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# DEBATE TOPICS AND PATTERNS OF MEDIA COVERAGE OF NUTRITION IN GERMANY

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**Abstract**

The topic of nutrition is of great interest in German media, but the patterns of media coverage vary as regards content, approach, or form. This paper presents the findings of a research which aimed to identify, at a general level, the major debate topics and the related issues on the subject of nutrition and food, as well as the main characteristics of the corresponding media coverage. At a specific level, different research questions focused both on the content and the form of the media messages. In this regard, a thematic content analysis of the German online media over a three-year period was conducted. According to the research results, the most common debate topics concerning nutrition were those related to health, diets, and the risks associated with nutrition and food, especially those pointing health, medical conditions and environment. Such topics were addressed by the German media over the considered time frame mostly in detailed articles, containing analyzes, reviews and viewpoints, and attended by a considerable number of photos and videos,

largely emphasizing the importance of healthy nutrition and health food, and giving many recommendations and useful information in this matter. At the same time, however, creating a certain paradox, media constantly attempted to animate food and drink, mediatizing countless foods and drinks, some of them unhealthy, and generally numerous culinary delights and temptations.

**INTRODUCTION**

Nutrition and food represent topics often covered by the German mass media (Benterbusch, 1997; Rössler, 2006; Barlösius and Rehaag, 2006). Such subjects appear frequently in the German media both as the central theme, dealing with topics such as healthy and/or sustainable nutrition, nutritional behavior, diets, health food and so forth, as well as an issue related to other main topics, especially those regarding health and illness, environment, animal husbandry and different social issues.

This paper deals with the media coverage of the general theme of nutrition and food in the German online media in a period of three years (2014-2016). The main research objectives were to identify the most typical topics concerning nutrition and food and the related issues, as well as to analyze the characteristics and practices of/in the mass media coverage of this subject.

On that account, a thematic content analysis was conducted, in order to find answers to specific research questions like: which are the major topics covered by German media in relation to nutrition and food?; to what extent do the media make suggestions and recommendations on nutrition, and when they make, to what do they refer?; to what extent are the topics of "health" and "illness/ disease/ medical condition" covered together with the theme "nutrition/ food"?; to what extent are articles accompanied by photographs and video

clips?; is there any food present in the articles' texts, respectively in the images and videos?; which are the main sources of information regarding nutrition used by the journalists? Etc.

**THEORETICAL FRAMEWORK**

Mass media play a key role in shaping opinions and values in democratic societies, and nutrition, food and health reporting is no exception (McCombs, 2004; Nerlich and Koteyko, 2008; Coleman, Thorson and Wilkins, 2011). Media messages on nutritional topics seem to be ubiquitous (Rössler, 2006: 62): from diet tips, recipes or diets in women's or fitness magazines, to cookery programs on television (and even on the radio), to so-called "documentary" or "reality" soap operas in which overweight volunteers – mostly unsuccessful – want to lose their pounds. Besides media contents addressing commodity knowledge, nutrient and nutritional constituents, nutritional behavior, diets recommendations, gastronomic and gourmet tips and competitions, nutritional information in counseling formats, eating disorders, etc., other topics are regular in media, like those referring to weight, overweight and obesity (Raisborough, 2016), health and illness and their bonds to nutrition, such as diseases associated to alimentation and nutrition, diet-related diseases and  generally the influence of nutrition on the health condition of people and population.

Moreover, current journalism regularly reports on food scandals, animal husbandry, the production conditions in the food industry, or the impact of nutrition practices and habits on the environment and even on the future of the planet. However, many journalists that approach nutrition seem to favor food, cooking, and health content, dealing rather not critically with nutritional information materials. That is why information from non-commercial primary

communicators may have a good chance of being distributed via newspapers with little or no transformation (Benterbusch, 1997: 44).

Media coverage of nutrition and food rests upon the specifics of the media: national vs. local, print media vs. television, special magazines vs. public media and so on, their content being differentiated as concerns topics, areas of interest, target groups etc. While subjects related to nutrition in the national media are typically of national relevance, local media approach more often subjects relevant in the regional context. Print media and TV differ in terms of design opportunities, usage and expectations. The visualization of content basically has a reinforcing effect on perception, for this being used keywords such as "eye catcher", emotionalization, etc. In addition, a story can be "narrated" with moving pictures, so to speak a "duplication" of the verbal content of a theme can be achieved (Hänsli, 2006: 72). Moreover, contributions on television have a high coverage, but are only relatively short and often not deliberately selected (for example, topics in news). In contrast, texts in the print media are available at any time, the selection of topics and events is more targeted, and they are more frequently used as background information (ibid.). Special magazines and TV/radio broadcasts differ from media addressed to the large, heterogeneous public in terms of content and target group orientation. Specialized or specialist articles, journals and broadcasting formats cover topics in depth, often with the accordingly specialized or specific orientation. For example, nutrition in health magazines or broadcasts is highlighted usually in association with health and well-being, in agricultural periodicals most probably in connection with the cultivation of food, in the fitness journals with reference to body and exercise etc. Unspecialized, public media present topics rather simplistic, generally understandable and oriented to everyday life (ibid.).

Nowadays one can speak about a trend in journalism toward negativism and sensationalism (many articles appear under a negative,

sensationalistic sign), personalization (topics are tied to people) and conflict, respectively scandalization (whenever and wherever possible a conflict or a scandal is revealed). For example, coverage of bovine spongiform encephalopathy (BSE, commonly known as "mad cow disease"), highly pathogenic avian influenza (HPAI), African swine fever virus (ASFV), or the use of highly hazardous pesticides (World Health Organization, 2010) in agriculture, such as glyphosate, are all examples of highly publicized scandals regarding food and nutrition. Other means of drawing attention to topics is the already above stated visualization and emotionalization: because images can express things better and, above all, in a shorter time, can arouse feelings (Hänsli, 2006: 72). Thus, for instance, in the topics listed before, the media did not hesitate to show dozens of cattle, poultry or swine being driven into the slaughterhouse, and the farmers pursuing that with tears in their eyes.

This journalistic trend toward negativism, sensationalism, scandalization, which correspond to a transformation of news into a popularized, lurid, and sensational form, was conceptualized as "tabloidization". This term describes the dramatically change of the mainstream news media along with the news market becoming increasingly competitive, involving a replacement of the stories about politics and civic issues with media contents intended to be entertaining, i.e. type of news one might expect to see in tabloid publications. In other words, the tabloidization implies that the mainstream media borrow the techniques used by the tabloid press in order to attract public attention (Burleson Mackay, 2017). Stories written in a tabloidized manner might accentuate rather sensational, including even despicable and/or obscene details, and publicize rumors and gossips about celebrities and public persons, as well as a lot of photos of the same kind, rather than information designed to keep the public informed of government policies and societal issues (ibid.).

Often nutrition is addressed in mass media in terms of viability or in relation to the costs of nutrition or health consequences. Especially health topics are an important part of mass media communication (Chapman, 2001; Scherer and Link, 2017). While in the past nutrition was ranked among the risk factors for health, but in the form of malnutrition, along with other factors such as unsafe or infested water, poor hygiene conditions and public sanitation, indoor air pollution, etc. – all of which considered to be traditional risks – nowadays nutrition is still a risk factor for health, but in the form of unhealthy or inadequate nutrition, which contributes to the increasing of the incidence of some nutrition-related diseases such as type 2 diabetes, gastro-intestinal diseases, different allergies and cardiovascular affections, and of some risky for health conditions such as overweight and obesity (the so-called modern risks) (World Health Organization, 2009: 3).

Although frequently such health-related issues are treated in the media with concern, it cannot be eluded that, at the same time, the media constantly attempt to animate food and drink, through the wide range of culinary delights and enticements via not only the advertising, but also the countless non-fiction and fiction programs, in which food and drink are omnipresent. These media contents can be seen as part of the causes for the ever-increasing number of obese people (Stange and Leitzmann, 2010: 276).

Being regarded to the wider theoretical paradigm of socio-cultural constructivism, the research approach presented in this paper can be placed at the intersection of the studies on media framing, specific to the sociology of journalism (Borah, 2018) and the analyzes on the social construction of various topics of general public interest, specific to the constructivist sociology.

**METHODOLOGY**

The study presented in this paper can be placed, in terms of methodology, on the line of researches that use content analysis to make inferences in systematic identification and emphasizing the features of messages (Deacon et al., 2010; Altheide and Schneider, 2013; Krippendorff, 2018). The conducted thematic content analysis covered a three-year period, namely 2014-2016, and regarded the media messages released as news in the German online media. The types of media in which the analyzed articles were published were varied: newspapers, magazines, news websites, etc., just as were the types of media products analyzed: simple news, analysis articles, reportages, opinion articles, etc.

The procedure for sampling the articles included in the analysis was as follows: in the online search engine www.google.com the keyword "Ernährung" ("nutrition" in German language) was used. In the Google menu, "News" was selected and in "Tools" there was chosen "Recent", in order to be able to delimit the above-mentioned time frame. This was determined by selecting "Custom Range" and limiting the search to the time interval from January 1st, 2014 to January 1st, 2017. The media articles of the first ten pages resulted from the Google search were included in the analysis. Typically, ten search results appear on the Google search page (ten articles with the topic one is looking for). However, in search of German online media, in some cases more than one press article was displayed for a particular subject; therefore in my research I took into account and analyzed not just one hundred articles, which normally should appear on the top ten Google search pages, but 138, because that many have actually appeared on the top ten pages of Google search. All considered entries were online press articles, in German language.

The variety of the types of media and articles was determined by the fact that the selection of the linguistic material, and thus of the corpus of

messages that were analyzed, was made exclusively based on their online display on the first ten pages as a result of the order used through the Google search engine, without using other criteria. In this way, by applying the rule of selecting all the entries resulted from the search, one of the fundamental principles of applying the content analysis has been adhered, namely choosing the text corpus included in the study according to explicit rules, applied consistently and systematically (Gunter, 2000: 56). Furthermore, because the results displayed through Google reflect the attributes of exposed messages such as the popularity of the source, the number of readers and users which click on the displayed links, the time allocated to reading the message, etc. (Choi & Varian, 2011), it can be said that articles and news regarding the analyzed topic on the top ten Google pages are relevant to the study in terms of criteria of users and public visibility of the messages.

The grid of analysis comprised 45 items, each with a number of categories ranging from two to 33. Depending on the unit of analysis, the categories were either exclusive, with only one possible category to choose, as in the case of items related to the type of media, type of the article, the tone of the article, the main appeal of the article, or multiple, such as in the case of items respecting the topic of the article, the source of information, the foods presented in the articles, the recommendations and useful information provided, and so on.

**RESULTS**

*How the theme of nutrition and food was covered: patterns of media coverage*

The first items that characterize the coverage of the analyzed topic refer to the type of media in which the articles were published, and the type of articles. As can be seen in Table 1, most of the articles were published in the online format of newspapers (52 articles out of 138, i.e. 38%), followed by

articles on news websites (37 articles, i.e. 27 %), and articles in reviews or magazines (31 articles, i.e. 22%). The articles from other media (websites of TV and radio stations, specialized portals, aggregated websites, news agencies) accounted for a total of 13% of the total of analyzed items, the proportion of articles in each of these media being below 5%.

**Table 1. Types of media in which the articles analyzed were published**

|   | Type of media (n=138) | Number of articles in: | % |
|---|---|---|---|
| 1 | Newspaper | 52 | 38 |
| 2 | News website | 37 | 27 |
| 3 | Review/ magazine | 31 | 22 |
| 4 | Specialized portal/platform - nutritional/ medical/ legal website | 6 | 4 |
| 5 | Website of a TV station | 5 | 4 |
| 6 | Website of a radio station | 4 | 3 |
| 7 | Aggregate online site | 2 | 1 |
| 8 | News agency | 1 | 1 |
|   | Total | 138 | 100% |

Most of the investigated articles were articles of analysis, which means articles that gave a more detailed approach to the topic of nutrition, analyzes and views of the journalists. From the total of 138 articles, 56 (i.e. 41%) were of this kind, while 32 articles (i.e. 23%) were reportages, meaning those articles in which a particular topic or event, related to the investigated theme, was reported and analyzed, sometimes "on the spot". On the third place in the analysis were the review articles (18 articles, meaning 13% of the total), that is those articles

that provided a retrospective or recapitulative perspective on a topic of nutrition, or summarized the current state of knowledge/ understanding of the subject, targeting the general public. Other types of analyzed articles were: 13 overview articles (9%), i.e. articles that combined the synthesized content of several specialized articles into one broad-spectrum article; 8 simple news (6%), i.e. those news in which the topic was treated or reported, usually succinct, without the journalist analyzing or expressing his/ her opinion; 6 opinion articles (4%), in which reflections and a well-defined and expressed opinion of the journalist were presented, and 5 interviews (4%).

**Table 2. Types of the articles included in analysis**

|   | Type of the article (n=138) | Number | % |
|---|------------------------------|--------|------|
| 1 | Article of analysis | 56 | 41 |
| 2 | Reportage | 32 | 23 |
| 3 | Review article | 18 | 13 |
| 4 | Overview article | 13 | 9 |
| 5 | Simple news | 8 | 6 |
| 6 | Opinion article | 6 | 4 |
| 7 | Interview | 5 | 4 |
|   | Total | 138 | 100% |

Nutrition was the main topic of most of the analyzed articles (122 of 138, i.e. 88%), while in 13 articles (10%) this was the secondary theme, related to the main theme (e.g. health, various diseases, lifestyle, habits, etc.). Only in three articles from the total of 138 (2%) nutrition was only briefly mentioned. These three articles were not considered for the further items of analysis, therefore the follow-up analysis corpus (n1) was 135 items.

**Table 3. Nutrition and food as topic of the articles**

| | Nutrition and/or food(s) is/are: (n=138) | Number | % |
|---|---|---|---|
| 1 | The main topic of the article | 122 | 88 |
| 2 | Secondary topic (related to the main topic) of the article | 13 | 10 |
| 3 | Only briefly mentioned in the article | 3 | 2 |
| | Total | 138 | 100% |

From the total of the articles in which nutrition was the main or the secondary topic (n1 = 135), 107 articles were published together with a photo, 16 articles were accompanied by several photos, 22 articles were published together with a video clip, and three articles comprised several video clips. Moreover, in eight articles out of 135 there was included a graph, three articles presented a drawing, and in eight analyzed articles there was no picture/ video clip/ drawing or graph. Thus, a total of 127 articles (n2) were accompanied either by images or by videos.

**Figure 1. Images and videos published together with the articles analyzed**



| The article was published together with: | | | | | | | |
|---|---|---|---|---|---|---|---|
| | A photo | Several photos | A video clip | Several video clips | A graph | A drawing | No image/ video clip |
| Number of articles (n1=135): | 107 | 16 | 22 | 3 | 8 | 3 | 8 |
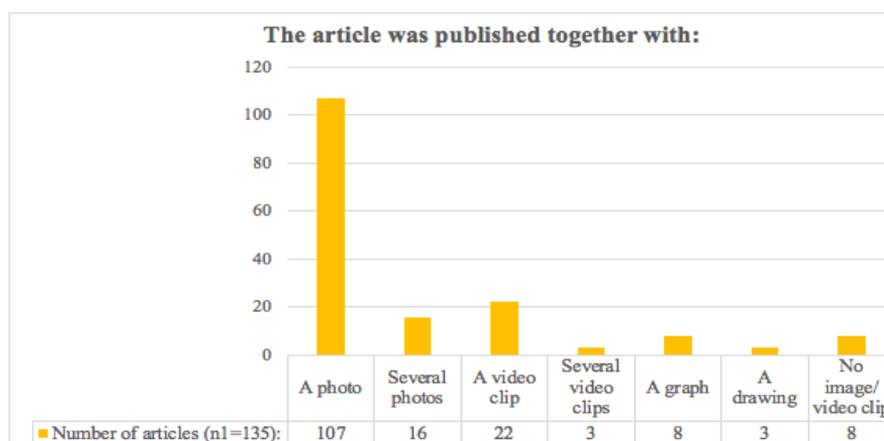
The most sources used by journalists to gather their information on nutrition and food were of scientific nature. Thus, in 77 out of the 135 analyzed articles the source of the presented information was an academic/ a scientist, or a scientific study or organization. Other frequent sources were also news agencies (in 60 articles) and another media (newspaper/ review/ TV station/ news websites – in 48 cases). In Table 4 can be seen in detail the sources of information in all articles included in the analysis.

**Table 4. Sources of information in the articles analyzed**

|  | The source of information in the article (n1=135) | Number |
|---|---|---|
| 1 | An academic/ scientist/ a scientific study or organization | 77 |
| 2 | A news agency | 60 |
| 3 | Another media (review/ newspaper/ TV station/ news website | 48 |
| 4 | A physician/ doctor | 32 |
| 5 | A health-care representative/ organization | 22 |
| 6 | A nutritionist | 21 |
| 7 | A state-owned organization | 19 |
| 8 | A consumer organization | 8 |
| 9 | An NGO | 7 |
| 10 | A politician | 5 |
| 11 | A public figure from entertainment and/or show industry | 5 |

| 12 | A chief of gastronomy | 5 |
|----|------------------------|---|
| 13 | Individuals/ ordinary people | 5 |
| 14 | Social media (Facebook, Twitter etc.) | 3 |
| 15 | Producers in food industry | 2 |
| 16 | A representative of a big corporation/ big business | 2 |
| 17 | Government | 1 |
| 18 | A political party | 1 |
| 19 | Another situation | 4 |

Besides academics, scientific researches and organizations, news agencies and other mass media, other common sources of information were physicians (in 32 articles), health-care representatives or organizations (in 22 articles), nutritionists (in 21 articles) and some state-owned organizations (in 19 articles). Thence, as seen in Table 4, sources of information that could be considered less credible, such as social media, public figures form entertainment or show industry, individuals, representatives of big corporations, etc., have been rarely used in German articles about nutrition during the three years considered.

Other points of interest for researching the media coverage of nutrition were to what extent the articles were written in a logical or an emotional manner, respectively the extent to which the articles were written in a neutral tone, or rather in an engaged tone, whether positive or negative. Pursuant to the research findings, almost three quarters of the articles whose content was analyzed, 99 out of 135 (i.e. 73%) have used arguments or descriptions based

on logic (e.g. invoking scientific facts, verified data, real history cases, etc.), while 36 articles (27% of the total) were written in an emotional style, the arguments or descriptions presented being based more on emotions, on the appeal to fear, myths, prejudices or even sophisms. Furthermore, most articles (73%) had a neutral tone, while the rest, in approximately equal proportions, had either a negative or a positive tone. The articles were coded according to the prevailing arguments, respectively the dominant tone, used by their author.

### *What was covered in relation to nutrition and food: aspects regarding content of the articles and the debate topics*

According to the research data, most of the articles analyzed (125 out of n1=135) had as main topic nutrition, as general theme. Other important topics in the online German media between 2014 and 2016 were, as seen in Figure 2: the risks associated with nutrition and food, diets, diseases related to alimentation and nutrition, nutrition and food related to a specific disease or illness, food (in general or a specific food), sustainability of food production, and so on.

**Figure 2. Topics of articles analyzed**



**Topic of the article**
(n1=135)

| Topic | Value |
|---|---|
| Nutrition | 125 |
| Risks associated with nutrition and food | 74 |
| Diets | 68 |
| Diseases related to alimentation and nutrition | 63 |
| Nutrition and food related to a specific disease | 46 |
| Food (in general or a specific food) | 43 |
| Sustainability of food production | 15 |
| Big business in food industry | 11 |
| Deforestation/drought/soil erosion/other environmental issues | 9 |
| National policies related to healthy nutrition/food | 8 |
| Junk-food | 7 |
| National standards and labels in nutrition and foods | 6 |
| Global warming/climate changes related to food production | 5 |
| Crops (in general or a specific crop) | 5 |
| Pollution | 4 |
| National food patrimony | 4 |
| Animal industry | 4 |
| International/European policies related to healthy nutrition/food | 3 |
| Genetic modified organisms | 3 |
| Quantity of food | 3 |
| Others (>3 each) | 17 |

Another point of interest in the research was the extent to which in the articles related to nutrition some foods were presented or mentioned. In the German analyzed articles' texts, food was present in 91% of articles, that is, in 123 articles (n3) out of 135 (n1). Most commonly, both dietary and non-dietary products were presented or mentioned in an article, that being the case for more than three quarters of the analysed items (i.e. 76%). In 11 articles there were

mentioned only dietary products, in 15 articles only non-dietary ones, while in three articles the presented products could not be categorized as dietetic or not dietetic.

The vast majority of the analyzed items presented or at least mentioned en passant recommendations, suggestions, helpful comments and advices for the future with regard to nutrition, diets, and, generally, food and eating. More exactly, in $n4=115$ articles (i.e. 85% of total) there could be encountered such recommendations and suggestions, which mainly focused on healthy nutrition and health food, as well as on various illnesses and medical conditions. In detail, the references of these recommendations and helpful information can be seen in Figures 3 and 4.

**Figure 3. Recommendations, advices and useful information related to healthy nutrition and health food in the articles analyzed**
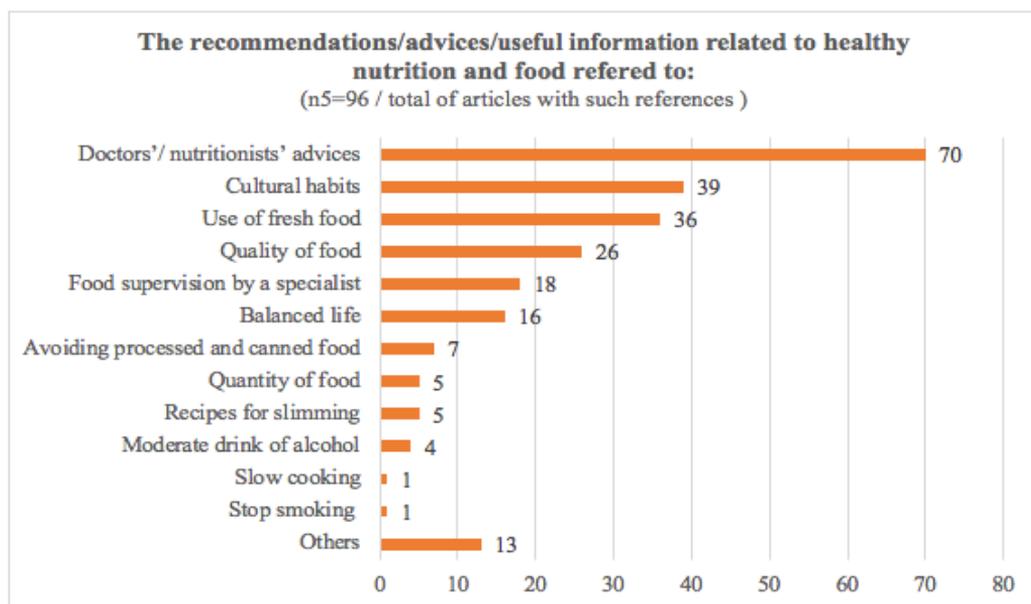


The most tips, useful information and recommendations related to healthy food and nutrition referred, as seen in Figure 3, to: doctors' and

nutritionists' advices, cultural habits, use of fresh food, quality of food, maintaining a balanced life, and food supervision by a specialist.

**Figure 4. Recommendations, advices and useful information related to diseases and medical conditions in the articles analyzed**



The recommendations/advices/useful information related to diseases/medical conditions refered to:
($n6=54$ / total of articles with such references)

| Condition | Value |
|---|---|
| Cardiovascular diseases | 23 |
| Diabetes | 18 |
| Hypertension and associated diseases | 16 |
| Overweight/obesity | 16 |
| Cancer | 10 |
| Orthorexia nervosa | 5 |
| Anorexia | 4 |
| Celiac disease | 3 |
| Strokes | 3 |
| Gastro-intestinal diseases | 3 |
| Anemy | 3 |
| Flu/cold | 2 |
| Multiple sclerosis | 1 |
| Osteoarthritis | 1 |
| Gout | 1 |
| Acne | 1 |
| Insomnia | 1 |
| Immunitary diseases | 1 |
| Allergies | 1 |
| High level of cholesterol | 1 |
| Aging | 1 |
| Use of specific medicines/treatment | 1 |

Although fewer than the articles that provided helpful information and recommendations related to health food and healthy nutrition, a lot of the items analyzed ($n6=54$) offered also advices, recommendations and useful information concerning different diseases and medical conditions. The most references were made with respect to cardiovascular diseases, diabetes, hypertension and the associated diseases, overweight/ obesity, and cancer.

**DISCUSSION AND CONCLUSIONS**

The most common topics and the predominant aspects or issues present in the content of articles on nutrition in German media address health, diseases, and diets. Thus, the most risks associated with nutrition and food (present as theme in 74 articles) related to health issues, as for example a whole lot of articles covering subjects such as the possible negative consequences on health of the wrong nutrition, as well as of giving up on certain foods, just as of the excess in eating certain foods. Furthermore, many diets, especially the vegan one, were looked at from the point of view of their risks on health, particularly in the case of specific population categories, such as children, adolescents and pregnant women.

Moreover, in almost half of the analyzed articles (63), some references have been made regarding various medical conditions and sicknesses and their relation to alimentation and nutrition, the most frequent being cardiovascular diseases, hypertension and the associated diseases, diabetes, obesity, and cancer, while in 46 articles nutrition and foods related to specific diseases or illnesses were mentioned. For example, some articles gave tips about the right nutrition for those people who suffer from specific diseases, for relieving symptoms and improving their medical condition, such lowering high blood pressure or alleviating manifestations and/or effects of anemia, osteoarthritis, acne, insomnia, or flu and cold. Many articles addressed and emphasized the link between wrong nutrition and various disorders, such was the reported case of a teenager who, because didn't eat any vegetables or fruits, lacked of vitamins, and almost blinded. Other articles have drawn attention to the physical dangers of different diets, which are, in fact, not necessary for healthy people, such as the gluten-free diet. While indispensable in case of people suffering from celiac disease (gluten intolerance), this diet can cause to people not affected by this condition various health problems and even lead to gaining

weight. Such information was emphasized in some articles, all the more so as, according to the same articles, while only 2% of the German population suffer from celiac disease, every fourth German avoids gluten or lactose.

Other risks that were highlighted in relation with nutrition were those concerning the environment. Thus, some articles raised and dealt with questions like how nutrition of people, and especially the Western lifestyle, harm the environment and generally our planet, or how some diets (like, once again, the vegan one), considered by their followers environmentally friendly, actually harm the environment, by forcing too many areas to be used as agricultural lands.

The large number of photos and videos that were published along with articles on nutrition issues in the German online media confirms the above-mentioned assessment, namely that media, including print press, turn to visualizations of content, in order to better point out the subject and/ or arguments, but also, probably, at least in specific cases, to stir up emotions and feelings (Hänsli, 2006), in the present trend of journalism toward visualization, emotionalization, and generally sensationalism. According to the collected data, out of the total of photos and videos published together with the articles (n2 = 127), 80% (i.e. images and video clips in 101 articles) presented some foods. In other photos and videos there were also other subjects present, although in a significantly lower proportion.

This pattern of publishing pictures and videos along with texts, also encountered in the case of German media, meant to better point out the information or the advocated view, strengthen the idea of nowadays journalism using "eye catchers", and maybe the journalistic trend of emotionalization and personalization. Yet, at least in the German case, although some photos showed sometimes shocking or at least uncomfortable images, like fat, unhealthy junk-food, body parts of obese people, or alive pigs in crowded farms, ready to

become a form of "national food", this visualization trend is not necessarily equivalent to a tabloidization of the press. Because such pictures were only few, while the majority displayed healthy foods, often vegetables, legumes and fruits, and most videos had informative, frequently educational contents and purposes. Besides, though some negative elements might have been seen in some articles, as well as a few sensationalistic ones, especially as for the style of approaching or presenting a subject, one can say that, at least in the regarded time frame, sensationalism, negativity and scandalization were not prevailing in the German media on topic of nutrition. On contrary, most of the articles addressed professionally, often using scientific sources of information, topical and earnest subjects about nutrition and related sub-issues.

The same assessment could be made also by analyzing the tone of the articles, their main appeal and the impression they made. Thus, the prevailing main appeal of the investigated issues was the logical one, i.e. most of them used or based on logical arguments or descriptions, and not on various emotions, and the predominant tone was the neutral one, without subjective, engaged inferences of the authors of the articles. Under these circumstances, the main impression left by most of the analyzed articles was that of credibility and reliability.

The general theme of nutrition, as well as its sub-themes, have been addressed by using different frames and sub-frames, in various types of online media such as newspapers (broadsheets and tabloids), magazines, news websites, television and radio websites, specialized portals or platforms, aggregated websites, and news agencies. Most of the articles about nutrition in the selected period were not simple news, but articles of analysis, reportages, review and overview articles, opinion articles, and so on. This means that, in most cases, the theme of nutrition has not been treated superficially, frugally or slightly, but in-depth, with detailed, sometimes elaborate information, analyses,

points of view, assessments, and deliberations. Besides, nutrition was the main topic of the overwhelming majority of articles resulted from Google search and selected for analysis. Only in a few nutrition was only the secondary theme, while solely an insignificant proportion of articles had the subject of nutrition only briefly mentioned, which made them not to be considered further in the detailed thematic content analysis.

Besides addressing many disputed issues, German media made also many and varied recommendations, gave advices and tips, presented suggestions, practical information and useful opinions regarding nutrition and food. Thus, the majority of analyzed articles (85%) presented a form of recommendations, tips and suggestions, which mainly focused on healthy nutrition and health food, but also on issues with regard to different diseases and medical conditions. Noteworthy is that more than two thirds of these recommendations and useful information have been provided by specialists – doctors and nutritionists, which gives them a certain scientific basis and a high degree of credibility.

Beyond these remarks, one can notice, on the basis of the research results, that while media treated so many issues related to nutrition and food with concern, at the same time they presented a lot of food, reinforcing the aforementioned assessment according to which media constantly attempt to animate food and drink, through the wide range of culinary delights and temptations, and the omnipresent media covered food and drink. Thus, food was present in not less than 91% of articles' texts and in 80% of photographs and video clips, most commonly being mentioned or displayed both dietetic and non-dietetic products. At least by presenting so many non-dietetic products, especially meat and its derivatives (apparitional in nearly two-thirds of the analyzed articles), it can be said that the German media content confirms the paradoxical trend (Stange and Leitzmann, 2010) to mediatize, on the one hand,

the importance of healthy nutrition and worrying topics about food, and in particular its link to health and diseases, and, on the other hand, to further mediatize countless foods, some of them unhealthy, and generally numerous gastronomic enticements.

Finally, it can be said that media coverage of nutrition and food rested also in Germany upon the specifics of the media: while media targeting the general public presented topics related to food and nutrition in a generally understandable manner, selecting them by criteria oriented to everyday life, the specialized media covered topics of nutrition and related issues in-depth, with the accordingly specialized or specific orientations, as for instance medical, educational, agronomical etc. ones. Moreover, broadsheets newspapers tended to make analyses, and to provide deliberations, opinions, or well-documented reports, while tabloids mainly covered questionable issues, topics that may be associated with scandals, providing fewer information and more photos and videos, some of them with shocking content, or at least enough to attract attention. However, one can say that this trend of tabloidization of the press, including negativism, sensationalism, and scandalization, was not prevailing in the German media on topic of nutrition in the regarded time frame. Although some conflicts and disputed subjects were present, they were insignificant compared to the other more serious subjects.

## LIMITATIONS OF THE RESEARCH

The study presented in this paper has, as any sociological research, some methodological and research design limitations, which to a certain extent can influence the results and their interpretation. Although it is a quantitative research, suitable for statistical inferences, and whose results can be considered representative for the investigated analysis target and the delineated time frame, this representativeness must be considered in the conditions of the restrictions

imposed by the research design and by the methodological procedures chosen. Moreover, being a content analysis, further research on the same subject would be required to verify fidelity and establish the validity of the data presented.

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# IMPRESSING THE SOCIAL AND COMMERCIAL PRESS MESSAGE

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**Abstract**

The theme of this study is the message, the concept of a message in Bernard Voyenne's conception. The article aims to highlight the joins of the press release. The method used is meta-analytic, a combination of the hermeneutic procedure and the comparative procedure. First, it turns out that B. Voyenne adheres to Marshall McLuhan's hypothesis that the channel is part of the message. On the other hand, it is emphasized that the specificity of the press release is that it is a commercial product impregnated with the most advanced diffusion and optimization technologies; it is designed to be sold and to generate social effects. The main contribution of B. Voyenne to the concept of journalism is to highlight the imprinting of the social and commercial press message.

**Keywords**: message, B. Voyenne, social product, commercial product

**Introduction**

In Bernard Voyenne's opinion, anything can be a subject of communication: facts, ideas, opinions, feelings, usually mixed in the most varied proportions. It is worth mentioning that Voyenne has been, for decades, the chief editor of "Le Monde. People tend to consider only the functional messages or the discursive part they contain. However, when it comes to social integration, the summaries are most effective, because individuals are not looking to communicate just to act, but also for the simple pleasure of meeting. Even in such a context in which communicative energy generally reaches the highest level of dynamism, the pleasure of communicating - as seen at celebrations and holidays - is reflected in a representation that the group does itself. On this stage of theater, each is simultaneously actor and spectator, contemplative and participant. The senses of rational understanding are fully compensated by communion ties which, beyond words, make solidarity. At such a level, Voyenne appreciates, this intercom is always found in a successful communication. The journalist leaves from a Jacobsonian model to which he adds the "feed-back". A communication can be schematically described as a chain linking a transmitter (or "sender") with a receiver (or "recipient") through a physical means (or "channel"). The message that is the subject of the communication consists of symbolically assembled elements according to a repertoire (or "code"), of which at least part is common to the two interlocutors. The assembly forms a system because it works in the two ways - the transmitter becomes the receiver and vice versa - according to a communication loop (or feed-back). Within this device, a number of adjustments are able to constantly balance new items ("information") and already known elements ("redundancy") for optimum performance.

**The situation of journalistic communication**

The situation of journalistic communication has its constraints. Writing targets the message and forces it to rigor. The journalistic message is as intellectually built as material to be transported, preserved, reproduced without limit. The press message is a reflective act that engages beyond the word, because it allows you to say more and better what it is intended to last. By not addressing himself exclusively to a precise interlocutor, the journalist cannot, for the sake of comprehension, consider the internal coherence of his message, and by signing it he assumes the full responsibility.

Like the rumor, the print provides an undefined chain propagation, and like tradition, it always prolongs the message over time. At the same time, two inferiorities are its own: on the one hand, the number of its recipients, the book only falling from one to another and in private life; on the other hand, manufacturing times delay communication, which can greatly mitigate its influence.

Voyenne wonders if what information companies actually communicate is their own message. If the press was the press, the people would not be willing to buy it. People do not pay for the press message unless it targets or speaks to them as a public: "the source is the public and only him; the news is him". So, in the chain it occupies, the recipient is also the transmitter. It follows that if the intelligence enterprise speaks instead of this element of the public in order to modify its message in some way, it would issue a counter-information by assigning it to a fictitious source that actually emanates from itself.

No language is innocent: by choosing this word, rather than the other, an interpretation is induced, but at the same time another is hiding. What has not been said is often more important than what is said (Coman & Coman, 2017; Banta, 2017). The wording of the message is an integral, often capital, press activity. You have to know this and you do not have to be fooled. Because

information is a message, it implies from the person who formulates it - and, at least from a moral point of view, the signature of his name - a commitment that raises his responsibility, even in terms of misinterpretations, and even more so, the consequences of what they publish.

The journalistic message makes the producer responsible for the effects his or her content might have and even has. The message that is transmitted is structurally arranged after a particular code.

If the network of social forces and private wills that compete to trace the line followed by a press organ, it will be just a rough scheme, taking into account the rigor of the frame in which the messages are inserted, but not those messages in itself; B. Voyenne states, "It is a naive vision, indeed, to imagine that everything is explained in a newspaper by applying the employers' directives or more, coming from above. In fact, the entrepreneur only takes exceptionally the initiative to intervene directly in communication: he only delimits a field of possibilities within which people with an important rank act" (Voyenne, 1975, p. 213).

The convergences or divergences between the action of these effective decision-makers and the provisions of the "up", the motives that are theirs, the play of influences at this level, are another subject of study whose importance is considerable. However, the last word remains almost always for journalists who write the messages, operate the selection of the topics being treated, intervene in their presentation (Deuze, 2005; Radu, 2016). Voyenne insists that he must never lose sight of the fact that the person who first speaks in the press is neither a press entrepreneur, nor a manager, not even a journalist, but the public. From this point of view, the press organs would only be relays for the route of the message issued independently of them.

The French theorist supports M. McLuhan's view: the broadcast channel is part of the message as it is a "piece of information" in the form of a mass consumer product (McLuhan, 1967).

More than anything else, press releases are elaborated and set in shape by a specific technology, which has repercussions on their content. In other terms, Voyenne points out, "nowhere is the distinction between form and substance more valid: a particular message is one in which each party has an influence on others and where reception is made globally."

It even emits a "postulate": "the location, the dimensions, the verbal material, the style of a message, and especially the correlations between these elements, reveal more the intentions of the author, and sometimes something other than what his text explicitly says" (Voyenne, 1975).

The specific message of the press is also that it can be the subject of quantitative and qualitative analysis (Rosca, 2017; Ionescu, 2017; Vrchota & Rehor, 2017; Busu & Andrei, 2018). Quantitative content analysis measures the surface area or duration of different pieces of information: titles, texts, illustrations, advertisements, etc. Qualitative analysis aims to achieve value judgments, which can already be formulated based on quantitative analysis. But it mainly makes sense of location, intensity, significant value etc. (Negrea & Voinea, 2016; Călin & Bîrsănescu, 2017; Negrea, 2018). On the other hand, it scrutinizes the vocabulary, the style, the presentation of the facts or arguments, searches the models, makes comparisons and tests to reconstitute the intentional or implicit links of the message.

A message is made to be received. This necessity is added to a feature of press releases: commercial concerns about the fact that these messages would not exist if they were not sold. Any study of the audience is at any level a market study and the term audience itself is ambiguous, because it simultaneously designates the level of perception of the messages, the goal they

are targeting and the group they reach (Hewitt & Rigby, 1991). The press message is individualized to be effective through its "ambiguous character": to be both collectively and personally. It is not enough for the message to be understood by all, but to give the impression that it is addressed to everyone. The press message addresses what is less differentiated in us, but at the same time, it has to look at us individually as a private letter. This complicity is, of course, more of an affective but rational nature. For the most part, it relates to the concrete and common experience of the two interlocutors that contain the message in both implicit and explicit ways. It is the art of the parable, that of the preacher and, in general, of the teacher. This fact is not exposed in its conceptual poverty, but in the form of a familiar image that it perceives somewhat directly, even if the language becomes transparent and would allow it to see the thing itself (Voyenne, 1972).

If journalists have not formed in the rigor of rigor (Voyenne, 1959), if it has not become a second nature, then yes, the press message will remain what many think it is, or I want it to be: "an instrument of dominance of spirits, an undertaking of deliberate deformation of the world under the pretext of stating it" (Voyenne, B., 1975, p. 283).

Finally, the press must add to these elements of Seduction and Participation a third component that, in a way, totally contradicts them, giving them their true meaning. Indeed, what belongs to it in private property is History which has the main function of making itself known. So lively and thrilling, the stories that they envy would lose their power if they were not recognized as authentic. The public, knowing them when they are still warm, has the feeling of penetrating the time lab. To these privileged viewers who are journalists are admitted and even the passion of passion is required, never deliberate intention to pull the string. Evidence, when it exists, must be even more peremptoria to dispel doubt before it is born. The press knows it. Like the

institute, as well as the scientist, she draws his prestige from his science. Provizoriously and mistakenly, this knowledge is also true because effectively through its channel is known most social novelties.

**Conclusion**

Journalism operates a kind of mirror game in which all the ambivalence of a function that is simultaneously informative and deliberative focuses. On the one hand, the media presents itself as a reflection of what is happening outside of them, and at the same time creates the event it announces. They are the educators of the masses and their interpreters alike. Or, if preferred, guides whose credit is based on the trust of those who follow them.

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# THE CREPUSCULE OF EMINESCU'S JOURNALISM

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**Abstract**

This study is an analysis of Mihai Eminescu's latest journalistic articles (1888): two published in "Timpul" (at that time "România liberă") and four in the "Fântâna Blanduziei". This set of articles is the exceptional epilogue of the story of the great journalist.

**Key words**: Eminescu, journalism, journalism

## 1. Introduction

Launched in 1883, the ruthless disease, intratrable, with some slight and illusory improvements, paralyzed the Poet mentally. His artistic career ceased suddenly, in full swing; intellectual distractions have materialized only in journalism. The optimistic news from the nineteenth century of the nineteenth century almost completely lacked. It was only known that the patient frequented the sanatorium after the sanitarium, in the country and beyond, and that the signs of the return were delayed / expected in vain. Eminescu's biographers

found, however, amazed that the intellectual collapse was not total and categorical, since some psychological valves allowed the incurable sick to translate a sanctified grammar. The Revival guided the shaky erudite - "man of modern times," in a Maiorescian expression, an uninvolved European, descended from the Italian enlightenment / renaissance, as C. Noica conjured up - to the area of the newspaper where he found himself.

## 2. The last 6 articles

In November 1888, his comeback without the brilliance and virulence of the past, is regarded with indolence (Goci, 1997, p. 138). Acidity (of articles), verticality, persistence, intransigence were no longer working; probably had been softened by the disease. From the statue, from the mistering of the complete reporter, there is only a shadow, a phantom that writes as well, framing the phrases, but the tip of the pen has become blunt, sharpened. No longer "terrorize" anyone (let's not forget that the editors from "Romanian" had launched the term "Terrorists from Timpul"). Socially, there have been spectacular mutations again. Thus, the Liberal Party (after 12 years of "reign", 1876-1888) handed over the relay - a typical democratic exercise - to the skilled and flexible junimists, forming a government chaired by T. Rosetti and including personalities of the Conservative Party, T. Maiorescu, P. P. Carp. They needed a publication to popularize their beliefs, and the final solution, in the absence of the "deceased" Timpul (in 1884), was called "România liberă". The conservative-liberal succession to the country's leadership has coincided with the publicistic revival of the creative maladventure  (Jicu, 2011; Mocanu, 2013; Dinu, 2015).

The non-substantive collaboration, unfortunately, with the Office of the Power, summed up two articles: Mr. Beldiman's iconostasis, published on November 13/25, 1888, and Icons: 20 November / 2 December 1888, both

aesthetic, the other without signature. The cult of the head of state is not an innovation of the twentieth century, targeting, for example, the dictatorship. It is, at that time, about icons portraying the Russian tsar and his family, an argument of idolatry. The topic of discord in the press is not the subject, namely the being reflected in the plastic arts, but the way of elaboration of the work. There was practically a gap between Byzantine and Western art. First, in the Christian churches, the walls were animated by figures of saints, martyrs, sad faces, wailing as white-bearded sihas and mild gaze (Teodorescu, 2015; Voinea, Negrea & Teodorescu, 2016; Vlăduțescu, 2019). What the artistic chronicler does not admit from "România liberă" is the facility, the unconsciousness of sacrilizing in the life of a politician, of value, admitting, a gesture of profanation of religion. In addition, the artistic modalities did not seem the most expressive. Here is a first contradiction revealed by Eminescu. Second: Western art also relies on human representations in churches, the appearance of man in various and significant hypostases on the teluric plane. Statism, the conventional one characterized Byzantine art, compared to the dynamics of Western art. In the first article, the reader will find the same durable phrase, lucidity and sobriety as if there had not been a five-year hiatus in the newspaper. With a sociological incipient - in civilized countries the social and political organization is not inexplicable, generating dissatisfaction - the journalist transfers ideation in the field of culture and aesthetics. In Germany, so venerated there is "a hidden evil" that causes natives to emigrate. The exacerbated funkism in Russia has confused the intelligentsia: "the learned men seek a desperate solution in nihilism" (Eminescu, 1990, p. 502). In France, the initiator of numerous movements and literary-artistic currents, "the fourth class prepares to take hold of the power of the state and to banish the bourgeoisie's function and bureaucracy" (Eminescu, 1990, p. 502-504). In the West Empire, Austria and Hungary subvert each other. Italy is experiencing a crisis in

agriculture ("the agrarian misery is great") and an unprecedented rise in living that the average Italian sells its workforce for 50 dollars a day. Just in England, the situation looks different, with no social convulsions. For the quasi-complete presentation of the European situation, naturally Eminescu has caught sight of foreign magazines. We find the synthetic spirit that in the good and fast times of ideas, in the key of orality (Negrea, 2016; Negrea & Voinea, 2017).

Contemporary originality also emerges from the identification of two diseases that grinds the West: a social one - social movements of different intensity - and another soul, under the dome of which came anxiety, melancholy, neurosis, skepticism and pessimism. Again, the debate of ideas is transgressed into the ineffable universe of art. The roots of artistic currents are investigated. Romanticism, for example, appeared in Germany - and in France - by eluding "insufficient present". On the contrary, French naturalism has turned the back of the future and the past, and modern art mixing the idea of "noble and pure form" is preferred to "little higher goals" (Eminescu, 1990, p. 504). Modernism - he appreciates the reporter - accepts bad influences that "profane" him. The poet's pessimism contaminates the philosophy, not necessarily personal (as well, many specialists disputed this attribute to Eminescu), rather than European. The examples chosen as pessimistic generators are: Schopenhauer (God), Hartmann (his prophet), and A. Comte.

Philosophy, as discipline, is in a deadlock. The solution to overcoming the crisis by art and philosophy is, in Eminescu's vision, the appeal to antiquity and folklore. Latin culture would be "lacking in bitterness and disgust, ... refuge in the cares and pains"; as far as folklore is concerned, it is definitely a rejuvenating spring "(Eminescu, 1990, p. 505). As the footsteps, Eminescu "sinks from the folk poetry - confirms Rosa del Conte (1990, p. 373) - whose most varied artistic aspect is admirable: the essence of the language, a essence of modern taste. "They, the authors of antiquity, "full of truth, elegance, ideas,

and who always remain young are a remedy against intellectual regression" (Eminescu, 1990, p. 505). Article 2, Fund and form also focuses on a play of thematic, social and cultural plans, and on offering a saving solution. The satirical contestation that the unexpected introduction of outdoor forms of Western culture did not have the expected effect but sowed with a forced implant instead of a gradual, slow takeover. Romania was unable to issue a state-owned cultural and civil claim. The cultural mimesis has led to the cruel truth that the population has fallen, that the natality-mortality ratio is disadvantageous to us, while the number of foreigners holding prestigious functions has increased unbelievably (Dumitrescu-Buşulenga, 1976; Oprea, 1983; Milică; Vlăduţesscu, 2017). The Liberal Party offered a visa to dignities - accuses Eminescu - of the poor Greek, Bulgarian, Jewish, all of whom have affinities with that doctrine. The first step: in 1876, the first year of liberal government. The salutary measure: not the extermination of these exotic ones, but the implementation of reforms! (here Eminescu thought not as a junimist but as a liberal). So rotten and physically exhausted, the journalist regains his aplomb in Article 1888, probing a unique vision, two decades before the First World War. Passionate and ultra-documented in foreign policy, Eminescu, he sensed, with anxious anguish, that powerful, even colonial states had entered into the fever of arms, of revenge. In France, General Boulanger, in the name of a fierce love for the Republic, wishes to portray the Gambetta orator, and Napoleon, the conqueror, opting to increase the military budget. Although he could not stop administrative corruption, the Emperor of Russia prospered Asia, building up railways to Persia, Afghanistan, targeting India. Germany, England, as great powers did not stand with their hands in the breast.

## 3. Conclusion

Essentially, "in all angles of the continent the world is restless" "through the perspective of a future burdened by the storm" (Eminescu, 1990, pp. 506-507). Tomorrow's day provides a concise foreign policy picture describing what is significant in Europe. Ideas lie in the extension of the previous article. The Gazette is obsessed with the imminence of a global conflagration. In spite of major financial problems and a deficit of more than 1150 million, Germany is trying to advance on a military basis. Russia is changing its strategy, becoming duplicate (Eminescu, 1990, p. 508), one saying and another executing.

The culmination is that the second platoon states, Portugal, Switzerland, Belgium, the Netherlands were only concerned about good living. Another state, the size of Romania, Serbia, is concerned about the improvement of the Constitution. These last articles demonstrate the realism of Eminescu's thinking as well as the intuition of the first world war, two decades away. The first day of 1889 (the date of the latest journalistic publication) began as it could not be more gloomy, preening the revival of the journalistic reflexive into the "forgetfulness of forgetfulness", so that in June, 15, there would be tragic: extinction.

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# POLITICAL DISCOURSE, AN ANALYSIS BETWEEN COMMUNICATION AND LINGUISTICS

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**Abstract**

Political discourse has always fascinating, both from a social perspective, moral and linguistic. If we look in the past, we can see that the politicians have always chosen the words carefully, just to bring them almost to the people.

This paper is based on a meta-analytical method, in which it is identified an analysis of political discourse that is starting to begin with the meaning of a language used by political people, thus marking a research on a linguistic plan, and at the same time a returning to the origin of the words and how they have experienced transformations over time.

Currently, the political discourse consists in words who are carefully chosen having wa common language meant to attract audiences, but in the same trying, somehow, to create a new form of political language formula, using more a returning to the past, relying on the use of words that remind of moments in history.

***Keywords:*** *political language, political speeches, linguistic, politics, Romanian*

**1. Introduction**

Professor Rodica Zafiu (2007) shows that the Philology and Linguistics had belonged to literature for many years, and the political speeches haven't been scientifically researched until around 1950. At the beginning of the 20's century, when the researches in linguistic are starting to create a studying for special forms of languages, the political one is becoming a new space to explore for the specialists. However, in Romania these studies appeared much later, because the communism, were responsible for the censorship of ideas and the way how people were supposed to think. Thus, it had begun to being study later, more precisely at the end of the twentieth century. In the time, the notion of "wood language" is starting to be known. Political language is encountered in politicians' speeches, where we can easily notice their need to attract the audience and to speak for a shorter or longer period of time without saying something necessarily coherent. If we are analyzing a political discourse from the point of view of language, we can see the lack of objectivity the political man is relying on a more usual addressing formula without many linguistic effects, the causes of which are found in an ideology. New methods are sought for influencing people, and political discourse acquires new values of law, proving that language is the most effective way to unite people in a common place. The receiver is manipulated by the one who masters the art of discourse, even if it is found in a plain language (Busu, Stan & Andrei, 2018; Voinea, 2015).

**2. The political speech and its meaning**

Starting from the idea that a language, in this case politically one, draws a seemingly moral line of communication between a politician and his people, I cannot help wondering where it has its originates, where we can find the

essence of the originates and how it can be divided if we only relate to a linguistic analysis without going into the plan of a political communication approach. Remaining in the sphere of philology and linguistics, the political discourse outstrips its force of persuasion, becoming a text loaded with nuances and essences, meant to stir up Romanian language and become an entity.

The nature of political language is to extract from people the essence, namely, the reproach in ideology or the assumption of a common path. However, political language becomes by word a starting point for many branches, always referring to meaning and to a return to the origins (Grigoraş, 2002; Irimiaş, 2003; Marinescu, 2010). If a political discourse uses only words to communicate directly with people, what really symbolizes the phrases that he says? By unwilling to enter into a sphere of communication, manipulation, and politics, I try to focus my research on a way of linguistic analysis, but also remaining in the sphere of philology. Political discourse are analyzed only from the point of view of linguistics, morphology, explaining their significance from a literary point of view and concentrating on the transformation of words with the passage of time. Political language can be identified with a standard language without going into the sphere of literacy, we can see that the words that politicians are using are considered "too poor", which also denotes the lack of empathy for a wider stylistic value, lacking in using more stylized metaphors, epithets or others political discourse in an intellectual coat. The role of political language is to refer to the common man, the receiver being often a man without a rich vocabulary. However, the political language begins to resemble a journalistic one, but it does not have a specific terminology. Political language is loaded with ambiguities, simple forms of communication, without excellence through special language. The common, in the case of political language, is the essence of the recurrence of the common man (Siminica, Motoi & Dumitru, 2017).

Political language is that form of literary manifestation through which the transmission of emotion is achieved, but without entering a space of fantasy, in fact making a paradox. Those who use political discourse are introducing the words into a world closed to fantasy more than to reality. The lexicon of political language has a different, ambiguous terminology and I can say that it is atypical, being different from other special languages. There are a number of popular myths in the political lexicon, the words being seen as well as some attitudes. Political language brings with itself the novelty, thus reflecting the origin of language, its nature, but also its linguistic as well as social, historical identity (Keach, 2018; Negrea, 2018; Colhon, Vladutescu & Negrea, 2017). By studying political language, we can see how changes have been observed over time in terms of how it is communicated, what words are used more often and which have remained in the past, and the reaction of the receiver to the hearing of political discourse. By political discourse, it is meant both the reflection of the past, present and future in history, where words are starting to have a strong impact on the way of perceiving the language in general.

## 3. Political speech in Romania

Over time, Romanian has undergone many changes, many of which can also be found in political language. If in 1918 the language was more civilized, during the communist period it suffered a tragic rupture of the intellectual environment, becoming a series of wood-language communications, the purpose of which was to keep people close to the ideology without making them asking about the real situation. They were always resort to clichés and euphemistic strategies, where the stake is to be recognized by simply capturing the attention of the receiver and proving that regardless of the political language, the language remains the essence of all the discourses, relying on the lack of great words (Karpf, 2016; Ajumobi, 2018).

Thus, an explanation of the meaning of the political language is due to a drafting of the function of the language. The way how political language focuses on certain words is also due to the central point of the present where the history is starting to be written.

The transformation of words from the early 1900s to the present, where they have come to have another value, leads us to think that there may be a balance between the past and the future as long as the present brings an affront to history. However, there is a need for a re-learning of the language in order to be adapted to the political one and without influencing some of its purpose. Language is a term that has a linguistic code (Dumitru, 2010). When talking about political language, one can say that there is already a code through which people communicate. The speech represents: "a set of linguistic strategies typically updating in a particular situation with a given purpose." Thus, the political language acquires a new perception about the idea of a linguistic code, which can easily be noticed in a speech.

However, political language is considered as an individualization, identifying itself with standard language, but at the same time resembling with a journalistic one. Although it resembles journalism, it also remains in its sphere of activity, with common terms. Political language is a set of multifaceted language: journalistic, administrative and legal.

If we are talking about the Romanian political language today, are its features private or sown with other countries? In fact, political language is general and we can find its traits in everyone, regardless of the spoken language. But what is its specificity? The Romanian language is known to be influenced by several countries, being not a 100% Latin language, with Slavic, Turkish influences and others. Then is the political language similar to the other people? We can tilt it not necessarily. Indeed, language is generally the same,

but the words are different. The fact that we speak Romanian makes us feel different from the rest in terms of the words used.

A political discourse is not limited only to its power of social or moral interpretation, but also to a linguistic one, given that it is achieved through a certain language (Crețu, 2010; Ietcu-Fairclough & Fairclough, 2013; Neumann, 2016).

Moving from one stage to the next, creating new words, or even excluding them from language, can only reflect the way Romanian becomes familiar with history and is influenced by it. Political people of the time are subject to the rules of the language, not seeking to highlight or invent a new words, but merely trying to exploit their use.

## 4. Political language as a form of communication

In their book, Wodak and Meyer (2009) were telling that it states that language is a social phenomenon and is not an individual one, formed in groups and considered a form of communication. Everything starts from the language. What is its significance? Considered a social part of political speeches, language is more a contract, ending between members of a community, being outside the individual. Since we are children, we learn the language spoken by our parents, but also by the people around us, assimilating it without asking too many questions about its structure and grammar. Later we are starting to learn about the rules of our language, how grammar is working and what the rules that we have to follow are. It is the main form of communication with society, succeeding in approaching others and at the same time receiving an identity (Vlăduțescu, 2019).

Language is linked to sound, being organized thinking. But what is the role of the language? It is an intermediary between thought and sound, where their unity is a delimitation of a mutual unity. Saussure thinks that language is

like a static system, not necessarily stable. It is characterized in a certain form, structure, which in turn functions based on certain laws. Language is also a system of linguistic signs, with relations between them. The rules of the system are based on two types of relationships: paradigmatic and syntagmatic, namely combining and selecting. Language signifies a part of the language, which is more homogeneous. It is a whole and at the same time a classification. In the facts of language, it is producing an order as a whole, proving to be natural and not aligned with any other classification.

## 5. Conclusion

Language is a continuity of an era to the future, not seen as belonging only to a certain time. The definition of today's language is due to a past, which, through its actions, both in language and in the form of behavior, owes its future into a similar form to it. However, the origin of language is not necessarily essential, considering that people using a certain language are not aware of it. Saussure think that every nation, regardless of its origin, is pleased with the language that they speaks it and they don't seek a linguistic explanation.

Language creates a bridge between people, helping them to create a language designed to bring society into a homogeneous formula. How does this work? If we go to Saussure's theory of linguistics, everything is reduced to a measure of interpretation of language through both a theoretical and a practical one.

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# COMMUNICATION CONTRACT IN PATRICK CHARAUDEAU'S VISION

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**Abstract**

The French and Italian communication schools have contributed to develop the notion of "communication contract". This article presents the vision of the French, Patrick Charaudeau, about the communication contract, which starts from the idea that the communication situation is the generating factor of any speech. Depending on the communication situation, the actors of communication must obey specific rules, which they are supposed to be familiar with. Depending on these communication situations, certain expectations are created, which are not always respected by the interlocutors. Thus, we can say that the "communication contract" is not always respected. Through the interaction of actors, those who know the "rules" of the communication situation can rebuild the "communication contract" in their favor.

**Keyword:** communication contact, communication situation, purpose of communication, discursive strategies, identity

# 1. Introduction

Patrick Charaudeau is a linguist and discourse analyst, and his research his research focuses on the analysis of the genres of discourse, which are considered implicit "communication contracts" that are established between the locators involved in the discourse process.

# 2. Father of the concept

Charaudeau opened the discussion of the communication contract in 1983. Following the point of view of the "father" of the notion of "communication contract", Patrick Charaudeau, talking about human communication consists, first of all, in talking about the issue of the identity of the speaker as a communicative being, and therefore of his right to communicate (González-Domínguez, 2015).

In other words, for any subject who wishes to speak the question that arises is whether this is justified, otherwise, there would be no subject of discussion.

Sometimes it is about more or less institutionalized rules that come to the aid of this agonizing query that seems to avoid discussing about the need to ask such a question (Andreescu, 2013).

Therefore, there are a number of situations that exemplify the above-mentioned, namely: a lecturer presented as such, to a convention, with his titles and functions, may believe he is entitled to speak. Similarly, the moderator of a debate, as long as it is recognized by other partners, has the right to ask questions and a teacher in its class, as soon as it is recognized as such, it also relies on a number of linguistic roles. Sometimes these rules result from the phenomenon of regulating daily exchanges, which ends with the establishment of practices where members of the same cultural community are recognized (Charaudeau, 1983; Charaudeau, 1993; Charaudeau, 2002). Therefore, it is

considered that the "right to speak" granted to any speaker and his / her recognition by the other tenant does not depend on the fact that someone assumes the role of speaker and the other has the role of reacting. The first one must satisfy a certain number of conditions with a certain exchange situation and the other, by a certain behavior, concedes that these conditions are satisfied, thereby recognizing even the solidity of that word, in that particular situation, and the existence of its interlocutor. As an example of the above, this situation leads to the fact that, even in institutionalized communication situations, such as within a conference or inside the classroom, nothing gives a definitive verdict. Any lecturer or professor knows that beyond the institutional alibi - whose right to speak seems to be conferred by the simple presence of the audience (listeners, students) - there must be the recognition of the identity of a subject characterized by competence (Beciu, 2016).

The recognition of the "right to speak" and the recognition of the "identity" of the speaker are the two hypostases around which the communication contract is being constructed, such as a coin circulating between the partners of a communication act (Angermuller, Maingueneau & Wodak, 2014; Stepinska, 2014). The discussions about human communication inevitably lead to the meaning it builds when someone communicates, because it is supposed that language makes sense. The meaning is first directed towards the partners of the speech act and determines the way of existence of the speaking subjects and, by the sense, constructs representations on the world. The meaning, even if perceived as tenacious, is not necessarily founded on the truth. A philosopher of language recalls that the meaning is built on "the generalized theatricalisation of community life, the daily play of the simulacrum, consciously or unconsciously assumed, sharing the roles, metaphorizing and imagining our words" (Parret, 2012, p. 11).

So, the meaning represents both the myth and our reality. It is built at the confluence of what we say and we don't say, more precisely, by combining the implicit with the explicit. Certain conditions must be met in order for the speakers of a social community to recognize this mutual right to speak and construct the meaning and, also, to build the communication act.

Four principles that underpin these communication conditions have been identified over time (Charaudeau, 2002):

1. The principle of interaction - the act of communication is an exchange between two partners in an unsymmetrical relationship because they are also engaged in two types of behavior, namely one that consists in the production of speech-transmitters, the other in the reception-interpretation of that speech. These behaviors are related to the mutual recognition of the two basic roles. An "evaluation vision" is created between the two partners, which legitimizes them as a communicating subject.

2. The principle of relevance, which is based on two things: firstly, the interlocutor thinks that the speaker has an intention, which will motivate the discourse; secondly, both actors of communication share a minimum of things that build dialogue, so they are given the opportunity to change their roles along the way. One of the great problems in this case derives from this perception of common knowledge. Some knowledge should be acquired through the culture, the social class of the locals, the age, and others based on the previously accumulated knowledge. Despite this assumption, there may be errors about how that knowledge has been interpreted by each person.

3. The principle of influence, which states that what motivates the intent of the speaker is part of an actional goal and forces it to establish a set of

discursive strategies. These strategies depend on the rules that each topic takes into account when communicating with their partner. The partner may perceive the influence exerted on him as favorable, unfavorable, or indifferent in relation to it. That is why the subject chooses to resort to the use of seduction, conviction,

4. The principle of control, which determines both the conditions of contact between the communication partners, which are mutually recognized as legitimate partners, but, as well, the conditions that will continue and will lead the communication exchange.

Taking into account that the principle of influence puts partners in a discussion battle and that, whenever one of them takes the word, loses some of its identity or even completely disappears, the principle of regulation allows the subject of communication to implement certain strategies which purpose is to ensure the continuity or breakage of the exchange (Charaudeau, 2002):

- acceptance/rejection of the other's word and right to communicate;

- upgrading/downgrading the partner;

- the demand/confession from the speaker, the identity that can be related to a collective identity for "us" that differentiates itself from other groups, or the individual identity "me" that differentiates itself from others.

Charaudeau offers a class of students as an example. In the classroom situation it is often assumed that there are two types of partners: on the one hand, the teacher, on the other hand, the students taken as a homogeneous collective entity. In class, any teacher is a multiple "I" because he uses different types of expression that respond to different communication partners (students, institution, society, etc.) and students are sometimes "me" when faced with teacher or other student groups. From this set of diverse identities and cross-views, exchanges are regulated.

These four principles, indissociable from one to another, build what Charaudeau calls a "communication contract".

A part of partners' identity is determined by such a contract so that they are justified in the exchange situation in which they are part of their goals of fulfilling the principle of influence and relevance and the roles of their speech as a result of the regulatory principle.

"The communication contract" links partners in a kind of objective alliance that allows them to build together the meaning while self-legitimizing. If there is no possibility of recognizing such a contract, the act of communication is irrelevant and the partners have no right to communicate. In classroom situations, as in any other communication situation, partners must share the same contract as well as some of their values and knowledge (Charaudeau, 2002).

Obviously, the discursive implementation of an act of communication is richer and more complex than these basic strategies by the fact that these behaviors can be played, they can hide each other and leave the intentionality of the subject only in the implicit depths.

Communication is, every time, individual and social involvement in a bet: "How can we gain recognition of the right to speak and how to approach one another?"

The awareness of these contractual relationships is one of the fundamental conditions for participants to measure how much space will allow them to maintain their right to speak and develop their influence on each other.

The contract is a framework of recognition to which partners subscribe to establish exchange and intercomprehension. Therefore, it is the order of social imagination (which does not mean it is fictitious). Again, it results from the combination of social practices and representations that are a common kind of common denominator. However, this recognition framework can be updated

differently depending on the partners involved and can change over time, along with changing social practices and representations.

The idea of strategy is closely related to the subject, which is considered to be the organizer, even if unconsciously (Lopes & de Araújo, 2016; Domunco, 2016). Charaudeau (2001) defines four terms of linguistic strategies:

a) In the context of discursive strategies, we need to take into account the complementary notion of constraints. The constraints arise both from the identity of the participants and from the place they occupy in terms of their purpose, their content and the material circumstances in which the discourse takes place. Through linguistic exchanges, the discourse is built on its own. The actors of communication need a fixed frame ensuring the stability and predictability of their own behavior, to determine the margin of manipulation in which they can act. This is Charaudeau's "communication contract," which partly constrains linguistic subjects and gives actors a space to use strategies.

b) Any act of communication is defined by a general behavior of the individual that is consistent with his objective. This is the subject of the search that the subject tends to tilt. To achieve this goal, actors need skills such as using more types of behavior and choosing between what they have. The theory subsumes some action strategies.

c) For this possibility, there needs to be an obstacle that makes it difficult for the subjects to reach the goal. The obstacle may be a possible superior performance of the interlocutor. Charaudeau believes that achieving the goal depends on people who oppose it.

d) To solve the obstacle, the goal must overlap the goal. It is necessary for the actor to take into account the usual rules and to keep in mind other procedures to which he can call. Also, the subject has to make some language choices to influence problem-solving. Depending on the obstacles and

uncertainties that can arise the individual is obliged to calculate in advance the risks and benefits of each election.

The discursive strategies are considered in relation to the communication contract. In the negotiation process between the communication contract and the strategies, one can say that the first choice is because the behaviors can be anticipated, but the second cannot be planned in advance because it depends on the competence and the will of the subject, although sometimes they are not necessarily so conscious. Strategies can be unconscious, which does not mean unconscious literacy, but rather they are not always the clear, rational result of a communication plan developed by the subject. Strategies are multiple, but they can be grouped into three categories, each of them corresponds to a stake type. These stakes are distinguished by the purpose they set (Charaudeau, 2002).

A. The first stake speaks about the legitimacy stake, which is based on the need to create or strengthen the legitimacy of the speaker. The actor of communication may have doubts about how it is perceived by his public regarding the right to speak. Subjects must, therefore, persuade their interlocutors that the intellectual level and their way of expression are appropriate for the position they occupy. Because the legitimization strategy aims to recall or strengthen a position of authority, it also has a justifying discourse. Subjects rarely offer self-justification speeches, which can lead to counterproductive attitudes and doubts may arise in the minds of the interlocutors. It is considered that the person justifies himself/herself only if he/she does not have enough authority to speak. If justification arises from the request of the interlocutor, it only consists of reminding the authority of the subject, adding to it a certain power.

B. The second stake is credibility and is based on the need for the speaker to be credible to the interlocutors, either in connection with the truth of the discourse content, or in relation to what he really thinks. In the speaker's

mind appears the question "How can I be taken seriously?" It gives rise to several discursive attitudes:

- An attitude of neutrality that causes him to quit in his speech any judgment or personal assessment. In this case, the discourse becomes a discourse of the gross truth, which cannot be questioned.
- A distancing attitude that causes the speaker to use a cold and "passionless" attitude. This attitude can be used to comment on the results of a survey or to demonstrate a thesis.
- An engagement attitude that determines the speaker to take a position in choosing the arguments he will present in the speech. This attitude gives the impression of interlocutors that the subject is capable of influencing the audience.

C. The third stake is capture and is based on the need of the subject to be sure the communication partner shares his ideas and opinions or is even impressed by the subject's capabilities. In order to impress the other, the subject has a choice between several discursive attitudes:

- A controversial attitude that puts him in a position to question the values that the third party defends and to which the interlocutor may join to make him change his mind. Practically a destruction of the opponent is achieved by attacking ideas in which he believes.
- An attitude of dramatization, in which the subject uses dramatic stories to relate his deeds. It appeals to the beliefs that the audience have, ensuring that the emotions of the speaker are shared. For example, dramatization allows us to designate a guilty person against whom we can turn our desire for revenge.

### 3. Conclusion

Communication is, every time, individual and social involvement in a bet on how to acquire the right to speak and how to get closer to our interlocutor. The communication contract is a recognition framework to which partners subscribe to establish an exchange. Therefore, it comes from the social imaginary order, but it is not fictitious; it results from the combination of social practices and representations that are a kind of common denominator. However, this recognition framework can be updated differently depending on the partners involved and can change over time, along with changing social practices and representations.

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# A STANDARD MASS MEDIA IMAGE ANALYSIS

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**Abstract**

This research aims to clarify the joints and structure of a standard media image analysis. It is argued a) that the image is a symbolic footprint; b) that the subject of the image is a person, an organization (group, enterprise, people, nation), institution or product, and c) that the image appears, is being built, deconstructed and can be shed from communication processes. The steps of a standard media image analysis and the information tiles that are used within it are specified. Finally, a case study illustrates practically how such an analysis is carried out.

**Keywords:** image, Imagology, communication, standard media image analysis

## 1. Image and communication

The image is a symbolic representation of reality. First of all, the image is a fundamental element of the psyche; in it, the image consists of a representation of concrete or abstract components of reality. In the functioning

of the psyche, the image is the core of reasoning. All psychological operations and procedures are based on image management. Opinions, beliefs, views are structured constructs around images. Any real or fictional object is built from images. We would say that our psychic world is an image and that images take place in the real world. Images are schematic representations of reality. Note that images make up the nucleus of the psyche, we must point out that implicitly all sciences which, in whole or in part, have the human psyche to study, will have to examine the functioning of the processes, procedures and techniques of working with images. Above all, psychic and imaging as representations (Dyer, 2013) deals with psychology, general psychology, social psychology. P. Popescu-Neveanu (1978, p. 337) shows: the image is a "figurative pattern resulting from both perception and intellectual actions". Relatedly, sciences dealing with man and society pay attention to social representations: sociology, sociology of culture, sociology of communication, anthropology, genealogy anthropology, anthropology of culture, media anthropology. Of course psychoanalysis or psychiatry is also here. The sciences that have as object of study the man in different hypostases, such as sociology of organizations, management, deal with both individual images and social images, images of organizations, images of institutions (Iacob, Rădulescu & Loredana, 2016) with a higher degree of complexity.

The world, states, organizations, institutions, groups are led by people. These people have a social image in the sense that the leaders have a representation about it. The image is symbolic, but it is not purely fictional. It is articulated in acts, deeds, actions, events, opinions and beliefs voluntarily or involuntarily induced by the person entering the office or the status of a star. Generally, people are not indifferent to the image they have about them; as such, they want an image and are in charge of having and/or presenting a particular image. Some are more concerned with the impression they make on

others than with the positive reality of their acts and deeds. Some focus more on the desirable image than on the joints of their actual behavior. In other words, every man deals with his own image, manages his image. Public figures, politicians in particular, pay special attention to images. We would say that politics is done with the image. In turn, organizations have a desirable image and allocate human resources and material resources for creating, developing, consolidating, and preserving the image (Hosseini, Zavadskas, Xia, Chileshe & Mills, 2017).

What organizations produce is impregnated by the image of the organization. A student who graduated from a university with a poorly prestigious, prestigious image will first be ranked according to the resonance of the school's graduate image and only then in terms of strictly personal qualities.

The image has grown historically and axiologically, even has a legal profile and is defended by law (Negrea, 2015; Voinea, 2015; Ungureanu & Munteanu, 2016; Unguru & Sandu, 2018). The image is a fingerprint that people around you, the public, the society. Imagine not only people but also products. The good image of people, institutions (Joly, 1998; Iorgoveanu & Corbu, 2012; Shi & Zhang, 2017), of the products is not free; it is money, time, intellectual energy. All these resources are allotted to communicate, transmit certain acts or deeds to sketch, build an image. We can see, therefore, that the public image, the social image, the image of the product are actually communication problems. It can be said, therefore, that the image is edified, builds itself in communication processes.

It was attempted to impose an Image theory (Beach, 1990) or Imagology (Dyserink, 1986; Leerssen, 2007) as an image science as a study of the representations that communities, nations, peoples build on themselves or other communities, nations, or that "Imagology in general and historical imagology in particular are today one of the most important topics of a certain research in the

field of history, sociology, psychology, social psychology, anthropology, ethnography, literature, etc." (Chiciudean & Halic, 2003, p. 7).

The joints of a valid concept of image are formulated by O. V. Busu (2013, p. 22): "a) consists of symbolic elements and material elements; b) establishes the boundary between perception and expectation horizon; c) generates trends, attitudes and preferences ".

People can live and do not necessarily invest in the image. Instead, organizations (especially large organizations and firms) cannot be effective and end up bankrupt if they do not invest in creating, affirming, sustaining, promoting and permanently editing an image.

## 2. Image analysis

All communication processes irradiate, generates image inductions. Whoever communicates builds through the communication process an image and builds in parallel a jamgien of the communication partner. It may be said axiomatically that there is no communication without image and that there is no image without communication. The image is not simple and innocent, involuntary to the processes of communication (Stasiulis, 2018). The image is formed, configures, finalizes and develops in communication processes. The image is not stored, it is direct, it is fluent, it is variable. The image is visible in communication. Any image has an object. Image analysis is rarely suited for the characteristics of the image itself: for its gravity, its relevance for novelty or impact. In most cases, image analysis is done to take out implicit views, attitudes, sights / rejections of the image object.

Essentially, image analysis is an image assessment; evaluation may be external or internal. Image analysis investigates in most cases the reflection of the concrete object of the image (person, institution, product) and not the image itself. Reflection of the actual image object deals with external image analyzes.

The image analysis itself deals mainly with the imaging and communication components of the institutions. As an exception, image analysis itself can handle customized and customized entities for image creation and promotion. These image analyzes reveal what image to be induced. To take the image induced by the organization (or person), the messages transmitted, provided, promoted by it should be analyzed. When the object of the analysis is what information is being circulated about and in connection with the image induced by the organization, then the obtained image will represent the reflected image. The image that messages other than those injected by the image entrant are named is the broadcast image name.

In relation to the image information provider, the evaluations can be the analysis of the induced information (Li et al., 2019), the analysis of the reflected information and the analysis of the broadcast information (Chernov & McCombs, 2019).

In the opinion of B. A. Halic and I. Chiciudean (2004), the determining factors for an image analysis are: the character of the analyzed image; image type analyzed; the object of the analysis; the time segment on which the analysis is being developed; channel of communication analyzed; the degree of complexity of the analysis.

The most common type of image analysis is standard image analysis. It can target an organization, a personality, or a product. In it, information is taken on the entity whose image is assessed by B. A. Halic and I. Chiciudean (2004) and media operators taken into account: information on internal organizational events, information on the activities of the media organization, information on the total media coverage of the media surveyed , weighted and primary binary image profiles, information about the reference media operator, information about the resulting image character, impact information, and the weight of each media player taken into account.

**3. Case study: The standard image analysis of the media coverage of the activity of the National Customs Authority in the period 01-30.09.2005**

(To illustrate the standardized mode of reflection of the image reflected in the media, an organization of interest to citizens was taken as an object of investigation. It was chosen a long period of time so that there was no suspicion that a person or a party would be targeted, media operators and an interesting month in the organization's existence.)

3.1. Preliminary steps for developing standard image analysis:

- establishing the object of analysis, the social entity subject to observation (in this case the National Customs Authority) and the time frame analyzed (period 01-30.09.2005);

- establishing indicators and eventually image sub-indices specific to the object of the analysis (the latter may also be revealed by the content of the materials) (Coman, Rezeanu, Mihalte & Kiss, 2018); we consider as image indicators specific to the analyzed institution: the effectiveness of the institution; Managerial competence (professionalism, experience, fairness, morality, crisis management capability, transparency of decision making under the law), competence and skills of the personnel (appropriate professional qualification level, fairness, professional experience, professionalism in exercising the duties);

- to determine the sources on which audience analysis will be performed for radio and television stations and the number of exellents sold for publications.

Subsequently, we proceeded to select the existing information in the databases (Frunză, 2017; Frunză, Grad, Frunză & Grad, 2019) - the result of the

materials to be analyzed - and to elaborate the actual case study, structured on the following elements:

- mention of the monitored media institutions for the elaboration of the image analysis;

- presenting the main media events related to the object of the analysis;

- interpreting image profiles;

- reflecting the attitudes of media institutions and the weight of references to

- the subject matter of their analysis;

- issuing conclusions and proposals.


3.2. Content of the analysis

For the analysis of the National Customs Authority's image, in September 2005, the following 29 central market sources were selected: "Freedom", "National Journal", "Evenimentul zilei", "Gândul", "Adevărul" , "Ziarul", "7 plus", "România liberă", "Ziarul financiar", "Curierul naţional", "Cotidianul", TVR 1, TVR 2, Pro TV, Antena 1, B1 TV, Prima TV, Realitatea TV, National TV, Mirror TV, Radio Romania News, BBC, Deutsche Welle", "Radio France Internationale "," Europa FM ", radio" Total "," Mix FM ".

Given their high impact on public opinion, we appreciate that their choice is significant for the work.

The analysis revealed a low media coverage trend (only 30 materials in the analyzed range, on the selected sources), as well as the preponderance of the negative materials against the positive ones (22 negative and 8 positive).

Most of the negative material about the activity of the National Customs Authority reflects statements of the Romanian officials and is subsumed to the image sub-indictee "fairness", referring to the corruption in the customs.

The notoriety of the promoters and the potential impact of the subject (corruption in the state structures) ensured that a significant part of the mass media with the audience took over the opinions.

Thus, 11 of the total of 22 items contain statements by: President Traian Băsescu ("Europe FM"), Head of the National Agency for Fiscal Administration, Sebastian Bodu ("Realitatea TV", "Europa FM"), Justice Minister Monica Macovei (" Mix FM "), Prime Minister Călin Popescu Tăriceanu (" TVR 1 "), President of the Political Investigation Group, Mugur Ciuvică (" Evenimentul zilei "," Adevărul "," Cotidianul ").

Similar opinions have been issued by the former Finance Minister, Ionuț Popescu, who, following his change of office, has been the author of several media events (press releases, interviews) at "Realitatea TV", "Europa FM" and "Cotidianul ".

The other negative materials include comments from the media, reports of concrete situations or takeovers from the foreign press.

The number of statements of officials contained in positive items is well below those of negative material. In this respect, the Director of the National Customs Authority, Gelu Ştefan Diaconu ("TVR 1"), whose intervention contains the sub-indicators of image "the efficiency of the institution" (linking the logistics to the one in the community space) and "the competence of the management" (applying a consistent staffing policy).

The distribution of references on image indicators and sub-indicators, by sources and positive / negative values, is represented as a table and graph as follows:

References: 22, of which:

| Image indicator | Image sub-indicators |
|---|---|
| Employee Competence and Abilities (19) | Correctness (involvement in corruption acts): 16 of which "TVR 1" - 1, "Pro IV" - 1, "Realitatea TV" - |

| | 3, radio "BBC" - 1, "Radio France Internationale" "Europa FM" - 1, "Mi x FM" - 1, "Evenimentul zilei" - 2, "Gândul" - 3, "Adevărul" - 1, "Cotidianul" - 1. |
|---|---|
| Professionalism | Professionalism (the impossibility of intercepting smuggled goods): 3, of which "National TV" - 1, "Mirror TV" - 1, radio "BBC" - 1. |
| Competence of the management staff (3) | Morality / Correctness (Influence Trafficking, Involvement in Corruption: 3, of which "Realitatea TV" - 1, "Adevărul" - 1, 2 Cotidianul - 1. |

Positive references: 8, of which:

| Image indicator | Image sub-indicators |
|---|---|
| Efficiency of the institution (4) | Applying anti-corruption measures: 1 - "România liberă"<br>Reducing bureaucracy - 1 - "TVR1"<br>Connecting to the European standards in the field of logistics: 2, of which "TVR 1" - 1, "Jurnalul național" - 1 |
| Competence of the management staff (3) | Ensuring a correct personnel policy (announcing the promulgation of the new customs regulation after which staff salaries will be set) "TVR 1" |
| Employee Competence and Abilities (19) | Professionalism (capture of smuggled goods): "Pro TV" - 1, "Day Event" - 1, "National Courier" - 1. |

Distribution of positive and negative values:

    - positive - 27%

- negative - 73%.

For the sake of simplicity, only the primary dichotomic image profile, which is constructed by calculating the weight of the positive / negative values in the total of references for each subindex indicator, was taken into account. Its graphic representation is as follows:

All materials containing the "Institution Efficiency" indicator (4) express positive values (1000/0).

Efficiency of the institution

- negative 0%

- positive 100%.

Of all the materials containing the "Competence of the management staff " indicator (4), 1 is positive (25%) and 3 is negative (75%).

Competence of the management staff

- positive - 25%

- negative - 75%.

Of all the materials containing the " Employee Competence and Abilities (19)" indicator (22), 3 contain positive (14%) and negative (86%) indicators.

Employee Competence and Abilities

- positive 14%

- negative 86%.


## 4. Conclusion

The case study shows the interest of the mass media for certain sub-indices, as well as the existence of risk factors and image vulnerabilities centered on the competence of the management and the competence, the skills of the personnel (the "correctness" subindex), where the highest weight is represented by the negative values .

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# THE MANAGEMENT SYSTEM OF THE OPERATIONAL PROGRAMS

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**Abstract:** The notion of management, as a science, is a relatively new one that arose as a result of the centralized system period, as you can see: more than half a century ago (at the beginning of the twentieth century in capitalism) - globally and around 1990, at the level of Romania, being a substitute for the leadership term. This term comes from English language, where it means the art of managing a business.

However, the management as an activity has its roots in the primitive age when the first elements of the leadership process emerged: family leadership and even leadership at a community level (Weske, 2012). In addition, the slaves and the feudal age, which have introduced visible progress in leadership, have developed this subject over time.

The economist Peter Drucker was the one who offered an analysis of this term, rather in terms of its practical implications, than as a science or profession, since management is unanimously recognized under that name in almost all the European countries (Drucker, 2012a, p. 232).

**General aspects regarding the management system**

Peter Drucker, together with Michael Porter, approached the management notion in a systemic manner, by using some specific concepts from the economic analysis, in relation with terms from finance domain. Thus, at present, the management activity is guided by the following concept: each entity is viewed and treated as a system dependent on factors of internal and external nature, with which it is conditioned by an integrative manner (Drucker, 2012b, p. 89).

The human resource has been placed at the center of the management system by the Behavioral Management School, playing a vital role for the pursuit of a profitable activity based on the following strengths: skills, motivation, human values, individual behavior but also leadership and organizational culture .

Investments in the staff involved in achieving an entity's objectives, along with good organization on posts, positions, hierarchical levels, organizational relationships, were revealed by the representatives of the Behaviorist School - especially by George Mayo and Rensis Lickert as being the prerequisites for the success of any activity.

Henry Fayol, considered to be one of the management science creators, identified the aspects that turn the management into the main cause generating succesor failure of an acitvity, these sides being set within the specialty literature as the management functions. This specialist, with Frederic Taylor, have defined management functions in close dependence with four

economically important terms: investments, profit, expenses and merit (Fayol & Storrs, 1967, p. 56).

In the following figure, we have hierarchized these functions, with their particularity, in the field of European Funds:



European Funds Management

| Prediction | Organization | Coordination | Training | Evaluaation and control |
|---|---|---|---|---|
| The European Commission establishes the funds it will allocate to the states, according to their own objectives and resources | The Commission, together with the membership countries, establish the competent bodies and the directions of competence | After allocating the funds, the Commission and the National Authorities develop partnership relations within the OP | The Commission and the National Authorities identify the motivational factors for stimulating the staff implied into objectives | It is checked both at european and national level how the competent bodies act |

Source: The author's interpretation, by correlating European fund data, with the work of Henry Fayol - "Industrial and General Administration", 1999

Figure 1.1. The functions of the management process in the field of European funds

The management system consists in a multitude of decisional, organizational, informational and motivational elements, through which the management process is implemented, with the aim of increasing the efficiency and effectiveness of the performed activity.

It is worth mentioning that, in designing the management system, a number of prerequisites, which influence the actions of the entity, are taken into account. These characteristics are different: economic, psycho-sociological, methodological, informatics, technical and legislative (judicial) (Fayol, 1999, p. 66).

Reconsidering these aspects that lead to the formation of the management system (Avram & Avram, 2016; Daniel, Marioara & Isabela, 2017), we have customized the process on the case of European funds and by

analyzing the evolution of this field, we have identified the following aspects, which must be taken into account in the design of the management system:

- Country profile;
- The state position at the international level;
- The geographic, demographic and economic dimension of that country;
- The economic branches, and their distributionon demographic structures;
- The size and structure of the human resources, material resources and the financial ones involved;
- The potential, skills and objectivity of the involved skills.

The conclusion that can be formulated is the following: it is necessary that, the management of European funds takes into account the economic, social, monetary characteristics of the state that wants to access European funds in order to remove existing gaps.

**The management system components**

The management system represents all the elements that decisively influence the performance of all the functions of the management process, but also of the already established relationships (Cruceru, 2015, p. 43).

Over the years, by combining the theoretical concepts with the economic reality, four component subsystems have been identified, which will be shown in the figure below:
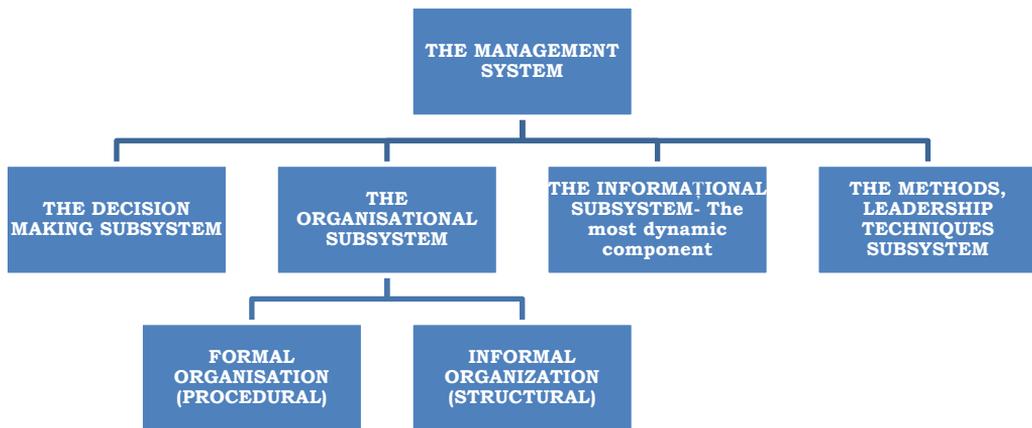
Source: The author's interpretation, by correlating European fund data, with the work of Henry Fayol - "Industrial and General Administration", 1999

Figura 1.2. The management system components

In the field of European funds, all the components of the management system are of the same importance, since each of the subsystems acts at a different level of the phasing of the management process for Community funds (Fayol, 1999, p. 90).

The decision-making subsystem is headed by the European Commission, which directs development at the level of the EU integration structure. It also has the power to trigger, motivate and harmonize the actions of the human resources involved, at different levels, in the management of European funds.

The organisational subsystem is led by the European Commission, being represented by specialized institutions at the state level. The Managing Authority is responsible for:

- Establishing the organizational components- Regional Centers, which subordinate County Offices, posts held within these structures, already occupied functions, as well as the hierarchical share (structural organization);

- Creating and maintaining long-lasting relationships between these components (structural organization);

- Combining the resources allocated by the EU to the state budget and the private ones in order to comply with legislative requirements (procedural organization).

The informational subsystem represents all the data, information, means, which relate to the field of European funds. This system ensures transparency of communication and makes contact between the European Authorities and the National Authorities (Evans, A., The E.U. structural funds, Ed. Oxford, 1999, p. 45), fulfilling three basic functions: the decisional function (based on the collected information, decisions are taken at the level of the entire management system); the operational function (on the basis of data and information, acts to combat procedural deficiencies); the documenting function (information and data centralized by the competent bodies is intended to ensure that all participants in the field are well informed) ([H.G. 457/2008 privind cadrul institutional de coordonare si gestionare a instrumentelor structurale](#)) (G.D. 457/2008 on the institutional framework for the coordination and management of structural instruments).

The Subsystem of Management Methods and Techniques provides, through the bodies providing technical assistance, logistic and methodological support for the management functions, within the area of non-repayable funds.

The most important phase of the management process for community funds is the planning and programming of the amounts allocated to action lines and strategic objectives.

For the sake of good planning, development programs have been developed at national level: the National Development Plan (NDP), the National Reform Program, the National Strategic Reference Framework, and the Operational Programs.

For the regional planning process and for the elaboration of the above-mentioned planning programs, four fundamental principles are taken into account: partnership (creation of Local Partnership Groups); thematic concentration (to a limited number of thematic priorities); integration and correlation (linking the NDP to the EU Cohesion Policy); innovation (implementing project implementation, in an innovative manner, generating economic growth).

The National Development Plan is one of main tools of the management system, through which each Member State is committed to achieving the objectives of the Community's regional development policy. Romania has used, both in the previous programming period and in the current multiannual financial framework, this instrument, implemented in each of the eight development regions, to reduce the socio-economic disparities in relation with the European Union (H.G. nr. 1115 din 15/07/2004 privind elaborarea in parteneriat a Planului National de Dezvoltare).  (G.D. no. 1115 of 15/07/2004 on the elaboration in partnership of the National Development Plan) The National Plan of Development involves compliance with the principle of the State-Community Partnership, being a planning document, which aims at achieving the objectives of the European Cohesion Policy (Ministry of Regional Development and Public Administration, National Strategy for Regional Development 2014-2020, 2013).

It is the National Development Plan that sets the axes of allocating public support from internal or external sources so that regional disparities are diminished and then eliminated.

Based on this plan, the National Strategic Reference Framework, abbreviated as the NSRF, which is a partnership strategy with the European Commission, has been developed for the good use of structural instruments at the national level.

The funding sources of the National Development Plan, both for the 2007-2013 programming period and for the current multiannual programming period, consist of 3 main means and are shown in the figure below (KPMG, EU Funds in Central and Eastern Europe Progress Report 2007-2015):



Source: The author's interpretation, in relation with the data provided by www.fonduri-ue.ro and www.fonduri-structurale.ro

Figure 1.3. Funding sources for the objectives of the National Development Plan 2007-2013 and 2014-2020

The above schematic distribution is valid for the fulfillment of all the strategic objectives set out in the National Development Plan, but the amount of the non-reimbursable public aid in the case of the Operational Programs differs according to the field, the axis and the measure covered by the European funds (Corpădean & Călina, 2010).

It is important in the area of structural instruments that, in order to increase absorption rates, the European Commission has made partnerships with the European Investment Bank, abbreviated as the EIB and the Council of the Council of the EU Council, resulting in 3 new financial instruments:

JEREMIE, JESSICA,  JASPERS and JASMINE (European Investments Bank Group, Annual activity report 2010, Volume I, pag. 11).

The financial instrument called JASPERS- Joint Assistance to Support Projects in the Region of Europe is used to benefit from the EIB's experience in developing, implementing, evaluating and monitoring large-scale infrastructure projects (environmental protection, renewable energy and transport, including the development of European corridors). Thus, a partnership is created and maintained between the Commission DG-DG REGIO and the EIB, which increases the resources available in both areas for the design and implementation of competitive projects (European Commission, Fiche d'Information, Union Européene Politique régionale-  Bien gérer les Fonds Structurels,  un enjeu pour le développement de l'Union, 2001).

The instrument called JEREMIE- Common European Resources for SMEs - is the way in which Small and Medium Enterprises are supported and the micro-credit facility. This initiative consists of a partnership between the EU Member State, the European Commission and the EIB, and complies with state aid rules and public procurement legislation (European Investments Bank Group, Annual activity report 2010, Volume I, pag. 14).

The financial instrument called JESSICA- Joint Assistance for Sustainable Investment (Ștefănescu & Dudian, 2018; Harun & Hassan, 2018) in Urban Areas is based on close collaboration between the European Commission, the EIB and the EU Council Development Bank. This means of financing has been specifically designed to develop and implement in maximum efficiency conditions projects for the development and regeneration of the urban environment (European Investments Bank Group, Annual activity report 2010, Volume I, pag. 30-43).

The financial instrument JASMINE- is the financial instrument supported both by the European Investment Bank Group and by the European

Commission, too. This is referred to as the "Mutual Action to Support Microfinance Institutions in Europe" (European Investments Bank Group, Annual activity report 2010, Volume I, pag. 43-44).

The planning of these financial resources and of the European Structural Funds, Cohesion and European Investment Funds is provided in each Multiannual Financial Framework for Programming, in the National Strategic Reference Framework and Operational Programs - in the documents known as the Applicant Guidelines, on each Submeasure investment.

The National Strategic Reference Framework - is the programmatic and reference document on the basis of which the EU Member State has access to the Structural and Cohesion Funds and which identifies also the non-competitive areas and possible remedies for the deficiencies (Decision no. 398, from 27th May 2015, updated until 15th December 2016, to establish the institutional framework for the coordination and management of European structural and investment funds and to ensure the continuity of the institutional framework for the coordination and management of structural instruments 2007-2013).

NSRF is elaborated according to the EU strategies (Agenda 2000 and Strategy 2020) and the Strategy from Lisbon, in order to create a competitive, dynamic and prosperous state (Bollen, Hartwig & Nicolaides, 2000, pp. 134-142). Acest cadru stabilește clar prioritățile de acțiune, pentru care se vor realiza investiții, la nivel național. Conținutul său este reglementat, prin Articolul 27 din Regulamentul 1083/2006, CSNR făcând legătura între prioritățile la nivel de stat și prioritățile la nivel de Comunitate. This framework sets out clearly the priorities for action, for which national investments will be made. Its content is regulated by Article 27 of Regulation 1083/2006, with the NSRF linking the priorities at the state level with the priorities at Community level.

| European priorities | NATIONAL STRATEGIC FRAMEWORK | National priorities |
|---|---|---|
| 1) *Community Strategic Guidelines on Cohesion (abreviated as OSC)* | | 1) *National Development Plan* |
| 2) *The EU* | | 2) *National Program for Reform* |

Source: The author's interpretation, in relation with the data provided by www.fonduri-ue.ro and www.fonduri-structurale.ro

Figure 1.4. The National strategic Framework of Reference- the linking element between the national and European priorities

The National Reform Program - NRP is the document Romania is developing in each programming period, in order to achieve the objectives of the Lisbon Strategy Programul Național de Reformă (European Comission, The Lisbon Strategy and the EU's structural productivity problem, in The EU economy 2004: Review, European Economy, No. 6), taking into account that each Member State presents its own national specificities.

Representatives for the National Reform Program are three objectives, which aim to align Romania with European standards. These objectives are reproduced schematically below:

**National Plan for Reform**
- Economic stability and public funds stability
- Increasing competitiveness and economic productivity
- Improving the functioning of the labor market

Source: The author's interpretation, in relation with the data provided by www.fonduri-ue.ro and www.fonduri-structurale.ro

Figure 1.5. Objectives of the strategic document - National Reform Plan

**Typology of management systems within the European funds area**

Management systems have always been one of the ways of managing efforts to achieve positive effects in terms of increased efficiency. Therefore, their design was a challenge for managers who had to find the perfect balance between resource allocation and expected results (Rosca, 2017; Vlăduțescu, 2018; Vlăduțescu, 2019), taking into account a number of factors that could have a decisive influence on the effort-effect balance: the field in which it acted, the specifics of the area of action, the experience of previous operations, as well as the good practices, but also the legislative and fiscal framework and the skills and qualification of the personnel involved in achieving the proposed objectives (Porretta & Pes, 2016, pp. 178-196).

In the field of European funds, it is important that the management system respects the partnership principle between the European Commission and the national authorities. It should be noted that in managing the non-reimbursable financial support it is necessary to implement also the principle of subsidiarity, in which the task of achieving the objectives is placed at a lower level (the national level), which guarantees the efficiency of its actions, respecting the state characteristics and regions (Bachtler & Turok, 2013, pp. 300-312).

Operational Programs Management is the central factor in attracting European funds at the level of a state, and the problems that arise in this process generate a decrease in the absorption rate of community funds.

Types of management have evolved over time, depending on the degree of involvement of the European Commission in the management and implementation of Operational Programs. Their number was in the

programming period 2007-2013 of 4, respectively: centralized, decentralized, shared and common (Harvey, 2006).

It is worth mentioning that, in all the types of management systems, managerial activity is strongly influenced by management accounting, by the way an entity carries out and records its operations in documents (Negrea, 2015; Voinea, 2015; Teodorescu, Calin & Busu, 2016). The two notions of management and management accounting are interrelated and together they contribute to increasing the overall performance of the beneficiary in question (Iacob, Simionescu & Manea, 2016, pp. 134-142).

Since 1$^{st}$ January 2014, the management typology has been restricted to the number of three: direct (centralized management), indirect (originating in decentralized management) for the multi-annual financial framework 2014-2020, and shared (Smail, Broos & Kujpers, 2008, pp. 167-187).
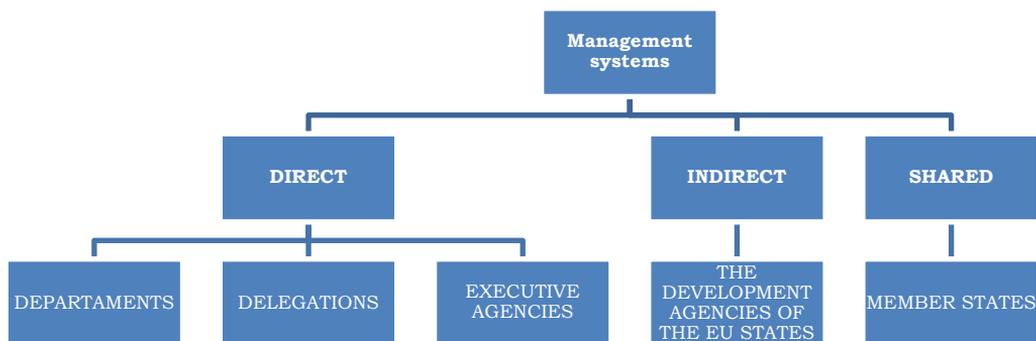


Source: The author's interpretation, in relation with the data provided by www.fonduri-ue.ro

Figure 1.6. The responsibility of the management systems, according to typology (2014-2020)

In the case of direct management, it is stated that the entire responsibility lies with the European Commission, which has its responsibilities through its Departments, Delegations and its Executive Agencies. Thus, the Commission has the task of implementing the budget, the decisions being taken directly by its immediately subordinate bodies, on behalf and on the account for the partner countries.

The Commission's involvement can take various actions, this one being a contracting authority which, through the Executive Agencies, carries out operations such as: concluding financing contracts in areas of major interest; the financial and operational management of these financing contracts; their audit, control and evaluation (Giard, 2007, pp. 11-24).

The indirect management is the one in which the European Commission delegates budget implementation to the following economic actors: partner countries or bodies designated by them; international organizations; the development agencies of the EU Member States (most frequently); other bodies.

Also, within each state, it is applied decentralized or indirect management, as the regional authorities have to take decisions that are confronted with the economic reality and specifics of the region they are part of.

The Indirect Management can have two main forms, internationally recognized:

- Indirect management with ex-ante controls, characterized by the fact that it is the partner state that identifies itself as the contracting authority in all the operations involved in the implementation of an Operational Program, but only after prior authorization by the European Commission;

- Indirect management with ex-post controls in which, a priori, is not required by the European Commission, the partner countries.

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The Shared management is the least used type of management in which the European Commission entrusts implementation responsibilities to the Member States. It is mainly used for transnational Operational Programs and Cross-Border Cooperation and it is managed either by the European Neighbourhood Instrument or by the Instrument for Pre-Accession Assistance (Broby, 2010, pp. 22-32).

Shared management is also used in the practice of European funds and under shared management name, where the National Authorities are the ones that carry out the entire system of management and control of community funds.

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# MEDIA, THE GENTLE GUARD DOG OF DEMOCRACY

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**ABSTRACT**

This paper aims to bring into question the fact that the press is increasingly politicized, and some of the journalists are seen as politicians' annexes. The subject is of interest as we ask ourselves whether in a complex information system the citizen still has the ability to choose his leaders directly, since journalists come to present to public opinion not pure information, but just what the political patronage is.

The general research problem is the politicization and degradation of the press, in the case of the Romanian press. The present paper proposes the estimation in a quantitative and qualitative analysis of the tendencies of the development of the politicized press and the repercussions this may have in the present and future for influencing the public opinion: abuses of the media owners towards journalists, journalists and politicians and politicians-journalists, televisions and party journalists, showing the level of political influence through surveys.

### INTRODUCTION

The public space has become a crisscross of which it is only with great difficulty that we understand something. The confusion is the letter of the law in the Romanian press. The politicization and the degradation of the press are topics about which the intellectuals and not only speak more and more often. General opinion: the dog guard of democrateie ceased to make noise, only from time to time stamping their puturos more. However, the importance of the mass media in today's society is one huge.

More than ever the press has the power to influence our thinking and actions, sometimes, without realizing it, giving us instead of the reality of a stereotype.

The press is the most effective and important tool through which can be influenced people's perception of those events, and those who hold these media have power handling mass readership. At stake are millions of euro business, especially the image of large economic groups and their employers.

### Politicized ever since the press appearance

Since ancient times the press pressure state political and religious concerns. She pulled in front and foremost political, but not what the rulers wanted to appear. Until the 1920s, three from the 19th century, when it appeared the newspapers for the general public, the information in the media addressed financial and aristocratic elite, bankers and economic or military nobility had control over the sources of communication.

The advent of modern democracy and the two fundamental concepts: freedom and equality has resulted in changing the perception in terms of media domination. Although it escaped the political pressure somewhat with the advent of enlightenment thought, true liberation process was implemented with the expansion of communication in the public space, that is, when it was possible to equalize access to political information. From the beginning, the press has been checked and conducted by politicians. The most important newspapers in the United States, at that time, the Gazette of the United States and national gazette were puppets of the political class, being intended for direct election of the elite.

These newspapers depended on the financing coming from the leadership of which have clear interests. The journalist was not merely an ideological voice, whose voice was complied with the requirements of the owner. The party, as they called it many has resulted in the imposition of a journalist servil at all, independent, Docile toward the power which he coordinates and dependent upon the owner or financial partinic which dictates the information which must be spreads like a poison among the public opinion.

Freedom of the press has really occurred as late as the 19th century, the Anglo-Saxon space, starting from the idea of Locke who said that human freedom must not be constrained by the British Philosopher known in the Victorian period, John Stuart Mill, one of the most influential liberal thinkers of the 20th century, the "freedom" or "Liberty press" sees press freedom as a way of free speech of citizens. Thus, any enclosure of speech turns into an enclosure of civic freedom.

The journalist is, accordingly, a representative of the natural rights of the citizens, he has no superior rights over others, but it's an individual endowed with a range of capabilities that helps him communicate to others their own opțiunui. This idea has gone and Thomas Pain, the first journalist charged with

calomie. The process in which the journalist was tried and defended his right to continue practice this profession, with the justification of constitutional rights to freedom of information and freedom of expression.

Information about the right to speak and Walter Lippmann, who argues that the truth comes out to light only if they have the free debate which is taking place may not be pressed by any constraints. The press, however, cannot be free unless he is assured a free and competitive economic environment. "Free market of ideas is that the field of cultural production (and thus political) in which the individual exercises his functions in absolute mode private person without being vexed by the violence and aggression." (Pop, 2001).

### The role and functions of the political press and journalism

The phrase "watchdog" associated press has its roots in the very free-market ideas rationales and public manifestations by individuals. Citizens who empower politicians, and to have control over them, convey some of this power, and journalists. Thus, two major functions meet journalists: people are properly informed and monitoring the work of politicians. Monitoring involves constant verification and exposing criticism of politicians actions and activities.

Informing means supporting trust decisions when they are beneficial and critiquing them when they are doing more harm than good. Both, however, should be made only in the interest of the readers, who at some point become voters. There are therefore two ways in which the media may relate to political power: the politicians want to redouble your power, and journalists have a duty to resist tension coming from them, and that's because citizens are deformed information subjects coming from the side of political power. Politicians follow, so they disguise their actions, and jurnaliştrii are designed to support public debate and determine the public to participate in decision making.

Alexander Mikleojohn has outlined two functions that must be satisfied by the journalist-watchdog of democracy. The first function is the most informative and refers to the fact that the press is the one that makes dialogue between citizens and power, helps people to choose their representatives, correctly urges representatives of power to be responsive to the requirements of cetaţenilor and constrains the actions of power to address aggressive individuals.

The second stated function is critical for the function Mikleojohn, it presuspune the fact that the press makes all the power of the moment to go through critical and analytical filter, this function references and the fact that journalists are people who shall verify that the projects and programmes, political advertising on those who do not repectă commitments and rules of the game.
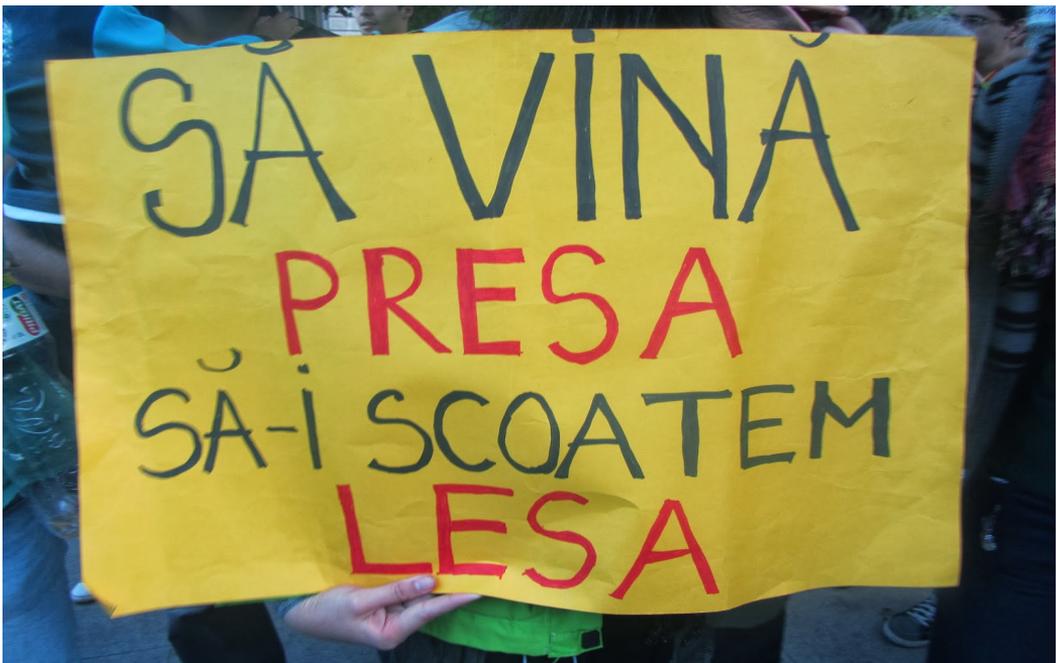


Source: www.stelian-tanase.ro

It is clear that the media respond to certain needs of the people. At the same time manifesting and an influence on the social environment, resulting in changing the shares communities. Starting from this premise more thinkers including journalists, philosophers and statesmen have been interested to know what place holds media in social life, what connection exists between press, individuals and institutions, as it carries out these interactions and what power do they have influenţare. But, above all, the media's role is to inform and should fulfill this role regardless of the obstructions that interferes.

From the amalgam of media functions recorded since 1948 to the present, six functions are mentioned as reference: the function of information, prevention, interpretation, "linkc", cultural, entertainment. They can also be added to the critical function, but also the deliberate manipulation of political processes.

Political oversight by the press plays an important role. Since journalists are the ones who select and determine what are the events of the moment, what political news deserves public attention, and which ones will be ignored, the political actors are always watching and ready for action. Analyzing the role of the journalist, David Randall said, "The role of a newspaper is to learn fresh information on issues of public interest and to transmit it to readers as quickly and as accurately as possible, in a fair and balanced way. That's all" (Randall, 1998).

It is clear that the media respond to certain needs of the people. At the same time manifesting and an influence on the social environment, resulting in changing the shares communities. Starting from this premise more thinkers including journalists, philosophers and statesmen have been interested to know what place holds media in social life, what connection exists between press, individuals and institutions, as it carries out these interactions and what power

do they have influenţare. But, above all, the media's role is to inform and should fulfill this role regardless of the obstructions that interferes.

The success of the media entertainment is due to the fact that he did not proclaim a big budget. Caracheo has in his introduction to the media an idea described by Neil Postman: "essential Problem is not that television provides us with entertainment, but that it treats all topics in the form of entertainment (...) This means that the entertainment becomes over-saturated ideology of any argument on television " (Coman, 2007).


**Political Journalism Concepts**

*"If you had to decide between a Government without newspapers or press without Government, I wouldn't hesitate any moment to choose the second variant" (Thomas Jefferson)*

Political journalism takes up most of the space in the media and that's because the political influence the actions of other sectors of society. After the well-known political analyst Claudiu Săftoiu: "political Journalism means that segment of mass communication that achieves, in a continuous process of reciprocity, and communication between consumers and the political message, on national levels transnational and directly connected. Political journalism influence a decisive penetration power, quality and consistency of the message " (Coman, 1999).

For example, if gasoline is Eurovision final, the news media will emerge all sorts of items addressed from all angles, but the televised debates and long and that's because this change that affects the whole population of the country was a decision of the people policies. The journalist is one who decides which topics will appear in front of the audience, he does give life news and the one who has the power to set off political actions which he considers to be important.

Therefore, the journalist is in charge of how the message gets to the ears of individuals from a company. In the case of the Romanian media not infrequently journalists truncheazǎ topics or statements of politicians to get the desired effect and Dr.radut public. Journalistic environment seeks to present more sensational side all the time, even from political events and that because such an approach seems to attract a growing audience. As a direct consequence of this, the information policy became for the media kind of genetically modified food.

James Curran is one of those who argue that the mass media should contribute or contribute to the democratisation process. "The author keeps paternurile the definition of Habermas, but rethinks the media as public sphere is presented as" a place between the Government and society in which private individuals exercising control over a State formally, by choosing the Government, and one informal, through public pressure" (Saftoiu, 2003).

Through public debates people have access to information, can analyze the reaction and actions of politicians whom i have chosen, or you are going to choose on the basis of this information and its forms value judgements whereby at some point they will penalize some or on others. About the importance that the media plays in shaping public opinion and speak liberal theories which gave the press the status of the fourth power in the State.

Political journalist arrived today an intermediary between the information must convey and political pressure. Be recorded even a competition between political opinions of journalists who consider certain issues as important for citizens and politicians ' opinions in relation to this. New communication channels, increasingly more and more extensive, they backfire upon informing individuals.

Though people should be more informed are increasingly more misinformed. This is possible because as noted Bertrand Miège is "fragmentary" information in "spaces, which are not connected with each other".

Since ancient times, political power has attempted possession and on the means of communication, to dominate or to integrate those information you difuzau affected the political programme and were inconsistent with the image they wanted to appear before the electorate. Doru Pop says: "Political communication refers to the interaction between Government and the governed and describe relationships, psychological influences, and social changes stemming from the times here. At the level of political relations, it manifests as a communicative exchange mechanism, between receptor-manifested as voter-and transmitter-as the source. Relations differ depending on the transmitter (reducing political communication to specific political or State institutions) and communication theories that define them. In the first approach, a propaganda-type-control politicians in mobilizing citizens to spread ideas and to better prepare the ideological supporters " (Pop, 2001).

The media is the one that contributes to the formation of people's opinions about politicians and political environment generally, the harden them or changing their views. An important role is played in this respect and opinion leaders, those people who represent authority, one for individuals and society through which they expose themselves in public space will influence the opinions and the views of those who share way of thinking.

After 80 years the information conveyed via the media suffer a decisive transformation, in the sense that spread to all mass media led to the possibility of spreading political message in all corners of the world and allowed more easy-handling comportamenului people.

Therefore, the evolution of technical means in the field of comnunicării of influneţat mode of action of journalists, politicians and the public. Thus, the political field is subject to technological era and folds the political message after the new requirements.

However, changes in the scope of the communication went as it says and the creation of a Săftoiu Canizares type press which resulted in tabloidizarea and trivialzarea policy. The desire to create a political message accessible to all and which to fold the need to bolster an active dialogue between elected people and voters, but also visibility rush of politicians has led to the emergence of a political message less consistent and the formation of a speech banal.

In this world created by new media, politics is the one who leads the citizen to become an actor involved in community life. Furthermore, Săftoiu Canizares analyst argues that new media has understood to exploit audience interest for entertainement, offering a tailored policy information, formulated and launched as a product of true entertainement. In a world of information democratisation policy becomes an important player in the game's commercial interests who put monopoly on media.

Therefore, the new time media has the ability to transform a personal message in a message with a political tinge. We see more and more how shop broadcasts media space and suffocate the excess of political messages. History of Romanian mass-media shows us that this kind of shows he appeared in Romania in the years 95-96, and some of them are: "Teo", "Babylon", "Coffee with salt".

The media is an indispensable medium for politics, the press being the channel through which politicians can become popular. Press space is virtually principaul, through its citizens form opinions and choose their

representatives. Therefore, the relationship between politicians and the media is the one on life and death.

Press the lever on the top is the puşii community to the fullest and wears without which their lives would be dead. There are several types of political communication: communicating, communicating presidential Government, carried out by local forces and carried out during the election campaign. Because of these transmie messages organsime to propagate within the community is needed in the media, which thus becomes the glue between politicians and the electorate.


## POLITICS, DEMOCRACY AND THE MEDIA

*"Democracy is a political system badly, but the best of those who invented them mankind so far" (Winston Churchill)*

What is the relationship of man with political journalist? It depends on the case. When the journalist is blank for a handful of money relationship has no way to be other than that of the employee and employer. In the world of journalism runs otherwise all sorts of phrases to describe such types of folks: journalist-million, journalist or journalist-beer sold. Most are, however, agree with the phrase "juranalistul prostitute", which alludes to the bondage that journalist accepts.


## The relationship with the world of politics political journalist

The relationship between journalists and politicians is one vital to the interests of all. Unfortunately, journalists are seen not as a means of politicini by which the political message reaches the ears of the electorate, but as a aduntură which must be purchased. "Journalists are seen as a kind of" filters "or" guardian "(gatekeepers) of output messages in the media. They position themselves between politicians and voters, and it is generally

accepted that politicians communicate with their voters by political journalists " (Pop, 2001).

Interpretation of facts and information assumed that after an event, in the media, there are all sorts of comments that the event helps product to be explained and understood until its inner meaning. Interpretation can be made from two perspectives. The first occurs from the selection that journalists do when they choose the subjects they want to document them and will make them known to people.

In newsrooms, journalists rank the events according to their importance, but also in terms of the field to which they belong. This selection and ranking "implies both a value judgment, and a trial, not always perfectly lucid, realistic interpretation of according to a set of rules, representations, symbols, etc." Interpretation of the facts is achieved when a news event or on any comments or opinions are issued. The journalist, however, bears the burden of knowing to differentiate the unbiased information and commentary.

Journalistic genres through which information can be commented and rough interpretation are: commentary, editorial, pamphlet, caricature or Chronicle. In the case of television talk show is a genre that has grown a lot and that consumes a lot of air time.

Genre that raw data can be reviewed and interpretation are: commentary, editorial, pamphlet, caricature or chronic. For television talk shows is a genre that has grown dramatically and consumes a lot of airtime.

Most of the times this kind of broadcast talks by various invited does not propose to make it an issue, but to turn it into a show, in a media show. Interpretation function must return people with notoriety, specialists in fields that are discussed at that time.

But the media is for individuals the institution with which they entertain at low prices. Accessibility in this case is the watchword. The entertainment media is not a phenomenon only occurred to us, he has swept like a fever media worldwide. The success of the media entertainment is due to the fact that he did not proclaim a big budget. Caracheo has in his introduction to the media an idea described by Neil Postman who says: "The problem is not that crucial television provides us with entertainment, but that it treats all topics in the form of entertainment (...) This means that the entertainment becomes over-saturated ideology of any argument on television". (Coman, 1999).

Romanian press is sensitive to entertaining and scandal. Divertismenul is the food, newspapers and televisions. Even in the evening, the audience delighted to assist the seci jokes from his shows Dan, where characters like Sinziana Weed, Mara Bănică, Sergei Mizil and other personalities "who sell" plays in a disgraceful spectacle from which we choose whether or not to assist. Sure, your question is trânteşte in the face every time you respond to is one: "Why not change the channel if you are comfortable?". Some of us know how to do this and not remain quartered in such slum kids, divertismentală, but the rest are downright drowning in this stuff. Instead take the position nepăsătorului should we care about the fact that our peers, neighbors, relatives, young people form the electorate of this country are seduşi these media phenomena and move with the thought that work in the area of subjects more than instincts and feelings to me.

**Political Journalism. Concepts**

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Political journalism takes up most of the space in the media and that's because the political influence the actions of other sectors of society. After the well-known political analyst Claudiu Săftoiu: "political Journalism means that segment of mass communication that achieves, in a continuous process of reciprocity, and communication between consumers and the political message, on national levels transnational and directly connected.

Free and quality journalism is inevitably tied to this financial independence. In the case of the Romanian press things started to go even harder in terms of financially after the financial crisis in 2009 that resulted in the firing of 3000 journalists. All have since been closed and many publications disappeared and funding from advertising What threw the press in the clutch of political control.

Vulnerable to political and economic, the press began to support politicians who provide money. Politicians have not hesitated to impose its wishes in the editorial staff of daily newspapers and to leave their mark over how to approach the topics in journalism. Being financially many of Newswriters control have been told the rules of the game and have provided biased news, making deviations from ethical rules of the trade.

Copyright contracts are another measure used by employers to financial blackmail employees who see themselves forced to accept and such form of payment only to have a minimal gain.

The report shows that from 2009 FreeEx Holding has experienced a loss of 13 million euros in the year that has ended. Total losses in the commercial register is 32 million euros. Newspapers, Public interest Remedies, Engineer-all Media belonging to the Group Holding-Laila have been affected by a strike for failure to pay wages. Several journalists from the guardian and the day they summoned to court for failure to pay the owners of certain rights, especially wage overtime.

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# THE ROLE OF MASS-MEDIA IN THE RISE OF NATIONALIST MOVEMENTS IN THE EUROPEAN UNION

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**Abstract**

European Union is undergoing one of the most difficult periods of its foundation. Many member states are dominated by nationalist current, due to massive immigration, terrorist attacks and financial crisis that crushed the world for over ten years. Above all, there is Brexit - the first popular exit vote of a European Union member country. In this context, while France and Germany face elections and many other situations, a series of extremely right-wing national formations rise on the political stage, determined to exit from the European Union and once again, in this European political frame, the media proves its role as a public opinion trainer.

An in-depth analysis on how this issue has been addressed by the media reflects the fact that in many countries press institutions have favored the consolidation and diversification of populist discourse. UK is the most concrete example where, in the context of a referendum on leaving the European Union,

major newspapers and televisions focused more on issues such as immigration or terrorist attacks and less on the economic implications of leaving the EU.

So, this paper analyzes the role played by the media as the crisis of nationalism rises in the European Union.

**Keywords: media, elections, nationalism, extremism, public opinion**

1. **The media and the inclination of the balance to Brexit**

The UK referendum campaign - when citizens were called upon to express their opinion on the UK exit from the European Union - is one of the most concrete moments in which the media was actively involved and the nationalist trend was highlighted. Televisions, newspapers, and especially social networks have played a crucial role in forming opinion among UK citizens. According to a study by King's College London's Center for the Study of Media, Communication and Power in the 10 weeks of the campaign, approximately 15,000 press releases have been published or disseminated. The first example of trying to tilt the balance out of the European Union comes from the traditional *Daily Mail*, which titled on June 23, 2016, on the front page that they are four big lies of the EU, referring to the economic arguments which could lead the UK into an impasse following its exit from the European space. So, there where some clear pro Brexits signs and it was obvious that a newspaper with such a tradition among the British may cause them to think and, especially, make them think more about the issue, even if it does not necessarily cause them to make a decision on the vote.

In fact, during the campaign and before it, nationalism was encouraged by many publications in the UK. Immigration was the most

approached theme in the media, which has long been discussed in the context of sovereignty.  (Nunn, 2017)

Pro Brexit leaders have aggressively discussed this issue by pointing out the economic consequences and talking about the damaging effects of this phenomenon. Also during the campaign there were some publications that pointed out this migration issue more than the economic consequences. Daily Express, Daily Mail and Daily Telegraph have given more space on the front pages of this approach. According to "UK Media Coverage of the 2016 EU Referendum Campaign", conducted by King's College London's Center for the Study of Media, Communication and Power, "coverage of the effects of immigration has been overwhelmingly negative. Migrants have been blamed for many of the problems of the British economy and society, particularly to put unsustainable pressures on the public. In addition, the Turks, the Albanians, as well as the Romanians and Poles, have been indicated as nationalities that are causing problems for the British."

In addition, the media played an important role in staging the agenda during a referendum campaign to leave the European Union. "Media had an agenda-setting role during the campaign centered on certain politicians" (Berry, 2016), most of them oriented to the extreme right. As the research at the University of Loughborough in this edited collection shows, the media reported the campaign as a "Tory" story with more coverage in favor of the arguments for leaving the European Union.

So, in the center of the referendum campaign, key figures, politicians and followers of the nationalist trend emerged, who once enjoyed such a high visibility in the media managed to definitively impose their point of view among the majority of the British. All this meant 51.9% of British citizens voting for the country's exit from the Community Block. All the studies conducted post referendum reflect the fact that media had a major impact on the

inclination of the ballot to the exit, especially since much of the media was loyal to the Eurosceptic current well before the start of the campaign, and the followers of the EU remained unable to put the European Union in a favorable light in order to gain sympathy. (Clarke& Goodwin& Whiteley, 2017)

2. **The role of the media during the presidential election campaign in France**

Presidential elections took place in France in April 2017, and nearly 47 million Frenchmen were called to the first round. In the second round, two candidates came in: an extreme one that is part of a movement of xenophobic, conservative and anti-Semitic nature and another one that is part of a social-liberal movement.

Considering the political affiliation of one of the candidates, it is easy to understand that the entire electoral campaign was under the emphatic struggle with extremist issues. But, unlike the Brexit Campaign, there was a novelty: fake information campaigns appeared and dominated the social networks. A study by the Oxford Internet Institute highlighted that a quarter of the Twitter news stories were based on false information with the purpose of misinforming the public. According to the study, "these were intentionally presented hyper partisan or conspiratorial, extremely ideological with logical errors and opinions presented as facts". (Desigaud&  Howard& Bradshaw, 2017)

*Independent* newspaper published data from a study published by the Bakamo private research group. The study shown how many of the fake news were based on Russian sources or exposed to Russian influence. In addition, a number of methods would have been used, using the names of heavyweight journalists or famous televisions and publications. More specifically, the authors took advantage of the open blogging platforms of media organizations

such as *Le Monde* or *Mediapart* to publish fake stories and claim to be editorial content, journalistically verified.

An example is the French newspaper *Le Monde*, that published a news release announcing the election results just days before the vote. The *Le Monde* poll announced Marine Le Pen as the winner of the election at a 5 per cent gap with Emmanuel Macron. The story has been distributed by tens of thousands of times on social networks, prompting the idea that most French people tend to choose the extreme variant.

"Another web site claimed that the investigative newspaper *Le Canard Enchainé* decided not to publish a story showing that Mr. Macron kept an offshore secret account - a claim that was vehemently denounced by the newspaper. The article does not cite a single source or details about the alleged account."

According to the Bakamo study, the so-called time-shifting mechanism was used in the campaign. Specifically, this method involves bringing to the attention of social networking users some past stories that are misleading today. Facebook suspended 30,000 suspicious automated accounts in France, many of them distributing political misinformation and propaganda. All these were highlighted by the fact that in the 2017 campaign, greater freedom was given to online publications than to traditional media institutions. (A. Granchet, 2017).

3. **Germany Extremism**

The German elections of September 2017 were dominated by a strong extremist current. German Chancellor Angela Merkel's decision to receive a wave of refugees has sparked a real wave of dissatisfaction, thus leading to various nationalist trends with an extremist tinge. In addition, the media has also spoken in this regard. While traditional media institutions were more

reserved, news on social networks was under the banner of disinformation, as happened in France. The Facebook social network, criticized in the United States for allowing and doing nothing to combat fake information, announced before the election that it launched a real campaign to stop the untrue news and that it used a new technology to detect them.

According to Bloomberg "German politicians have accused Facebook of exacerbating anti-immigrant feeling while the social network was seen as an extremist recruitment and propaganda tool."

The month prior to elections, the social network has eliminated "tens of thousands" Facebook fake accounts in Germany. Such accounts have often served as basic principles for fake news in French and US elections. But that was not the case of Germany. However, the target of fake news was Angela Merkel's candidacy. For example, according to Poynter, a global leader in Journalism, a photo of the German Chancellor appearing at a Muslim wedding involving a minor has become viral on Facebook. Moreover, according to BuzzSumo data, over the last five years "BuzzFeed reported in July that seven of the 10 viral stories about Merkel were false."

In order to fight back this fake news phenomenon, the German legislature adopted a law in favor of media companies in the summer of 2017. Specifically, according to the provisions, depending on the seriousness of the reported content, platforms like Facebook or Twitter have 24 hours up to one week to delete the complaints. Otherwise, they are good to pay. Berlin has decided to take these measures because networks such as Facebook and Twitter do not fight back fake news, inciting hatred, child pornography and xenophobia." In Germany, the effect of fake news did not have the same effect as in France or the United States, primarily because the traditional media institutions verified thoroughly the information before publishing or broadcasting it. On the other hand, German citizens have been more attentive

about where they got their news from. So even if there was an attempt to influence the election by inserting false information, their effect was minimal. However, in Germany, the extreme right has reached a record score, but it has been taken into account by the Germans in the current socio-economic context dominated by massive migration.

**4. Situation in Sweden**

In Sweden, an extreme-right party appeared in Parliament since 2010, but in the 2018 elections it did not settled a trend with strong nationalist accents like in France, Germany or England. However, a phenomenon hard to control took place: the largest spread of fake news in the European Union. According to a study by the Oxford Internet Institute in Sweden, about 22% of the social networks distributed news were false or misleading. Oxford researchers have found that fake articles contained "various forms of extremist, sensational and conspiratorial material." In addition, the *Reuters* news agency reported that the top three sites identified in the report as spreading misleading information were Samhällsnytt, Nyheter Idag and Fria Tider, sites operated by former Swedish right-wing members, Sweden's Democrats (SD). The three websites distributed more than 85% of false information and involved issues such as immigration and Islam. For the time being, no impact study has been conducted to accurately determine the impact of false news on the outcome of the vote.

**Conclusions**

Over the years, social instability and economic crises have always been the starting point to the initiation and development of extremist, radical, right-wing or left-wing movements. And every time, these movements speculated the moments of vulnerability of the masses to fuel public opinion. In recent years, Europe has been shaken by all sorts of crises and the immigrant crisis was by far the most dominant one. It was the sparkling point for Brexit

crisis and economic problems added naturally. It was the perfect layout for stronger extremist currents that have emerged in developed countries of the European Union, and some media institutions have deliberately supported their development. The media played an overwhelming role in those countries where extremism rapidly developed and where members of these currents have been able to gain public office or have managed to build political parties. It is not necessarily the case of traditional media institutions, but new media, especially social networks filled the gap. But whereas extremism manifested mostly in electoral campaigns in France, Sweden or the UK, on social networks or traditional media in order to break apart the European Union, the German press was much more reluctant to promote extremism.

At the same time, false information or fake news dominated the electoral campaigns in the four countries and that meant disadvantage for traditional parties in favor of left-wing or right-wing counterparts. The four polls have created an unprecedented fight at the social media level, the social networks ending up fighting a real war for the elimination of false information. Fake news and false information turned into a real threat to democratic electoral practices in recent years and managed to determine both social media networks such as Twitter and Facebook to filter the information and also the governments to legislate in this respect.

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# NARCISSISM AND THE NEW FREE MARKET SEGMENT. ABOUT THE NEW NARRATIVE IDENTITIES

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**Abstract**

In this article we propose new themes of marketing and communication, themes created by the transformations in the media market. Thus, the new digital world implies not only new types of channels, but new types of expression. Changes as intense and deep can be identified at the level of the recipient of the communication efforts. We propose, through this study, a new type of active, involved recipient that no longer seeks to respond to social patterns but seeks to assert his individuality, identity. The old mental map is now a mirror of the deep self, which is not necessarily social.

**Keywords:** media market, advertising, recipient, narcissism

Narcissism of the digital era, which is increasingly spoken of as an effect of the transition from *one-to-many* type communication to *many-to-many*, is a *hard* form of the ideal of personalizing communication. *The content* of this space creates digital multiforme subjectivity show where media consumption is an exercise in confirmation, not in compliance, affirmation, firstly, and social connection secondly.

We will not address the onto-social resorts of virtual communication spaces. We will, however, approach the empirical observation that this new type of communication is, in fact, a form of self-communication. And here we refer to all the subdomains of communication from advertising to public relations and to journalism, regardless of technical support and transmission channels. We know that self-communication is a pragmatic fulfillment of persuasive advertising speech, for example. The ad text creates and proposes an affective, psychological context, called in the specialized literature, the "mental map".

"A*dvertising is not only a flow of economic information in the <<demand-offer>> pattern, but also an important symbolic capital that seeks to infer, convince, create additional needs, or allow the identification process to be carried out with various positively conceived patterns*" (Grădinaru, in Adam, Bonhomme, 2005).

The co-text is the mood, namely a self-projection facilitated by the support object acquired by the processes triggered by the advertising speech. Personalization is the ontological fulfillment of the commercial advertising speech. The imperative of personalization at the reception level corresponds to the abandonment of the objectivity claim by the issuer. You can not be objective yet tailor the message to the needs of the receiver.

We were now seeing that there was a false expectation that the commercial relationship (with its own rules and functional reflections) had in

fact a meta-discursive motivation, a motivation that would ultimately exclude commercial interest. The growing of the recipient's waiting horizon (as we name this stage) brings with it the acceptance of the commercial convention, so of the economic interests, and their assimilation and inclusion in the set of consumerist motivations. We recall the remarks of some very alert scholars of advertising speech:

*"Behind the operation of metamorphosis of the product into a <u>valuable object</u> there is the issue of symbolic capitalization of the object. Between the sale and purchase of the functional product, the advertising discourse operates a semantisation that transforms the simple object (car, vacuum cleaner, washing machine) into a <u>valuable object</u>. It moves from a concrete objective relation (moving, doing homework or washing laundry) to a symbolic relation. The object of consumption is, by definition, that symbolic object that has lost its status as a common noun and tool to receive a status of proprietary brand-security"* (Adam, Bonhomme, 2005).

We continue the series of our own observations and advance the idea that if, in the first instance, we were talking about the exclusivity of the symbolic value, today we can speak of a refunctionalization of the object of advertising speech, so that it is infused with the personal symbolic cargo of the recipient and the object becomes commodity, insofar as it provides this space, the resonance chamber for the subjectivity of the receiver.

### Subjectivity, the new commercial space

Thus, if so far advertising has been defined as the "psychosociology of information applied to commercial objectives " (Cathelat, 1992), the discourse pragmatics reorient more and more towards the psychology of the recipient, who becomes and actor with equal powers in the advertising

communication. We know that marketing is oriented in three major directions: recipient analysis, product analysis, channel analysis.

Marketing answers the question "*Who are the buyers and what do they want?*" which takes into account market segmentation, consumer research and marketing research, then to the question "*What products satisfy thebuyers' needs and wants*?", and this question generated the marketing mix formula and, finally, the answer to the question "through what ways do shoppers get possession of products able to satisfy their needs and desires?" response means *the overall formula of promotional* (promo mix).

The market, the meeting space between the two actors, also took on seemingly subjective nuances, fluctuating, but balances by the law of the supply and demand. We talk therefore, of thematic markets, markets understood by groups of individuals interested in a particular category of products: detergents, beverages, mobile phones, banking services, travel, cars etc. and the "geographic" market as the coherent and relatively autonomous space in which economic activities are taking place: the Romanian, Greek, Mexican, European and world markets.

To what extent can we speak of a new type of market today, since we are talking about new attributes of the recipient, much more involved in the act of buying? Not just marketing professionals are looking for customers, access routes, and persuasion techniques. They will need not only to propose products, but also to respond to increasingly fragmented, increasingly personalized requests. Because the recipient gave up the passive status of choosing from a series of proposals. Under the pressure of drawing a clearer picture of his own mental map, he asks, combines, modifies, quits. The customer is getting away from the benefits of mass production for the benefits of mass personalization. Brands like Nike have started offering "custom" shoes, one of a kind for each kind of customers, while high end fashion retailers allow their clients to engrave

their initials on each handbag. The message is changed, segmented, personalized.

The marketing labels (market segmentation, public segmentation) are added, we believe, also to this fluctuating but important tone of the more pronounced assertion of individuality and personalization. Common sense, convention, conformism find correspondence in the sense of self, in the need of personal identity, of personalized construction.

The landscape has supported this evolution of the individual perception in the notion of advertising speech. We only mention Angela Goddard's observation, which seized the "*contribution*" of the contexts generated by advertising discourse to the "*construction*" of the individual identity:

"Advertisements are forms of speech that contribute significantly to the way we build our identity. For creatives to work, they have to use the common resources of language in ways in which they can influence our decisions and can have a special significance for us" (Goddard 2002).

Advertising mediation has generated and educated, we say, a commercial behavior. The recipient has discovered the power of the context, the power of the commercial object to support identity narratives. He has learned to decode or create codes to support him in the natural effort of socially recomposing personal identity. Thus, going on the conceptual distinctions made by the same Angela Goddard, I would say that the recipient has gained through advertising the ability to build narratives, to be a writer of his own narrative, that is, to link the text to the marketed object, to the social context, to the needs individual self-communication. For Goddard, "*the writer is the person who actually builds the text; it is the narrator who tells the story in the text - the person who seems to be addressing us and guiding us along the narrative*" (Goddard 2002).

**Personal Letter, Advertising Statement**

Of course, we do not say that personal discourse substitutes advertising speech, but it certainly competes with it, and advertisers need to adapt to these new realities. Through social media, by combining and crossing the various types of communication channels at its disposal, the consumer has the opportunity to collect information and build their own narratives (identity) independently of *mainstream* advertising. This bring new tools both to the advertiser, which are able to find new ways to promote brands, and to the customers, whom can filter their stream of advertising to relevant content.

The resulting personal and original creation has the meaning of a personal letter, in the same researcher's distinctions: "*Creatives, as well as literary texts, do not address individual readers, such as personal letters*." (Goddard 2002). Institutional creation, so to speak, program making, with the consciousness of the public expecting a certain action following reception, is not addressed to a single recipient, though by deictics, the writer wants to appear to be targeting a "you" specially, in a unique way.

Individual creation, from internal springs with interior and personal finishes, however, has the impact of a personal letter discovered accidentally. This way, we can explain the huge jump that blogosphere testimonials have made, from personal blogs to quasi-graphic expressions in social media, writing and types of texts that have generated a new type of narrator, the *influencer*.

Equally, we recognize the same finality, self-reflection, personalization in the *social media* territory, a charted territory, and it is already the most recent part of the world, now discovering its resources and availability. *Social media* reveals personalization as a genetic element of this territory. The explicit acceptance / non-acceptance of speeches is not just a reading or a consumer choice, they are considered as distinctive signs of the personality of the

recipient. Thus, first the great virtual world of literature, then the Internet, are now found in infinite fractal fragments of individual representations.

**Conclusions**

The prevalence of individual reading objectives compared to the convention of dialogue, mid-term meeting, compromise for the sake of communication means, therefore, a profound change in the way the media text is created and expected. Thus, we have reached the age of devitalization of the strong notions that circumscribed the media communication until the 90's at the latest.

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# BOOK REVIEW: A BOOK ABOUT THE MOST EFFICIENT TECHNIQUES OF BROADCAST JOURNALISM

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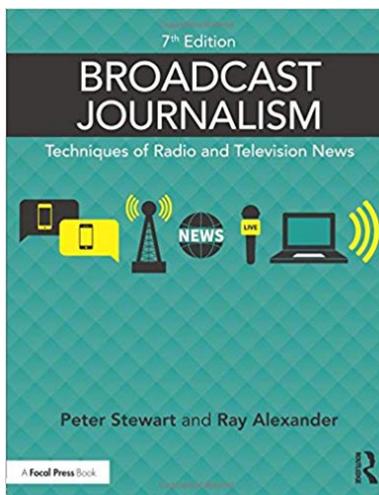
One of the most popular and useful series of books on broadcasting journalism, *Broadcast Journalism: Techniques of Radio and Television News*, keeps on improving by bringing the information up to date in the wide and complex context of social media and Web 2.0. The first edition, written by

Andrew Boyd alone, was followed by six more updated issues, the fifth and the sixth editions being co-authored by Peter Stewart and Ray Alexander.

The latest reissue dates from 2016 and for the first time Boyd's name is missing from the cover of the book. This revision is realized only by Stewart and Alexander and, without neglecting at all the traditional principles, notions and techniques of media coverage, focuses also on those new changes of journalistic paradigm triggered by the online revolution. The authors are highly respected as they benefit of a long and prodigious experience in theoretical and especially applied journalism. Peter Stewart was Head of News at Essex Radio Group's nine stations for a long period of time. He was morning news editor and has worked in the BBC's newsrooms. He was also anchorman of various programmes on both commercial and BBC radio. Stewart published a worldwide praised book about radio, *Essential Radio Journalism* (2006, 2010), which is appreciated by both public and commercial radio presenters and managers. Peter Stewart was awarded the New York Radio prize for news presentation and he has trained radio news staff in the UK and abroad. On the other side, Ray Alexander is a specialist in broadcast techniques, training in his career of over 25 years more than 3000 journalists and presenters at the BBC and many other broadcasting organizations. He is also a specialist in training sport professionals and other clients from the private/corporate and public sectors in using broadcast techniques in their activities.

The authors review in their book the most important techniques of broadcast journalism, they clearly explain the writing skills for radio and TV, the multi-tasking approaches, and the principles of ethics involved in media coverage. The manual also integrates concepts about social media, user-generated content and the usage of mobile technology for radio and TV broadcast. Stewart and Alexander reveal the way in which sources can be obtained and maintained for a long period of time, the differences between the

conversational discourse and the news writing, as well as between hard news and soft news, They present the golden rules of making an interview, from building bridges between the reporter and the interviewee to the ways in which the questions are kept relevant, and how to strongly finish the interview. The online environment is now of significant interest for Peter Stewart and Ray Alexander. The two specialists reveal the way in which citizen journalism can influence nowadays the mainstream, institutionalized media channels. The tips for journalists are useful, evocative, and attractive. The words are cleverly chosen so that they can shed significant light on different aspects of journalistic writing which might be at first puzzling for some (especially young) broadcasters. And Stewart and Alexander want to present the modalities of developing media writing skills, and also of increasing or restoring self-confidence when needed: "Writing for broadcasting is not a natural process in which you just write sentences in your usual way. For The Job you will obviously have done a lot of writing and enjoy the power of words. You read lots of news, books, maybe poetry. Sometimes you read something and you can think: I love that sentence and I wish I'd written a sentence like that. And one day, you will".[1]

Peter Stewart and Ray Alexander warn their readers that they shouldn't expect to deal with an academic book in the true sense of the word, but rather with a comprehensive collection of guidelines useful for media professionals, on one hand, and for journalism students and even teachers, trainers and professors, on the other hand. It is a volume that pragmatically depicts radio and TV techniques, rigors, notions and principles that can be used in both theoretical and applied journalism, but which doesn't claim to be a proper scientific work. This doesn't diminish the importance of the book, it just

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[1] Stewart, Peter; Alexander, Ray, *Broadcast Journalism: Techniques of Radio and Television News*, 7th edition, p.5, Routledge, Taylor & Francis Group, New York and London, 2016

outlines the paradigmatic landscape in which the structure, the background and the consisting elements function and develop: "This is not a sociological or academic study. The aim has been to produce a comprehensive manual for students, teachers, trainers, lecturers and anyone who wants to learn more about broadcast journalism".[2]

The authors stress the qualities needed to have a real chance to succeed in journalism, the difficulties of this job, also the risks implied, but they also highlight the remarkable satisfaction one can get just by having their job done properly, no matter how demanding the process of fulfilling it can be: "Demanded skills include finding stories, crisp, concise fast writing, packaging together scripts, sound, interviews, pictures, maps or graphics, reporting live, reading news, multimedia skills, understanding media law and social media hazards, versioning texts to be seen on mobile devices, knowing the names of people in the news, people about to be news, people who once were news, getting wet, hot, cold, being alert at three in the morning or standing outside a building for hours waiting for a moment that will last seconds. The good news? You will never be bored".[3]

The 7th edition of *Broadcast Journalism: Techniques of Radio and Television News* is a compelling book which can be used as guidelines for media organizations, and also as course support. Following the instructions delivered in this volume by Peter Stewart and Ray Alexander, the professionals, citizen journalists or students can hope achieving the most relevant and efficient skills needed in order to succeed in the difficult and demanding, yet fascinating activity that journalism is. It is a must-have book for everyone interested in an ongoing evolution of their capability of understanding and reflecting the events

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[2]Stewart, Peter; Alexander, Ray, *Broadcast Journalism: Techniques of Radio and Television News*, 7th edition, p.xiv, Routledge, Taylor & Francis Group, New York and London, 2016
[3] Stewart, Peter; Alexander, Ray, *Broadcast Journalism: Techniques of Radio and Television News*, 7th edition, p.5, Routledge, Taylor & Francis Group, New York and London, 2016

around them. In other words, for anyone aiming to become a journalist. Or a better one.