s frame of attribution of responsibility. In fact, in our corpus of EU coverage news, the economic consequences frame seems to be the most vehicled in the editorial strategy of “Adevarul”. This frame makes the EU coverage even more visible, whenever it is combined with other strong frames, such as the conflict one. Consequently, our second hypothesis is also confirmed.

In addition to this specificity of our corpus, there is one more characteristic in the framing of the analyzed news. Unlike the news researched in Peter, Semetko & de Vreese in the media of 5 Western EU member states, where EU coverage was not found to be domestic (2003, p. 322), in EU coverage

in “Adevarul”, there is a high degree of domesticity in the treatment of EU information. One more aspect that we noticed in our project is the tendency of neutral or positive evaluation of the EU news, in Romanian media.

Given the fact that EU coverage is a resourceful and complex field, it is worth extending this research over the cultural differences separating the media frames in the older EU member states from the frames in the more recent members. The classic theories of framing were rooted in the past experiences and realities of the West. We should contribute to the updating and enriching of extant concepts.

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**Employer Brand Strategies of the Antena 1
and Antena 3 TV Broadcasters in the Context of Globalization**

Viorica Paus¹, Andreea Bara²

Abstract: The “employer brand” concept has recently entered the field of human resources. This study aims to analyze how the two national TV broadcasters Antena 1 and Antena 3 apply this concept and how the employer brand customizes and enhances the distinctive values of the organization through its employees. Ambler and Barrow defined for the first time the term of “employer brand”, in the *Journal of Brand Management* in 1996. We conducted an exploratory research in order to identify the presence of branding activities. We used the survey, the interview and the analysis of documents promoting the image of the organization. Correlated results demonstrate that high employee satisfaction leads to enhancing performance, which increases the audience ratings and improves the “brand equity”, thus making the human resource part of the organization brand and contributing to its success and international visibility. Given the early exploration of the concept, our research seeks to provide models of good practice for implementing this concept in the human resources policies of Romanian media institutions in the context of globalization.

Keywords: human resources; satisfaction; performance; visibility; value

1. Introduction

“La marque employeur” est un terme utilisé pour désigner l’ensemble des problématiques liées à l’image de la compagnie, ayant pour cible le personnel embauché ou les potentiels candidats à l’embauche. L’image de la marque employeur découle toujours de la stratégie d’entreprise. Tout employeur doit répondre à quelques questions essentielles: comment l’image de l’employeur peut-elle aider à réaliser les objectifs de l’entreprise? Comment attirer et conserver les meilleurs employés et les talents? La gestion de la marque employeur est donc normalement dans la responsabilité des services de gestion des ressources humaines et de communication. L’objectif est de rendre la marque séduisante en tant qu’employeur. Une bonne image de marque donne un avantage à l’entreprise lors des campagnes de recrutement et de sélection. La marque employeur doit, le plus souvent, coexister avec la marque “générique consommateurs” ou marque entreprise. C’est sa marque employeur, véritable label de distinction, qui permet à l’organisation de se faire reconnaître pour la qualité de son milieu de travail, ses pratiques de gestion, son engagement social, sa visibilité et ainsi de suite. Les gens veulent travailler pour une telle entreprise en raison de sa bonne réputation. Bref, recrutement et marque employeur sont intimement liés. Les concepts de “marque employeur” et “marque personnel” sont récemment entrés dans la culture organisationnelle des entreprises roumaines, obligées, dans le contexte concurrentiel global, d’embellir leur image pour attirer les meilleurs employés. La marque

¹ Associate Professor, PhD, Faculty of Journalism and Communication Studies, University of Bucharest, Romania. Address: 1-3 Iuliu Maniu Avenue, Complex "Leu", Corp A, 6th floor, district 6, Bucharest, Romania. Tel.: +4021 318.15.55. Corresponding author: viorica.paus@fjsc.ro.

² Master student, Faculty of Journalism and Communication Studies, University of Bucharest, Romania. Address: 1-3 Iuliu Maniu Avenue, Complex "Leu", Corp A, 6th floor, district 6, Bucharest, Romania. Tel.: (+4021) 318.15.55. E-mail: andreea.bara@yahoo.com.

employeur c'est l'identité offerte par l'organisation à leurs embauchés. C'est la réponse à la question "Pourquoi y travailler?" La marque employeur identifie et amplifie les valeurs distinctives, le caractère et le style propres d'une organisation. Elle est l'expression des valeurs et de la culture qui lui donne l'unicité. Pour consolider sa marque employeur, il faut identifier les qualités distinctives de l'entreprise et créer une liaison émotionnelle, empathique, entre l'employeur et l'employé, pour motiver le dernier à s'impliquer volontairement dans l'accomplissement de la mission de l'entreprise.

2. Buts et objectifs de la recherche

La marque employeur doit être crédible et soutenable par une analyse approfondie de la culture organisationnelle, de l'histoire de la compagnie, de son positionnement à l'échelle globale, en tant que proposition de valeur crédible pour les embauchés sur le marché de l'emploi. Elle doit répondre à deux questions: que reçoivent vos employés en échange de leur dévouement? Quelle réputation souhaitez-vous avoir, en tant qu'employeurs?

La construction de la marque employeur est un processus continu qui doit correspondre, au niveau de la perception des publics internes et externes de la compagnie, à une image désirée et attrayante. On ne pourra pas parler de marque employeur que si les dirigeants désirent que leur entreprise soit perçue à l'intérieur et à l'extérieur de l'entreprise d'une façon homogène et attractive pour une population cible définie.

Dans ce contexte complexe, la gestion de la marque employeur implique un positionnement de la compagnie en tant qu'embaucheur et une vision sur l'évolution de la marque en ce qui concerne sa construction et l'intégration de certaines activités qui existent déjà.

La marque employeur est la réunion de quatre dimensions: l'attractivité, la réputation, l'engagement des salariés, et la différenciation, que l'entreprise va partager avec son écosystème pour promouvoir la marque en tant qu'employeur.

Nous allons définir les quatre dimensions de la façon suivante:

- **Attractivité:** Capacité à attirer et à recruter des candidats ;
- **Réputation:** Perception ou opinion du public (au sens large) concernant l'entreprise ;
- **Engagement des salariés:** Implication, motivation, «contrat» des salariés ;
- **Différenciation:** Ensemble d'actions et d'éléments permettant à l'entreprise de se différencier par rapport à ses concurrents.

Notre recherche a suivi le positionnement de la marque employeur dans deux chaînes de télévision, Antena 1 et Antena 3, appartenant au trust Intact Media Group, groupe à capital intégralement autochtone, appartenant au Holding GRIVCO. Antena 1, lancée en 1993, a eu une évolution spectaculaire dans ses 20 ans de son existence, étant aujourd'hui un réseau important qui couvre 95% du territoire du pays.

Antena 3 est une chaîne plus jeune, lancée en 2005, spécialisée en tant que télévision de niche qui offre des nouvelles politiques, économiques, sociales et des talk-shows. Les valeurs de cette chaîne sont l'équilibre, le professionnalisme et la globalisation.

Antena 3 a remporté de nombreux prix internationaux parmi lesquels AIB Awards ou Promax et nationaux, de la part de l'Association des Professionnels de la Télévision de Roumanie.

Nous nous sommes arrêtés sur ces chaînes vu le prestige de leur marque employeur et la visibilité internationale acquise qui leur donne une dimension appréciée à l'échelle globale. Notre étude se propose d'identifier et d'analyser comment la marque employeur dans ces entreprises média particularise et amplifie les valeurs distinctives de l'organisation par l'intermédiaire de ses salariés.

Nous avons réalisé une recherche exploratoire, dans le but d'identifier la présence et l'efficacité de la stratégie de marque employeur.

Les objectifs de la recherche se proposent de déceler la perception des embauchés actuels, de même que des potentiels embauchés et des anciens qui ont quitté l'organisation, sur la marque employeur.

3. Délimitations conceptuelles

Le concept de "marque employeur" est apparu pour la première fois en 1996, dans l'article *The employer brand*, publié par Simon Barrow et Tim Ambler dans le *Journal of Brand Management*, au Royaume Uni.

Simon Barrow était un praticien, avec de l'expérience dans le dirigement d'une agence de publicité affiliée au WPP et dans la gestion de la marque des compagnies Colgate-Palmolive et Best Foods. Plus tard, il dirige une agence de consultance pour la communication interne et externe et le recrutement, reformée en 1989 sous le nom de *People in Business* et qui donne une nouvelle vision sur le département des ressources humaines. En 1990, le terme de marque employeur est introduit dans le vocabulaire des managers des compagnies. C'est à Tim Ambler d'apporter les assises académiques au concept, en tant que chercheur et professeur de marketing à London Business School.

L'article paru en 1996 présentait les résultats d'une recherche exploratoire qui avançait l'idée que la notion de marque d'entreprise peut être appliquée dans la gestion des ressources humaines. La méthode de recherche a été l'interview demi-structuré, pris aux 27 directeurs des compagnies anglaises. Les réponses ont identifié des activités et des pratiques implicites de marque employeur, sur le modèle de la marque des produits et des services. Les auteurs démontrent que la motivation des embauchés fait accroître leurs performances et améliore leur relation avec les clients ce qui mène à la croissance de la valeur intrinsèque de la marque d'entreprise („brand equity”), ce qui entraîne le recrutement des cadres plus motivés à travailler dans l'entreprise. Cette approche ouvre une perspective mettant l'accent sur le marketing interne et le marketing relationnel.

Le marketing relationnel a été conceptualisé surtout par Kotler et Armstrong et porte initialement sur les fournisseurs de services. Dans leur article, Barrow et Ambler (Barrow & Ambler, 1996, p. 43) considèrent que dans ce type d'entreprises à grand profit, la marque employeur est très importante, vu le nombre réduit d'employés, tous bien rémunérés, qui doivent avoir une relation privilégiée avec les clients. Pour expliquer l'emploi du concept de marque dans le domaine des ressources humaines, les auteurs citent un théologien italien du XV^e siècle, San Bernadino de Siène, qui disait que les bénéfices des gens lorsqu'ils achètent un produit sont virtuositas (le mérite fonctionnel), raritas (la rareté, la valeur de marché) et complacibilitas (le mérite émotionnel, le fait qu'il induit un état de bien). Ces bénéfices se retrouvent jusqu'à nos jours dans les théories des marques.

Dans cette même perspective, Barrow & Mosley définissent la marque employeur comme "la somme des bénéfices fonctionnels, économiques et psychologiques offerts par le statut d'embauché qui s'identifie à la compagnie d'embauche". Le rôle principal de la marque employeur est "d'offrir un milieu de travail cohérent, avec un management qui puisse simplifier et concentrer les priorités, accroître la productivité et améliorer le recrutement, la retention et la motivation de l'embauché."

(Barrow et Mosley, 2005, p. 50). Les auteurs recommandent l'utilisation des techniques de marketing de produit et le mesurement de la valeur de la marque employeur pour les employés actuels et potentiels par des concepts comme notoriété, attitudes, loyauté, confiance et engagement („commitment”).

The Chartered Institute of Personnel and Development définit la marque employeur comme “un ensemble d'attributs qui particularisent l'organisation et la rendent attractive pour certains gens qui désirent y travailler et obtenir les meilleures performances” (Brewster, Houldsworth, Sparrow & Vernon, 2011, p. 392).

L'auteur Helen Rosethorn offre, dans *The Employer Brand: Keeping Faith With the Deal*, la définition suivante: “la marque employeur représente, en essence, un arrangement à double visée entre les employés actuels ou potentiels et l'employeur: la raison pour laquelle quelqu'un décide de se joindre à l'organisation et la raison pour laquelle l'employeur décide de l'embaucher. Le rôle de la marque employeur est d'accentuer cet arrangement d'une manière distinctive, convaincante et pertinente pour l'individu, pour toute la période de son contrat de travail.” (Rosethorn, 2009, p. 20).

La marque employeur fournit à la compagnie l'image qu'elle offre sur le marché de l'emploi et au futur employé les informations dont il a besoin pour faire le bon choix. Ce processus de construction et de gestion de la marque employeur a été rapproché, d'une part, au marketing des ressources humaines et d'autre part, aux relations publiques, du fait que la marque se propose de bâtir une bonne réputation de l'organisation tant à l'intérieur qu'à l'extérieur de celle-ci, à l'intention des potentiels employés, par des stratégies des ressources humaines moins coûteuses qui puissent retenir les meilleurs candidats au poste, en leur offrant des conditions de travail et des possibilités de développement personnel et de carrière propices.

La marque employeur peut se trouver des connotations multiples, à partir du positionnement d'une organisation en tant qu'“employeur préféré” *employer of choice (EOC)*, jusqu'à convaincre l'employé à vivre la marque, à lui faire confiance en totalité (*brand engagement*) (Ionescu, 2009).

On pourrait affirmer que la marque employeur représente un concept qui valorise des notions propres au management, au marketing, à la gestion des ressources humaines et à la culture organisationnelle. Elle doit au management de la marque d'entreprise l'importance accordée par les gens aux perceptions et aux associations mentales concernant l'offre de la compagnie; au marketing, elle prête les techniques de promotion de la valeur par un effort de communication qui implique aussi les instruments propres aux relations publiques. A la gestion des ressources humaines, elle doit les procédés spécifiques pour le recrutement et la sélection des futurs employés. Enfin, la culture organisationnelle offre le fonds réel sur lequel se greffe la marque: les normes de comportement, les valeurs spécifiques, l'histoire commune.

En même temps, la proposition de valeur que la marque employeur offre aux employés actuels et potentiels doit tenir compte de la marque corporative et de l'architecture de la marque de l'organisation: monolithique, avalisée ou centrée sur la marque (Olins, 2005, p. 30).

Même dans l'absence d'une démarche explicite de la marque employeur, les autres activités visant la marque d'entreprise ou des produits influencent en grande mesure la gestion du concept par les membres de l'organisation (Karreman & Rylander, 2008, p. 104). “la perception, la mémoire et la connaissance se font jour par l'intermédiaire des processus sociaux” (Karreman & Rylander, 2008, p. 104), ce qui signifie qu'à l'intérieur de l'organisation, les gens s'approprient les valeurs de la marque corporative, y compris celles véhiculées par la marque employeur. Cette conception privilégie la dimension interne de la marque “une manière d'exprimer des valeurs et des significations préférées

par l'organisation" (Karreman & Rylander, 2008, p. 105). C'est ainsi que la marque devient un processus de consolidation de l'identité organisationnelle. Karreman & Rylander, (2008, p. 104) définissent l'identité comme "un summum de croyances partagées par la direction et les autres acteurs impliqués (stakeholders) concernant les caractéristiques centrales, durables et distinctives de l'organisation". Cette identité assumée encourage la perception commune des embauchés sur le but à atteindre. Karreman & Rylander signalaient l'écart entre le discours sur la marque d'entreprise et l'identité de l'organisation. A leur opinion, la marque employeur pourrait résoudre ce problème.

L'identification des embauchés à leur organisation est d'autant plus visible qu'elle est associée au prestige de celle-ci, ce qui accroît l'estime de soi des embauchés. La gestion de l'identité corporative comprend l'identité visuelle, la communication, la vision, la mission et les valeurs de l'organisation (Simoes, Dibb & Fisk, 2005, p. 159).

Barrow et Mosely, à leur tour, affirment que l'identification, l'implication et l'engagement aident la compagnie à accomplir ses objectifs commerciaux, à baisser les coûts de production, à accroître la satisfaction des salariés et, de ce fait, la marque employeur pourrait représenter un investissement profitable (Barrow & Mosely, 2006, p. 156).

Les recherches montrent que la satisfaction des embauchés est en corrélation avec la satisfaction des clients. Les études ont prouvé qu'il y a un rapport proportionnel entre la probabilité que les embauchés recommandent l'organisation pour sa marque employeur et les clients la recommandent pour ses services (Barrow & Mosely, 2006, p. 72).

"La valeur de la marque employeur est d'autant plus grande que la notoriété et la familiarité de la marque sont plus grandes et la mémoire crée des associations fortes, favorables et uniques" (Keller, 2001, p. 7).

"La proposition de valeur" est un concept essentiel pour la marque employeur. Elle répond à la question "Pourquoi travailler dans cette entreprise?" Pour donner une réponse convaincante, la proposition de valeur doit tenir compte du spécifique de l'organisation reflété dans la vision et la mission de celle-ci. Elle doit aussi faire référence à la marque du produit, à la promesse faite au consommateur et au personnel, en même temps. Il faut mettre en évidence les points forts de la marque: la mobilité due à la globalisation, les provocations individuelles, l'investissement dans la créativité, la capacité d'innovation, etc...

Une dimension à part est la complémentarité entre les embauchés et la stimulation du travail en équipe (Lazear & Shaw, 2007, p. 93).

Dans la vision de Paul Sparrow (2009, p. 295), la marque employeur doit être envisagée dans le contexte international et en comparaison avec des cultures diverses dont les produits média se globalisent, tout en gardant le fonds national spécifique. Pour faire face à ce défi du marché de l'emploi global qui met l'accent sur le talent, les connaissances, la créativité et l'adaptabilité, la marque employeur joue un rôle définitoire pour attirer les meilleurs salariés, surtout dans des domaines comme la télévision. L'un des risques de la stratégie de proposition de valeur de la marque, surtout pour les organisations à notoriété, réside dans la possibilité du laissez-faire dans la construction de la marque, sous l'influence des relations sociales, sans avoir suivi une stratégie cohérente, résultat d'un processus conscient pour définir les valeurs de la marque.

4. Approche méthodologique

Les hypothèses de la recherche ont porté sur trois axes:

- la marque employeur est importante sur le marché de l'emploi;
- les embauchés sont motivés par la marque employeur;
- la marque employeur agrandit la satisfaction des embauchés.

Comme instrument de recherche, nous avons utilisé le questionnaire, l'interview et l'étude des instruments de promotion de la marque employeur.

Les dimensions que nous avons analysé dans notre recherche, qui contribuent à la construction de la marque employeur sont:

- la culture organisationnelle et les valeurs de la compagnie;
- le système d'évaluation des performances et les récompenses offertes aux salariés;
- la gestion de la carrière, les opportunités et les facilités de promotion dans la compagnie;
- le milieu de travail, formel et informel;
- la communication interne;
- les programmes d'intégration des nouveaux embauchés, les politiques des ressources humaines pour la rétention et la motivation des salariés;
- les programmes de responsabilité sociale et l'implication des embauchés dans ces actions.

Le questionnaire a suivi la présence de cinq éléments de la marque employeur:

- la notoriété de la marque;
- la loyauté envers la marque;
- l'avantage compétitif;
- les perceptions concernant la qualité/la valeur de la marque;
- les associations mentales que les personnes questionnées font à propos de la marque.

5. Résultats de la recherche

Le questionnaire a été appliqué à 50 personnes, de plusieurs départements des chaînes analysées. Ils sont des reporters de télévision, des opérateurs, des rédacteurs, des éditeurs, des producteurs et des chefs de départements. Ils travaillent au siège central de Bucarest ou dans le territoire, ayant le statut de correspondants.

Par l'intermédiaire du questionnaire nous nous sommes proposé d'analyser la corrélation entre le degré de satisfaction des salariés et la notoriété de la marque employeur. En même temps, nous avons suivi dans quelle mesure la performance professionnelle individuelle est une conséquence du désir d'auto-promotion en tant que leaders d'opinion ou de professionnels de marque ou c'est le fruit de la stratégie de marque employeur du trust.

Le questionnaire demandait des réponses à 20 questions. Pour la plupart, les réponses ont confirmé l'hypothèse que la marque a été importante dans le choix de l'entreprise et que c'est pour la même raison qu'ils ne voudraient pas quitter leur emploi. A cette décision contribuent aussi la communication interne et le leadership pratiqué par la hiérarchie. Un autre facteur motivant c'est le feedback reçu qui contribue à la satisfaction du travail accompli.

Nous avons pris aussi un interview à Lavinia Tudora, Deputy-Editor-in-Chief à Antena 1. Nous avons choisi Lavinia Tudora, pour son ouverture internationale, en tant qu'ancienne bénéficiaire d'une bourse CNN à Atlanta, en 2012 et actuelle collaboratrice de CNN. Antena 1 est la seule chaîne roumaine de télévision affiliée à CNN International.

L'interview a commencé par une citation de Robert Edward Turner III, fondateur du CNN, lors de sa rencontre avec Lavinia, en mai 2012. "Lavinia, Antena 3 est la plus active télévision avec laquelle nous sommes affiliés à présent. Nous vous remercions pour les nouvelles que vous nous envoyez tout le temps". Cette remarque donne, à notre avis, la dimension de la marque que nous analysons. Cette marque fait référence à la performance d'une compagnie dans la gestion des ressources humaines. Dans ces circonstances, les embauchés sont les premiers ambassadeurs de la marque et c'est toujours eux qui attirent les nouveaux potentiels embauchés qui regardent la compagnie par les yeux des premiers. Lavinia Tudora relève un autre aspect important de la marque employeur: "nous vivons dans un monde de la communication, un monde en transition, en plein essor de l'Internet. Dans ce monde, la marque c'est tout. Si, sur ta carte de visite, à côté du nom, on ajoute Antena 3 ou Antena 1, la marque personnelle reçoit une autre dimension".

Elle raconte, avec émotion et fierté la rencontre avec Hala Gorani, la présentatrice du principal journal de nouvelles de CNN Center. "Les appréciations venues de leur part n'ont pas été un simple geste de courtoisie, mais un signe de reconnaissance des relations humaines et des gens qui représentent Antena 1. Cela te donne un sentiment de fierté et te rend plus responsable, pour devenir meilleur, et atteindre un niveau professionnel exceptionnel". Elle considère que la marque employeur devrait être essentielle pour tous ceux qui cherchent un emploi. En même temps, les salariés devraient penser leur carrière à long terme. Une marque puissante devrait contribuer à consolider la marque personnelle et s'associer à la loyauté de l'embauché.

Le troisième instrument de recherche, l'analyse de la marque des chaînes fournie par elles-mêmes, configure une marque employeur élaborée en toute conscience, dans le but de mettre en valeur la qualité et la performance de l'équipe et, en même temps, la contribution de chaque membre du groupe. L'image d'un employeur préféré confère au salarié la stabilité, la sûreté de l'emploi, la possibilité de la croissance professionnelle et un statut social élevé. Pour l'organisation, les avantages sont des professionnels du métier, la capacité d'attirer des talents et, du coup, une image de marque favorable qui lui assure la stabilité et la réussite en affaires. Dans les conditions de la globalisation, la reconfiguration des stratégies de marque employeur garantit l'avantage compétitif.

Dans le cas analysé, les deux chaînes se sont construit une marque visible qui s'appuie sur la promotion des valeurs individuelles, de la marque personnelle associée à celle de l'employeur par des spots publicitaires des émissions, en association avec le nom du producteur/ présentateur. Grâce aux actions de relations publiques, ces spots de promotion sont diffusés par CNN aussi, ce qui confère une visibilité internationale à ces professionnels.

Une autre modalité de renforcer la marque employeur est réalisée par Intact Media Academy par laquelle les chaînes recrutent les meilleurs talents pour travailler dans le trust. La stratégie des organisateurs implique le désir de créer une émulation autour du poste de travail envié et ainsi visibiliser à l'extérieur la marque employeur de la chaîne Antena 1. Un autre élément stratégique est représenté par les campagnes humanitaires et de responsabilité sociale organisées par les deux télévisions. L'un de leurs buts est de serrer les membres des équipes qui y collaborent et d'attirer les meilleurs candidats pour le recrutement de jeunes désireux de se joindre à l'équipe.

Les réponses au questionnaire ont relevé l'importance que les embauchés accordent à la réputation

externe de l'organisation. Ils ont le sentiment d'appartenir à un groupe sélect dont ils sont fiers et qui les rend confiants en eux-même. En plus, le nom de la compagnie va peser en leur faveur dans leur CV. Un autre aspect important ressortant des réponses au questionnaire et de l'interview est la dimension du développement personnel et de la formation professionnelle assurés par les deux chaînes. Il y a des réponses qui affirment que la marque employeur a été plus forte que la marque personnelle et que la première a représenté un tremplin dans la profession. Il est à remarquer que le message transmis par la marque employeur est cohérent et il se dirige aussi vers le public externe, par l'intermédiaire des spots promotionnels qui offrent cette promesse par la voix des professionnels de la chaîne. Les réponses des anciens embauchés prouvent qu'ils continuent à s'intéresser à leur ancien emploi, ils en parlent aux gens du métier intéressés à la compagnie et transmettent ainsi une image favorable de la compagnie qu'ils ont quittée.

Les résultats de la recherche ont validé les hypothèses et ont démontré que les mesures prises par la compagnie pour assurer la satisfaction des embauchés mènent à une performance accrue, ce qui se reflète dans l'audience de la chaîne et la fidélisation des téléspectateurs, ce qui renforce la valeur de la marque, y compris de la marque employeur et contribue à la visibilité internationale de ces institutions média.

6. Perspectives de la recherche

Cette recherche exploratoire, portée au niveau d'une étude de cas sur deux chaînes de télévision de succès, pourrait élargir son champs vers d'autres types d'organisations, dans le contexte de la globalisation des politiques des ressources humaines. La marque employeur, concept nouvellement entré dans les préoccupations des compagnies roumaines, devient de plus en plus importante dans les conditions complexes de la globalisation et de la concurrence. Sa responsabilité doit revenir à tous ceux qui assurent la direction et la gestion de l'entreprise, dans une approche intégrate. Les compagnies roumaines doivent regarder cette responsabilité à long terme, au delà de la crise et anticiper la nécessité de construire une marque puissante par une ressource humaine de qualité, dans les conditions de la compétitivité accrue. Il ne faut pas oublier la catégorie la plus vulnérable pendant la récession économique, les jeunes. Une compagnie qui pense à long terme, devrait mettre au point des mesures pour motiver les jeunes pas seulement du point de vue financier, mais aussi par la valeur de la marque employeur.

Un autre aspect à prendre en considération, c'est que la marque employeur cherche à élargir son territoire. Sa propagation sur les réseaux sociaux et par les moteurs de recherche sont essentiels. Produire des contenus pertinents, utiles et faciles à partager par les publics cibles devient clé. On parle désormais de "marque média". C'est dans ce contexte que la marque employeur peut toucher son audience et se propager bien au-delà du cercle attendu. L'objectif d'affaires est d'optimiser les recrutements et le sentiment d'appartenance des salariés.

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THE 8TH EDITION OF THE INTERNATIONAL CONFERENCE
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**The Role of Media in Everyday Life of Young People.
Information vs. Entertainment**

Oana Adina Pocovnicu (Drăgănescu)¹

Abstract: The hypothesis from which we start our research forward is that the more young people choose to spend their time consuming media products, the more they will prefer to turn to the sphere of entertainment at the expense of information. Thus, we intend to bring to attention the preferences of media consumption of young people, starting from a few founding interrogations: What kind of media messages you consume most often?; What type of media channel you usually prefer to get information about the latest events?; The purpose of this research is to highlight young audience preferences for different types of information, such as to satisfy the need for catharsis or the practical ones, of immediate utility.

Keywords: information function; the function of entertainment; mass communication

1. Introduction

Currently, the media exerts a shaping force much stronger than the surrounding reality; it grows or develops innate predispositions to certain lifestyles, personal images, allowed or prohibited behaviour patterns, value systems, etc. Media space absorbs more and more scenes of collective life that they form and reflect. Media representations are recognized, interpreted, edited and used in everyday social construction of audience members.

Obtaining, developing or using even the most insignificant information requires an appeal to technology. After McLuhan, the spoken word “it was the first technology that has allowed man to get past their own environment“ (McLuhan, 2006, p. 398). In contact with audiovisual products, for example, individuals interiorize easier the messages, turn them into cultural conceptions about the world, they feel solidary with the experiences that they have witnessed such a way as to create a network of new interdependencies and solidarities in a huge, global scale.“ (Coman, 2007, p. 185)

Mass communication makes possible the existence of super technologized networks that produce huge amounts of information, of different categories, from news to entertainment, information that is transmitted to a heterogeneous mass audiences who belong to different cultures, with various lifestyles and cultural patterns, so that in this global village, people get to consume the same cultural products sometimes in real time so that the audiences can be exploited.

¹ Assistant Professor, PhD in progress, Marketing Centre, Danubius University of Galati, Romania, Address: 3 Galati Blvd, 800654, Galati, Romania, Tel.: +40733180466, Corresponding author: draganescu.oana@univ-danubius.ro.

2. The Functions of the Media in Society

As promoters of culture, media transmits from one generation to another information, values and norms; in this way it helps to increase social cohesion by broadening the base of a common experience. The media helps integrate individuals into society by continuing socialization after finishing the official education but also by starting this education in the preschool period.

Media are active in different sectors of social life and can perform various functions, such as informational, interpretive, expressive, critical, instructive culturalizing, social binder and entertainment (Coman, 2007; McQuail, 1999; Tran, Stănciugelu, 2003).

For our research, we will focus on the function of information and entertainment. The information function is related to people's need to control the environment, assessing, through the information that they receive through the media, the importance of events that intersect with their existence. In American terminology, this dimension of media is called through the expression "the function of supervision" (Coman, 2007, p. 111). From the flow of messages that we have daily access through different media, only some provide immediate utility information (weather, stock exchange, public transportation, opening hours of different public institutions, cultural events, and various prices).

Information instruments are a category of media messages that develop more and more also in the local media landscape. Local or specialized radio stations and television communicate weather, traffic situation on major streets or locked areas, police reports, announcements of different public institutions. Similarly, newspapers and proximity magazines abound in this kind of information, so that the need of immediate utility data provides a specific audience for publications such as those dealing with real estate, automobile, housekeeping, and computer programs. All these media products have an immediate, tangible utility.

Media messages not only present what has already happened (retrospective orientation), but also what might happen (prospective vision) (Coman, 2007, p. 113). Many of the media messages are focused on the prevention function, those that transmit weather, economic and financial forecasts, information about prevention of some epidemics, prevention of traffic accidents as well as information from different officials announcing changes in the functioning of social systems.

Perhaps most media content is for entertainment (Severin, Tankard, 2004, p. 332). This appears in the written press, especially if we consider the multitude of columns, news reports aiming the human factor and filling articles. Entertainment across media serves to provide a respite from everyday problems and to fill leisure. Media exposes millions of people to a mass culture which includes art and music, and some people claim that media improve public taste and preference for beauty. There are some who argue that the media encourages escapism corrupt the refined art, reduce public taste and prevent the appreciation of beauty.

French sociologist Jean Cazeneuve claims that by entertainment, the audience "finds a picture of what he is afraid to want to be and what he confesses that he dreams to be. Thus we create a factually world that allows evasion and also provides a mild dose of information" (Cazeneuve, 1972 *apud* Coman, 2007, p. 124). By consuming entertainment, individuals assume their imaginary experiences pulse is released, frustration and dissatisfaction, projecting their sufferings or dreams in the imaginary worlds provided by the media messages and products.

3. Methodology of Research

a) Sample

The population investigated is represented by the students of the second year of study at Danubius University of Galati, Faculty of Communication Sciences, specializing in Communication and Public Relations. 30 questionnaires were distributed, of which 20 were completed. Choose the number of questionnaires distributed was done taking into account the number of students present at the time of the survey. The research period was for one week (5. 05. 2011 - 12.05.2011). The sample included both males and female individuals, aged between 20 and 30 years.

b) The Method

The application of questionnaire was done through auto completion method. We resort to using this method for two reasons: lack of time for a single operator to apply all questionnaires, but also from the desire to give respondents the opportunity to reflect on the questions.

c) Investigative Tool

It was designed a questionnaire containing both open questions and closed, and identification. We chose to perform this research through questionnaire to discover the opinions, judgments and attitudes in relation to our subject of research (Wimmer, Dominick, 2006, p. 189). Through this method we sought to obtain information with a high explanatory value, they allowing generalizations about the relationship between social facts which establish fundamental connections between cause and effect for the entire assembly of the studied population (Marinescu, 2009, p. 28).

d) Research Questions

The questions from the applied questionnaire were aimed at finding respondents' preferences regarding their habit to consume media products of information or entertainment. By using these questions we sought to detect the importance that respondents attach to the functions of information, respectively of entertainment of the media. Their preferences in terms of time spent tracking news channels or, on the other hand, their favourite entertainment programs show us the ways in which the social class that was the subject of the sample prefer, for various reasons, to spend time in the company of media products and messages.

4. Data Analysis

Information resulting after applying the questionnaire was analyzed through the theoretical concepts of the two functions of the media, of information and of entertainment. From the data collected, it appears that the young people surveyed prefer equally media messages of information and of entertainment that are perceived from the audiovisual media, but in terms of print media products a strong preference to tabloid products is being shaped, providing content easily to be perceived, those models of easy success, celebrities promoted by these types of media products. All young people who formed the sample of this research are consumers of media messages, responding with “yes“ to the question on the consumption of media products, they have secondary education and there was recorded a number of 13 female and 7 male respondents.

More than half of respondents spend between 3 and 5 hours per day consuming media messages, while 13 of the 20 respondents who completed the questionnaire, answered that they watch “newscasts “ most often, the next category of preferred media products is movies. From this we can conclude that

for these respondents, it is important the function of information of the media, and not just entertainment is preferred when consuming media products.

To the question “What is the type of media channel that you usually prefer to get information about the latest events?”, half of the respondents located “the Internet“ on the first place in the ranking preferences and, “TV news channel“ is the next tracked media channel. From here emerges the idea that this social category consisting of young people social prefer topical media means to get information about the latest events. Internet is preferred also for relaxation, not only for information, 15 of the 20 respondents preferring it as a way to relax after a day of activity, the next concerned category being “movie TV channel“. So here the same media channel, the Internet is preferred both to satisfy the need to keep up with the news, but also for leisure activities.

To the question “What is the frequency with which you watch TV channels that broadcast only news?“, half of the respondents answered that they watch “very often“, but also half of those surveyed answered “very often“ when they were asked about the frequency with which they watch “TV stations that broadcast only films“. Thus, for these respondents the information function is as important as the one of entertainment.

As for the surveyed young people preferences regarding print media products, most of them (5 of the 20) prefer urban containing publication “Click“ and also 5 of them replied that “Libertatea“/ “Freedom“ is their favourite newspaper. Next are the publications „Gazeta Sporturilor“/ “Sports Gazette“, „TopGear“, „Jurnalul Național“/ “National Journal“, „Evenimentul Zilei“/ “The Event of the Day “ and „Dilema Veche“/ “the Old Dilemma“. It is noticed net inclination towards print media products that broadcasts messages tabloid type, easy contents in which the main actors are different celebrities promoted by these publications, celebrities who get to become truly successful models for respondents. Also, in terms of the sector of the written press, it is obvious a preference of the respondents towards products that promote entertainment and, in audiovisual media sector, there is a balance between products having the function of information and those targeting only the function of entertainment.

Furthermore, the TV show preferred by most of the respondents is “În gura presei“/ “In the Mouth of the Press“, a show-pamphlet in which, under the front of the pamphlet, his presenter, Mircea Badea, brings in foreground the news papers taken from the next day, so it is a show where the level of information is higher than the one of entertainment. The show ranked second preferred in the top choices of the respondents is “Un show păcătos“/ “A Sin Show“, a tabloid entertainment show.

In their spare time, respondents prefer activities that are related to catharsis, to entertainment, to relaxation, social networks being first among their preferences; none of those questioned does not browse in the newspaper/ the favourite magazine nor watched the favourite TV show but they prefer to meet with friends or to go shopping.

To the question “How many hours per day you spend watching the news or reading news in news papers/ on the Internet?“, half of the young people surveyed answered “less than 1 hour per day“ and half answered “1 to 2 hours per day“, while a number of 8 respondents answered that they watch “1 to 2 hours per day“ their favourite entertainment show. From here emerges the idea that the youth surveyed prefer to watch equally the news, as well as the preferred entertainment show, both functions of the media, information and entertainment being placed in the centre stage of their preoccupation regarding their way of relating to the types of media messages.

Thus, we can conclude that the youth who answered the questionnaire equally prefer media messages of information and entertainment that are perceived from the audiovisual media, but in terms of print

media products a strong preference to products tabloid type is being shaped, which provides easily perceived contents, those easy successful models, celebrities promoted by these types of media products. The hypothesis from which we started this research has been confirmed only partially, respondents preferring information messages from the audiovisual media, but entertainment messages from the written press.

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REALITIES AND PERSPECTIVES

The European Union in the Romanian Online Media

Carolina Rudinschi¹, Mircea Sava²

Abstract: This paper analyzes the way that the image of European Union is reflected in the Romanian online media. The website Hotnews was monitored between 21 January and 21 February 2013. The aim of the analysis is to reveal the amount of space dedicated to the European information, the countries of the EU that are most mentioned, the connotation of the messages on the EU and its member countries in the online media (thematic areas preferred, key issues preferred, coverage of EU Institutions).

Keywords: new media; EU coverage in Romania; EU image in online media

1 Introduction

One of the important levels influenced by the Internet is related to journalistic practices. As Pavlik puts it, “journalism is undergoing a fundamental transformation (...). In the twilight of the twentieth century and the dawn of the twenty-first, there is emerging a new form of journalism whose distinguishing qualities include ubiquitous news, global information access, instantaneous reporting, interactivity, multimedia content, and extreme content customization. In many ways this represents a potentially better form of journalism because it can reengage an increasingly distrusting and alienated audience. At the same time, it presents many threats to the most cherished values and standards of journalism”. (Pavlik, 2001, p. XI)

According to media gatekeepers in Romania, “the Internet is concurrently considered a primary and indispensable source of information, a news and information distribution channel and effective resource of communication with the public, and an information tool for disinformation and manipulation, a technology that killed traditional journalistic practices, a platform that has created Google reporters and copy-and-paste and office-bound journalists.” (Vasilendiu, & Gross, 2012, p. 72)

Also referring to journalistic practices, and to the content that appears in newspapers as well, McNair says, back in 2001 even, that “journalists and editors must compete for market share (ratings, circulation, advertising revenue), which makes them prioritise the popular over the pertinent, the racy over the relevant, the weird over the worthy.” (McNair, Journalism and democracy: an evaluation of the political public sphere, apud Venkoo, 2010, p. 28) Stories of public interest have been replaced by stories which interest the public, as Bob Franklin affirms.

On the other hand, as explained by Stromback et al. (2012, pp. 721-726) the best-selling stories are those with emotional impact, those that put the spotlight on sensationalism, conflict, scandal,

¹ PhD. candidate, University of Bucharest, Romania, Address: Regina Elisabeta 4-12 Blvd, Bucharest, Romania, Tel.: +4021 307 7300, Corresponding author: carolina.rudinschi@yahoo.com.

² PhD. candidate, University of Bucharest, Romania, Address: Regina Elisabeta 4-12 Blvd, Bucharest, Romania, Tel.: +4021 307 7300, e-mail: mircea0806@yahoo.com.

personality, rarity and uniqueness, as demonstrated by a study conducted by the authors in 2009 in Sweden.

Having all these changes related to journalistic practices as a point of start, changes which have become increasingly visible in recent years in online media, including the Romanian online media, but also because of the importance of the subjects related to the European Union (which are mostly “hard” news), this study proposes to investigate how the EU and EU institutions are present in the Romanian press, how EU related topics are dealt with, what are the style and the connotations of the messages, but also how much importance journalists give to subjects without considerable traffic compared to “soft” news.

The monitoring for the study was done on Hotnews website, the most accessed mainstream news site in Romania in the period that the study was implemented (January-February 2013). Another criterion for the choice of this site was that the information is presented in a generally neutral way by journalists, except the opinion materials.

The findings of the study are outlined below.

2 EU Coverage in Romanian Online Media

2.1 Space Dedicated to the European Information

Of the total number of news published on Hotnews website between 21 January and 21 February, only 11% (331 out of a total of 3054) referred to the EU, to EU institutions or to one of the EU countries, which shows a very weak approach of this topic, especially given the fact that in the monitored period several events of major interest for Romania took place (including the possibility of accessing the Schengen area).

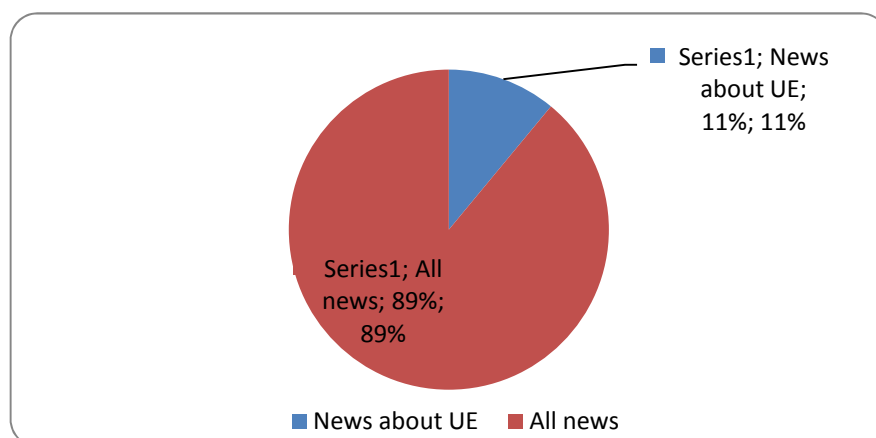


Figure 1. EU Coverage in Romanian Online Media

2.2 Journalistic Genres

Taking into account the specific communication channel - the Internet -, the results regarding the journalistic genres were predictable. As a communication medium were the perishable character of the

journalistic material is high, the speed /up-dating of the information is very important, and less its depth.

Thus, news is the main journalistic genre i.e. - 292 news out of a total of 331 published materials about the EU in the monitoring period. The genres that follow are editorials (25 in number), 9 shorts, 3 interviews and one pamphlet. The results in percentages can be found in the chart below (Figure 2).

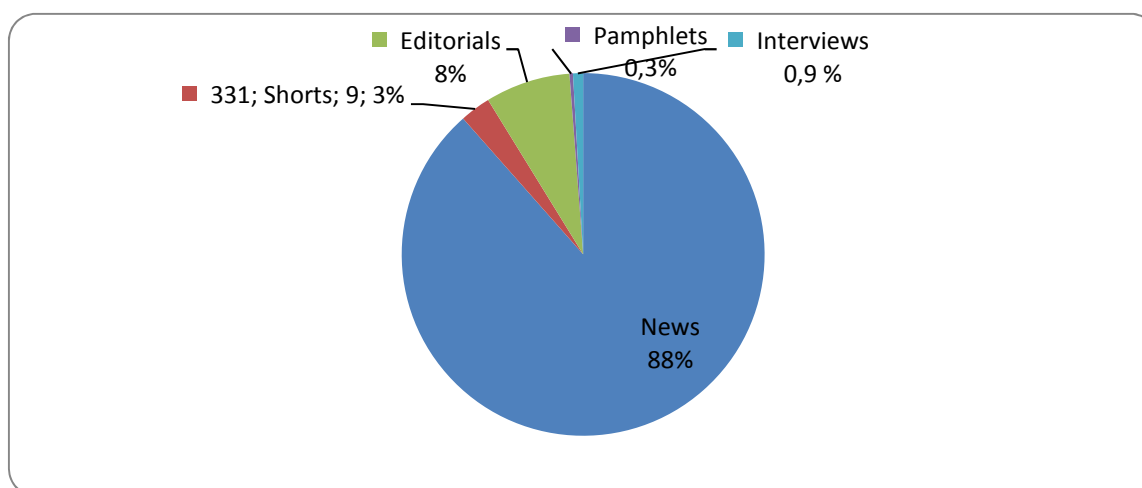


Figure 2. News Genres about EU

2.3. Resources of Information

The trend that we noticed during the monitoring period is that most published materials were taken from news agency portals, the main source of the materials. Also, some of the materials were written by journalists after having attended various events, notably press conferences at which Romanian or foreign officials participated. Thus, 238 news were written by journalists using one source, only 48 were written by consulting two sources. Although one of the essential rules of data collection states that a journalist should verify the information from at least three sources, only 21 such stories appeared in the monitoring period. We found 5 materials in which journalists used information from 4 sources, 4 materials with 5 sources and 3 with more than 5 sources.

This result can be explained by the fact that the majority (nearly 90%) of the published materials were news. As stated above, although we would need 3 sources to ensure the veracity of information, journalists use multiple sources when writing larger in-house materials - surveys, reports, etc. In this situation, because the number of stories retrieved or short news prevails, and because the Internet means speed – i.e. less time for research-, the percentage of single-source material is so great.

Eight news had no clear source from which to understand where the information originates. Results in percentages can be found in the chart below (Figure 3).

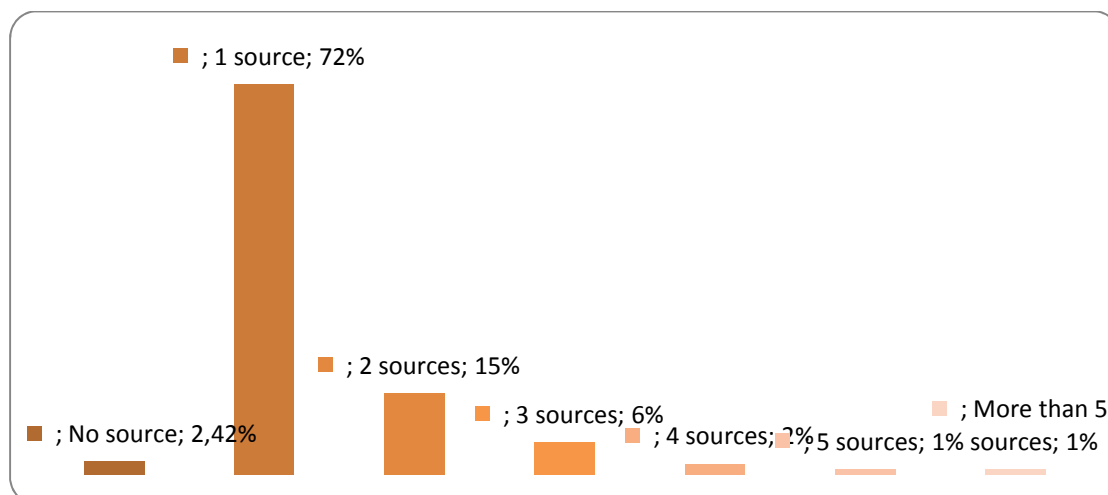


Figure 3. Number of consulted sources

3 The journalistic Authorship and European Correspondent for Romanian Media

3.1 The Journalistic Authorship

Of the 331 articles published about the EU in the monitoring period, only 5 were not signed, which is a plus point brought to the online media in Romania. For percentages, see Figure 4.

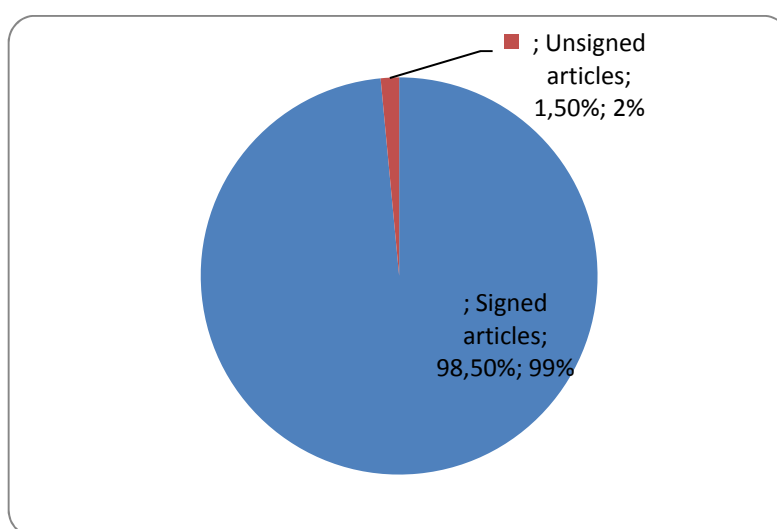


Figure 4. Signed vs. Unsigned articles

4 Mentioned Countries

Because in the monitoring period many prominent events took place, such as: the publication of the justice report for Romania, the horse meat scandal, the anti-Romanians and anti-Bulgarians campaign initiated in the UK, and the possibility of the adhesion of Romania to the Schengen Area, the most mentioned countries were: Romania (233 articles), UK (65 articles), France (58 articles), Bulgaria (49 articles), Germany (36), Netherlands (24). The least covered countries were Malta (one mention) and Cyprus (one mention). For the final results regarding the coverage of the EU countries, see figure 5.

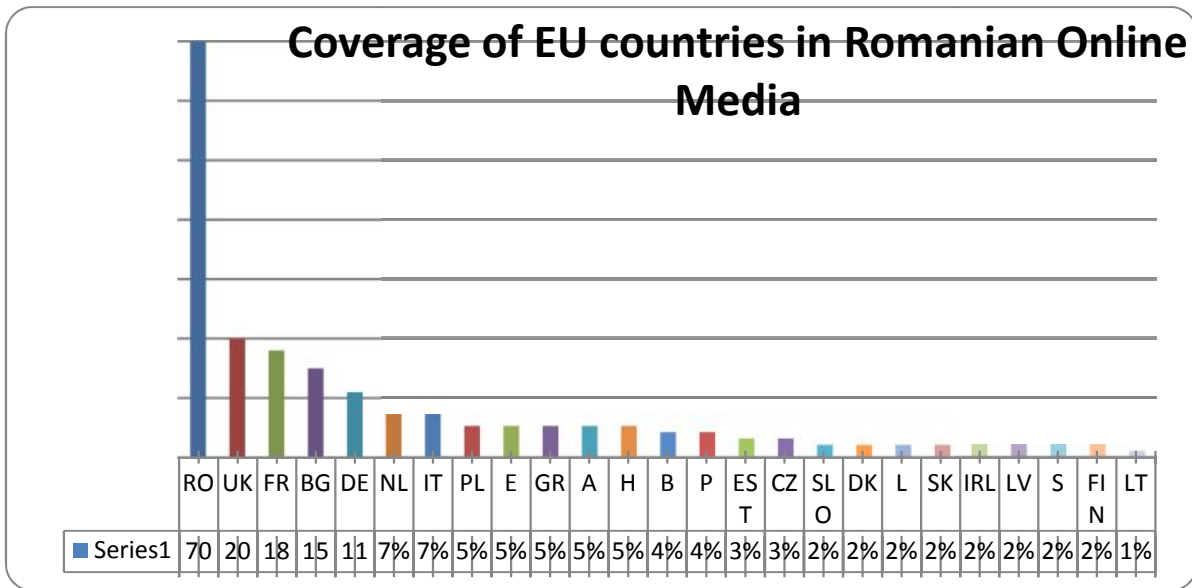


Figure 5. Coverage of EU countries

5 The Connotation of the Messages on the EU and its Member Countries

In this subcategory we considered necessary to provide not only the journalist's attitude to the subject, but also the nature of the subject. We have adopted this variant based on the monitoring results, according to which almost 90% of the materials are news, so the attitude could not be other than neutral, with few exceptions, as demonstrated by the figures below.

Of the total number of articles published, the journalists' attitude was neutral in 296 materials, positive in 17 materials, and negative in 15%. Regarding the topics covered, 201 had a negative connotation (economic, social, health, justice problems, problems of the EU countries in general, the scandal in which several EU countries were involved in the monitoring period - the campaign against Romania and Bulgaria, initiated by UK, the horse meat scandal, the results of the report on justice, published at the time). However, there were 79 positive news, and 45 - balanced.

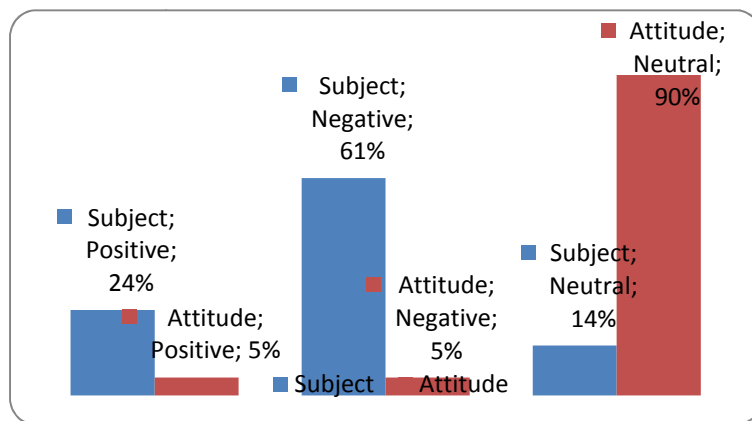


Figure 6. The connotation of the message

6 The Priority Areas of EU Information and/or its Member Countries

6.1 Thematic Preferred Areas

Most materials published between January 21 and February 21 2013 focused on the economic (152), and category of materials related to politics came second (97). There were 37 materials published about justice, trial and murder.

There were 35 social news published, in which the news about countries of EU are included, followed by news about science (4), health (3), art (2) and transport (1). How materials were distributed in percentages can be seen in Figure 7.

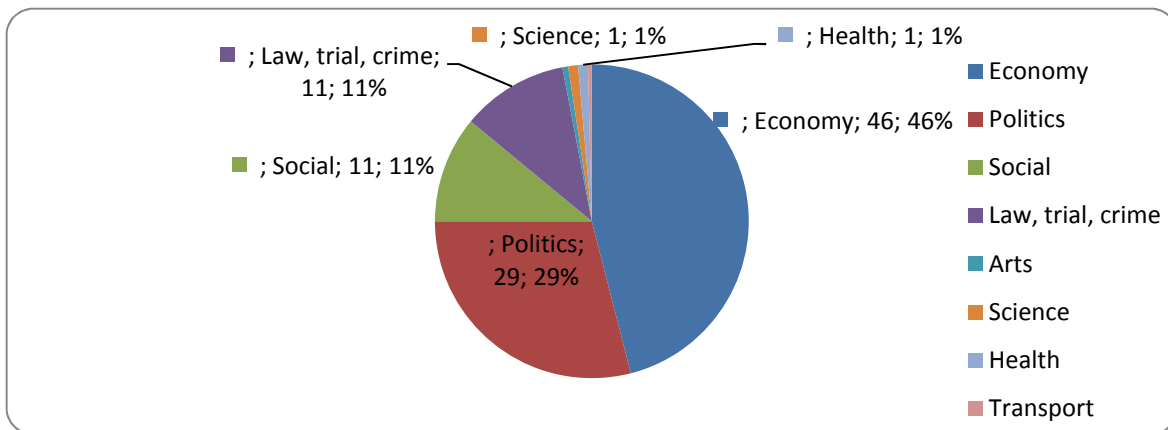


Figure 7. Thematic preferred areas

6.2 Key Issued Preferred

We also carried out an analysis of the directions that are the most covered in the articles published. The results can be found in Figure 8.

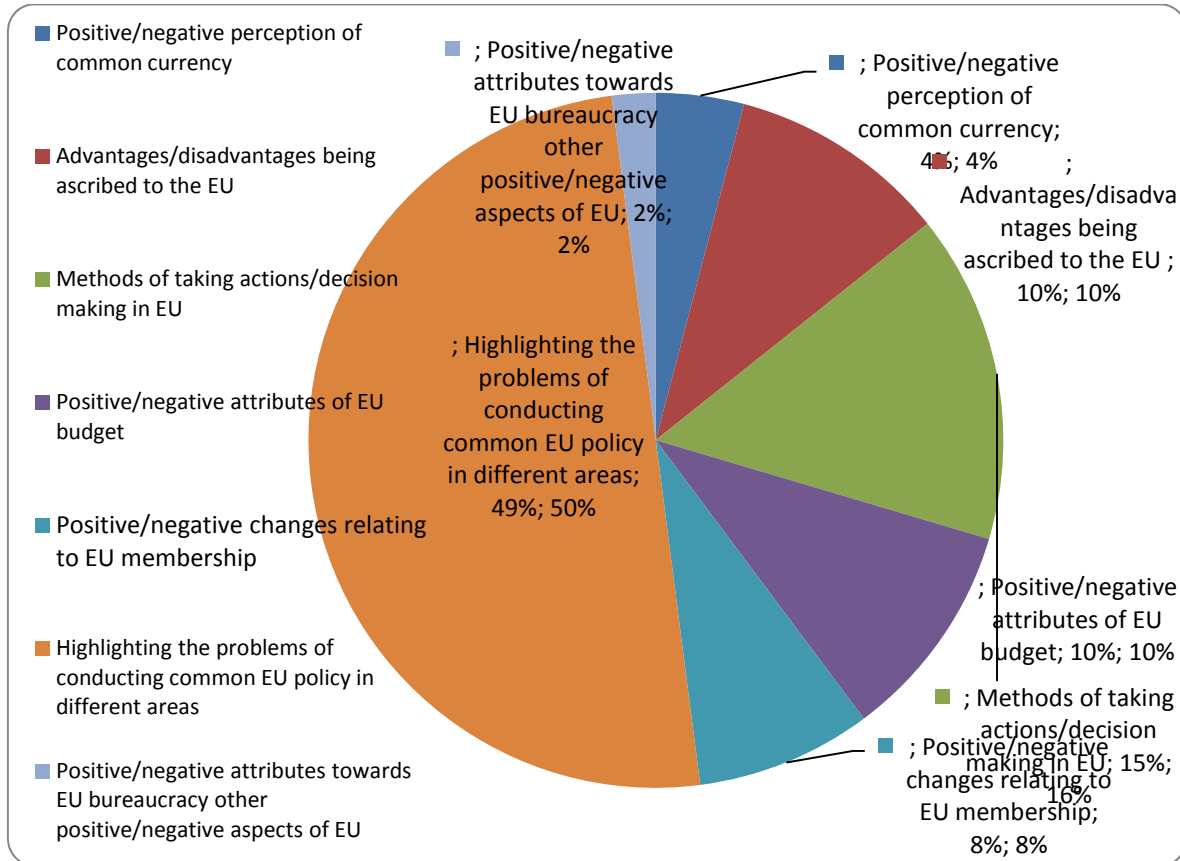


Figure 8. Key issued preferred

6.3 Coverage of EU Institutions

In this section we present the main European institutions that were mentioned in the materials published in the monitoring period.

We want to mention that we have not included in the analysis private companies or institutions that do not belong to the EU. This is because the topic was the presentation/representation of EU in the Romanian media.

The results are: the European Commission has been mentioned the most often (157 times), given that in the monitoring period the report on justice for Romania was published. EU was in second place, with 120 references, and then the following institutions: the European Council (28), the European Parliament (25), the Central European Bank (10) and the EU Court of Justice (2). The results are presented in figure 9 in percentage.

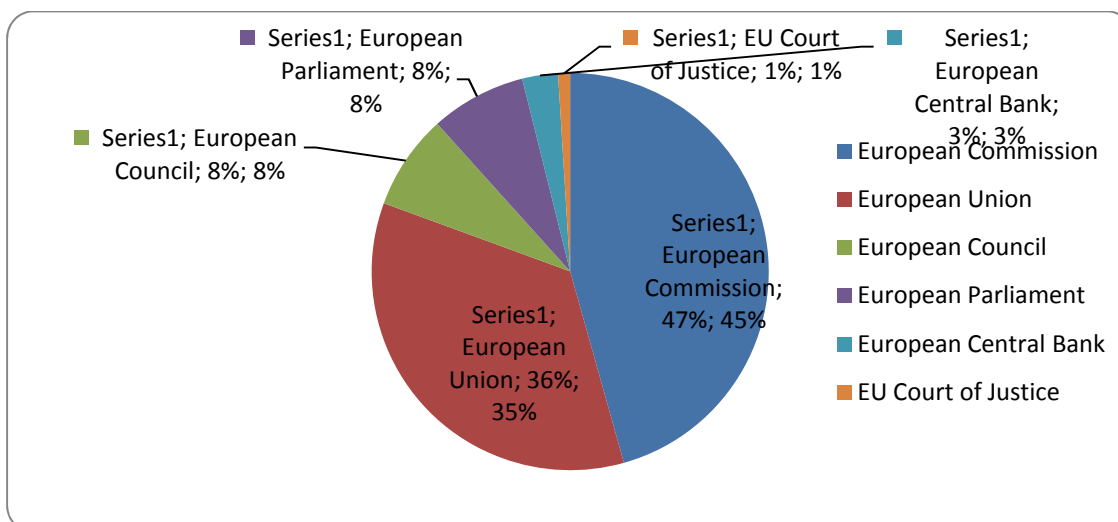


Figure 9 – Coverage of EU Institutions

7 Conclusions

Based on the data mentioned above, we can say that one of the most visited news sites in Romania, Hotnews, dedicates only 11% of its space for news about the EU, most of the materials being short news, sometimes insufficiently explained, a fact that confirms the statements of the authors cited in the introduction of this paper. Most of the articles are signed, however over 72% contain a single source of documentation, a situation that is attested by Vasilendiuc & Gross in their work on journalistic practices in Romania. The topics discussed relate primarily to Romania, UK, France, Belgium and Germany. The aspect that we can consider to be positive is that over 90% of news are treated in a neutral manner, mainly because the majority were economic and political news. 50% of the news aimed at highlighting issues of common policies, the European Commission being the most quoted EU institution, followed by the EU as a whole.

8 Acknowledgements

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