

Media analysis: Romania

Radu Megelea

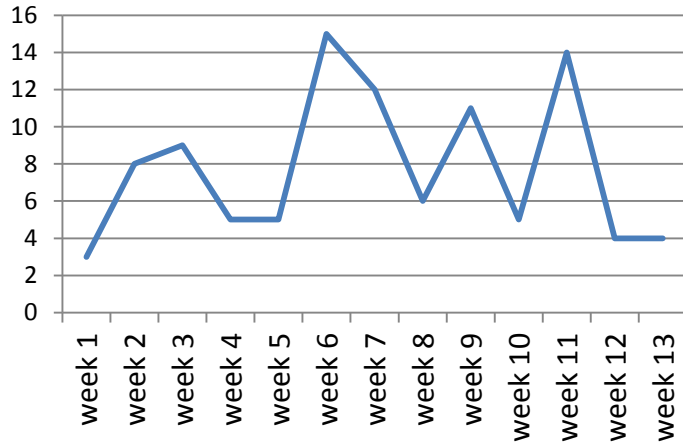
Romanian Institute for European-Asian Relations

Adevarul – quality newspaper

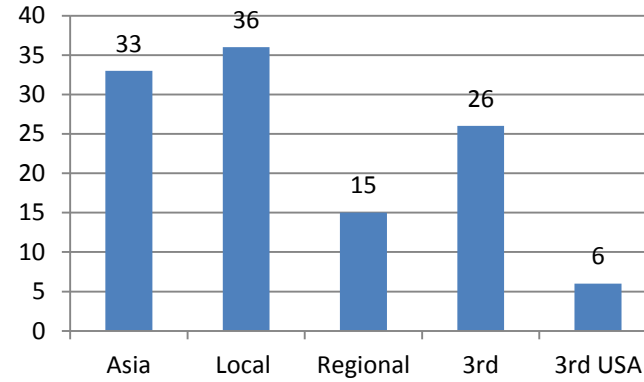
Volume of news

101/133 (75,93%)

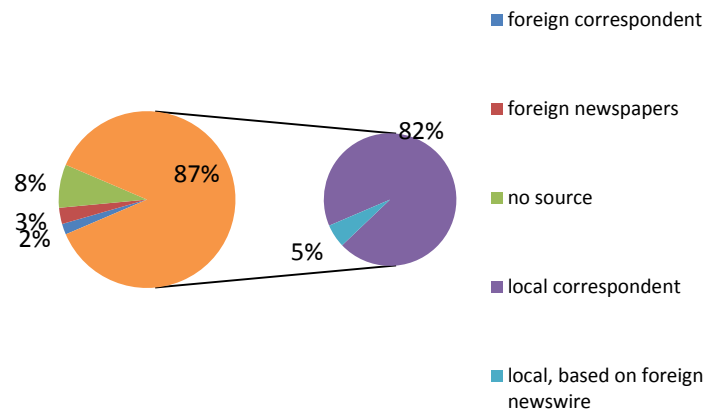
7,76 pieces of news/week



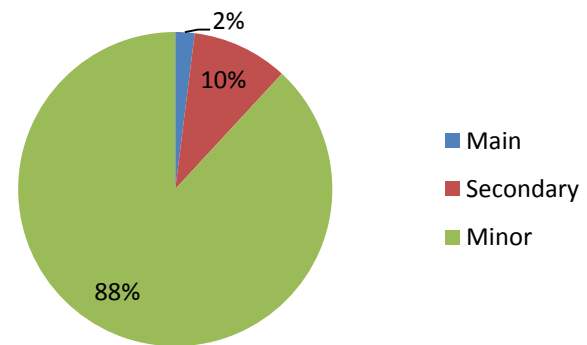
Distribution of the foci of domesticity



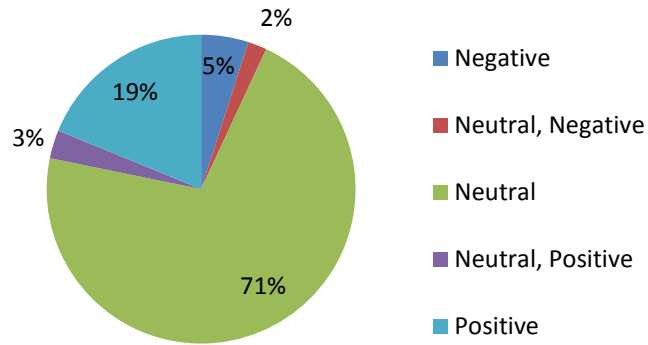
Distribution of sources



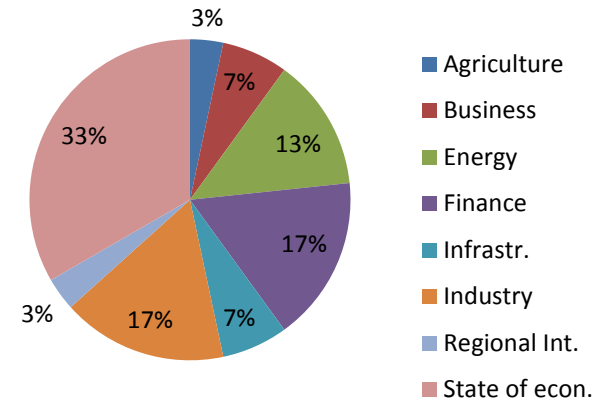
Distribution of degree of centrality



Distribution of the locus of evaluation

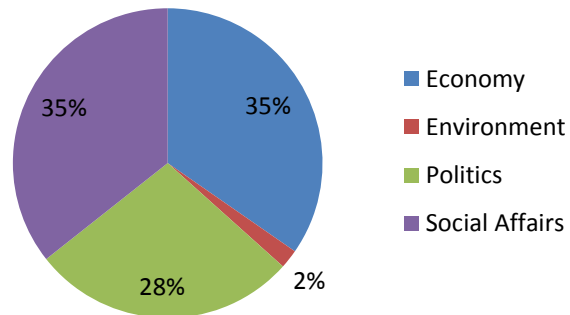


Economy



Framing

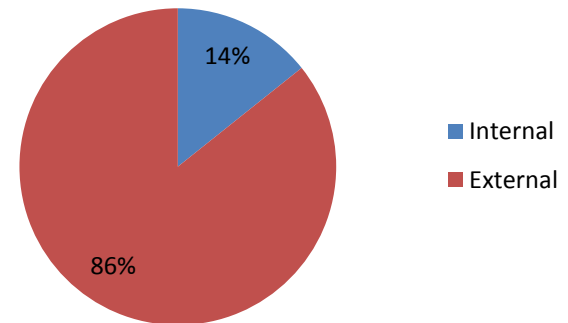
Overall framing



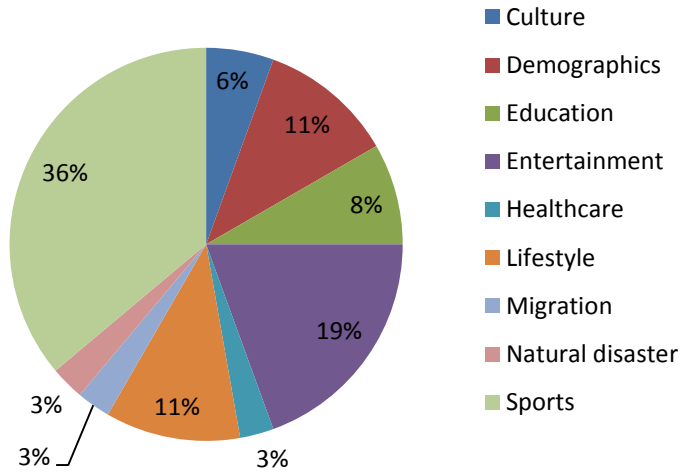
Environment

Internal – 2 articles – 1.98%

Politics



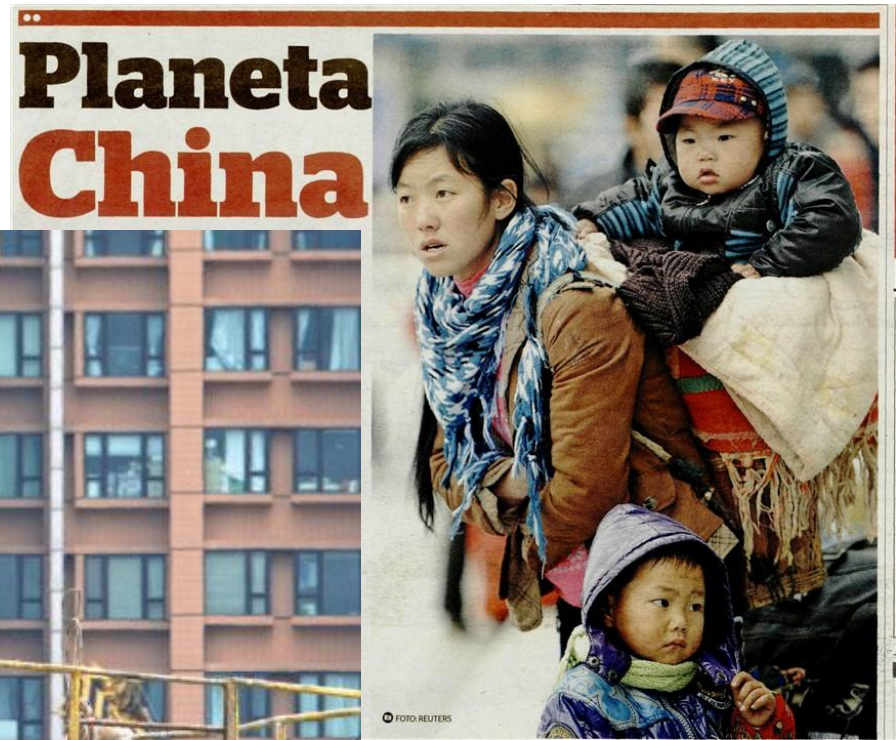
Social Affairs



- Culture
- Demographics
- Education
- Entertainment
- Healthcare
- Lifestyle
- Migration
- Natural disaster
- Sports

Conceptual Metaphors

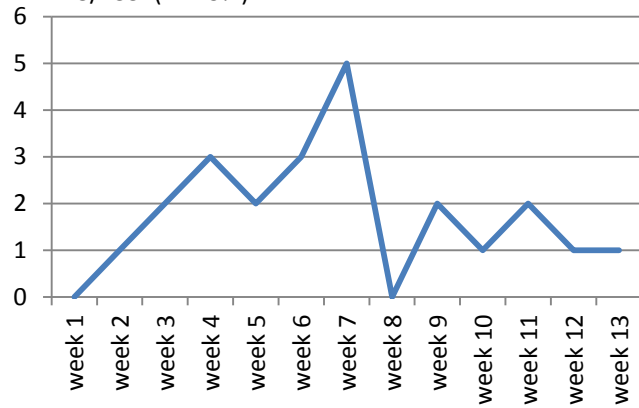
Few metaphors present, of little statistical significance ; among the ones present , most are have a positive significance; the writer uses metaphors most of the time in an admiring fashion regarding the Asian people. Asia (especially the Asian economy and culture) appears to be a mighty, unstoppable force: (“the Asian kitchen has conquered us”, “Asian products have invaded the IT&C market”; when referring to a football game won by the japanese against Argentina, they are said to have triumphed thanks to the “aggressivity and zeal specific of the Asian people”; “Asia comes from behind lika a typhoon”



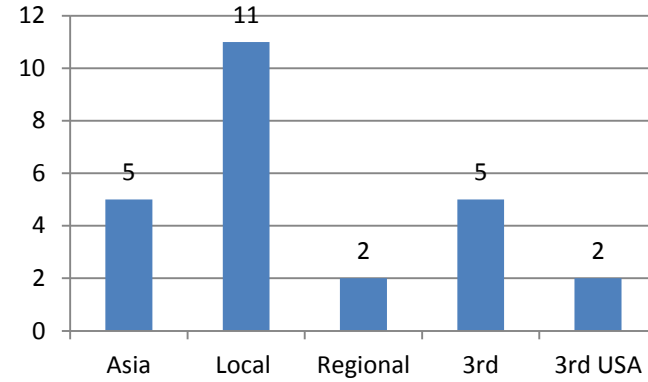
Libertatea

Volume of news

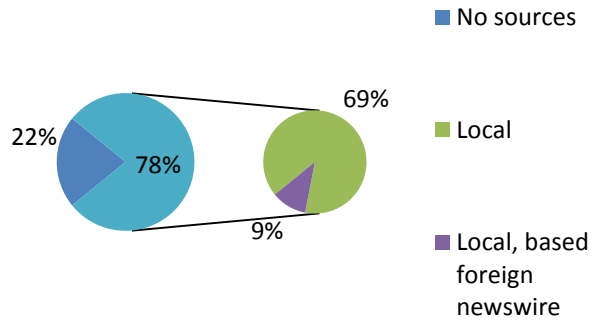
23/133 (17.29%)



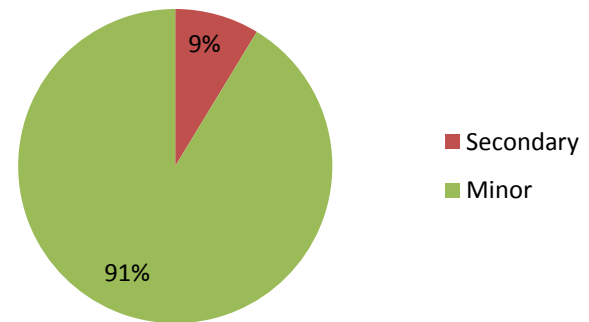
Distribution of the foci of domesticity



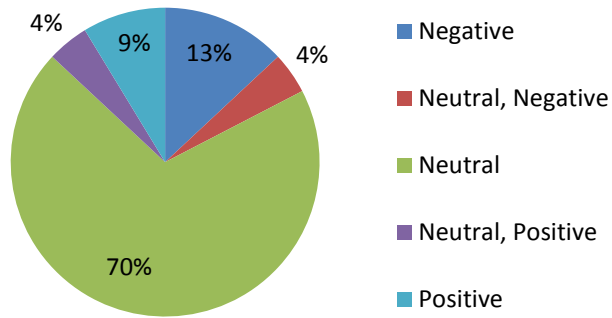
Distribution of sources



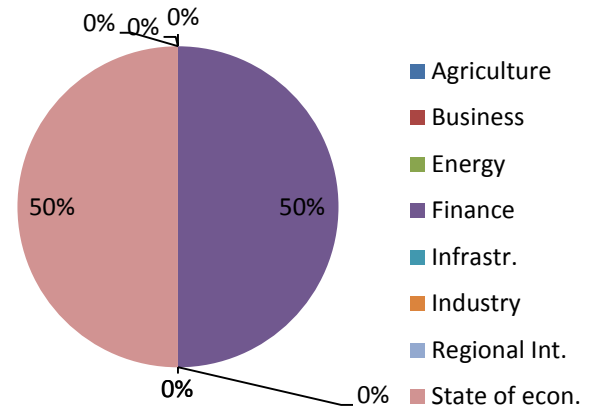
Distribution of degree of centrality



Distribution of the locus of evaluation

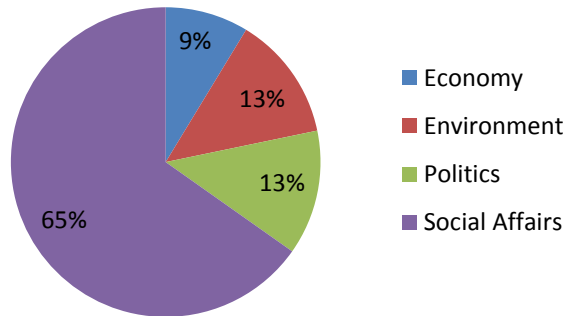


Economy



Framing

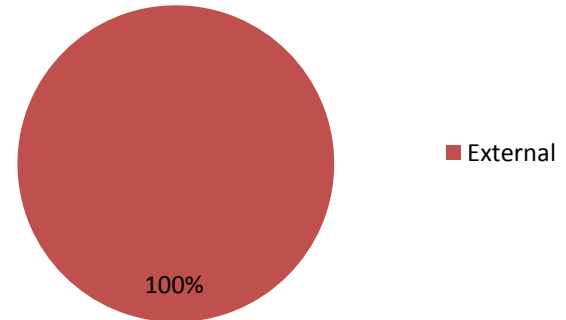
Overall framing



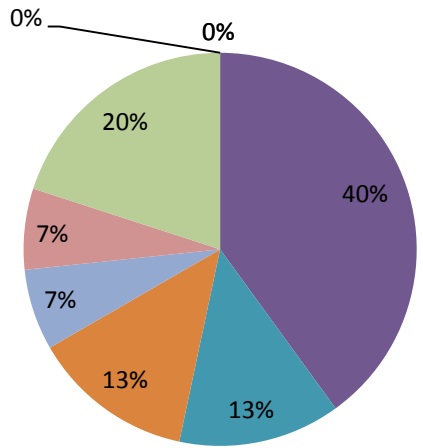
Environment

Internal – 2 articles – 1.98%

Politics



Social Affairs



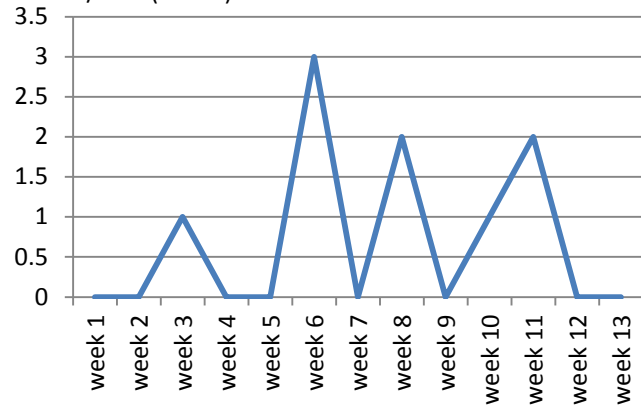
- Culture
- Demographics
- Education
- Entertainment
- Healthcare
- Lifestyle
- Migration
- Natural disaster
- Sports



TVR

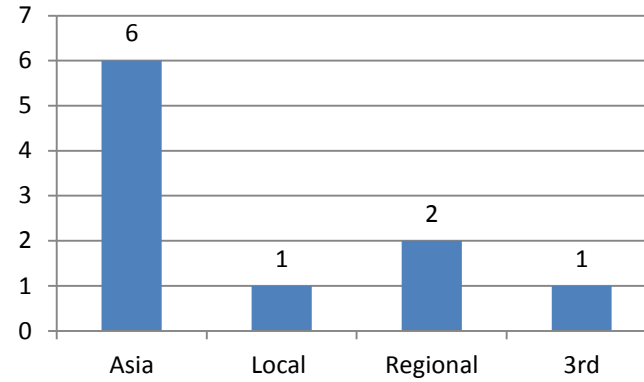
Volume of news

9/133 (6.76%)

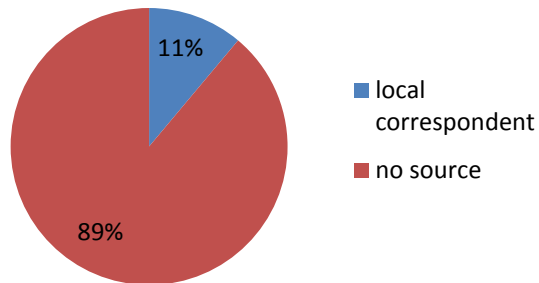


The spikes are correlated with events such as the ASEM summit, the Megi typhoon, or Obama's visit to Asia

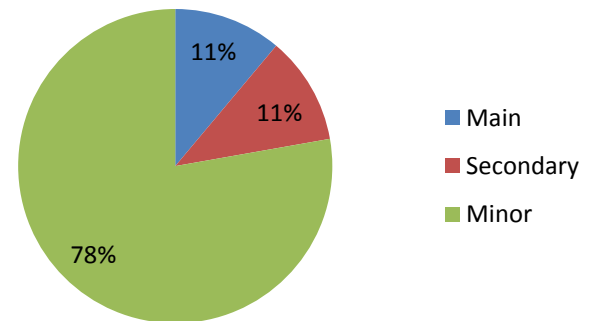
Distribution of the foci of domesticity



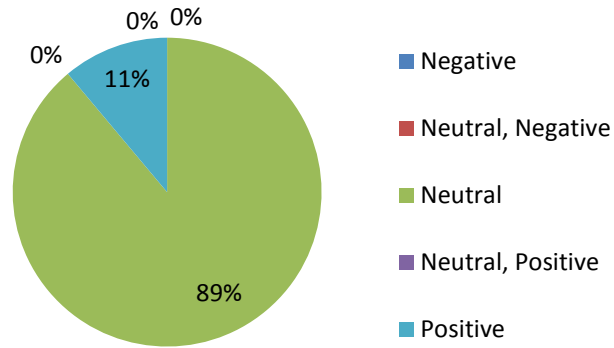
Distribution of sources



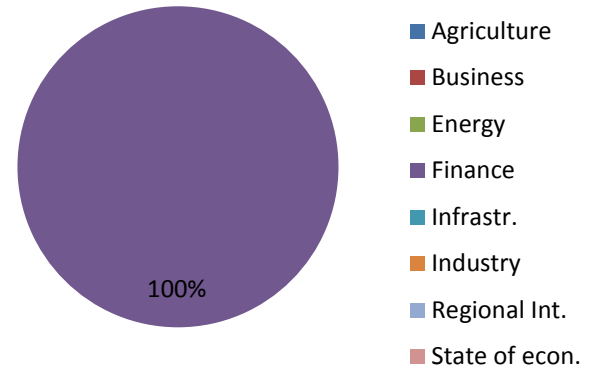
Distribution of degree of centrality



Distribution of the locus of evaluation

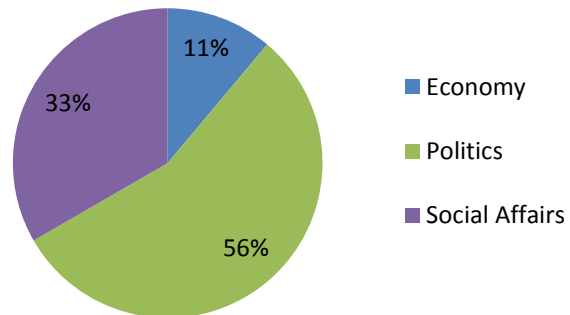


Economy

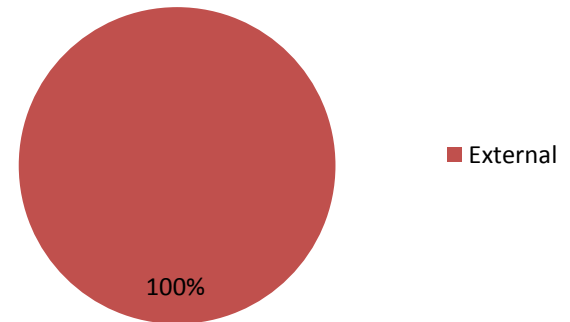


Framing

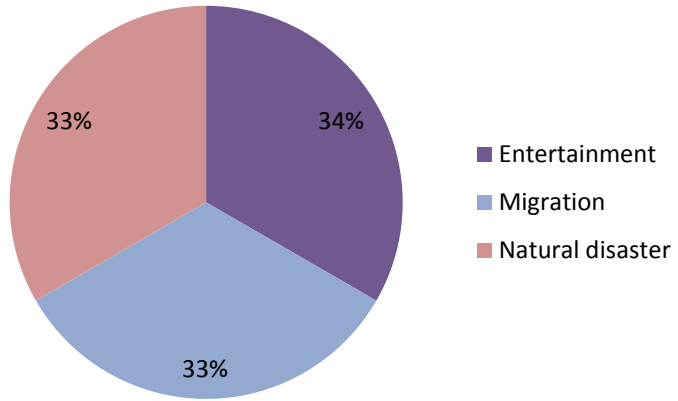
Overall framing



Politics



Social Affairs



Frames: Politics

- Volume of news: 36/133 (27.06%)

- Sources:

Adevarul	Libertatea	TVR
28	3	5

Foreign Correspondents	Local Correspondents
5	31

- Focus of Domesticity

Asia	Local	Regional	3rd
8	11	4	16

- Degree of centrality

Main	Secondary	Minor
1	4	31

- Evaluation

Negative	Neutral, negative	Neutral	Neutral, positive	Positive
3	0	30	1	2

- Most frequent actors: USA, China, Romania, Germany,, Japan, India
- Main subframe: External Politics

Frames: Economy

- Volume of news: 54/133 (40.6%)

- Sources:

Foreign	Local Correspondents	Unknown source
8	41	5

Adevarul	Libertatea	TVR
35	2	1

- Focus of Domesticity

Asia	Local	Regional	3rd
11	9	11	9

- Degree of centrality

Main	Secondary	Minor
2	3	35

- Evaluation

Negative	Neutral, negative	Neutral	Neutral, positive	Positive
1	2	23	1	11

- Most frequent actors: China, Japan, India, South Korea, Romania, Germany, Russia, USA
- Most frequent subframe: State of Economy

Frames: Environment

- Volume: 5/133 (3.75%)
- Sources:

Local Correspondents	Adevarul	Libertatea	TVR
5	2	3	0

- Focus of Domesticity

Asia	Local	Regional	3rd
2	2	0	1

- Focus of Centrality:

Minor
5

- Evaluation

Negative	Neutral, negative	Neutral	Neutral, positive	Positive
1	0	4	0	0

- Most frequent actors: Ecologists
- Most frequent subframe: Internal

Frames: Social Affairs

- Volume: 38/133 (27.81%)

- Sources:

No source	Local Correspondents
2	36

Adevarul	Libertatea	TVR
35	2	1

- Focus of Domesticity

Asia	Local	Regional	3rd
12	15	4	7

- Focus of centrality

Main	Secondary	Minor
0	6	32

- Evaluation

Negative	Neutral, negative	Neutral	Neutral, positive	Positive
3	1	24	2	8

- Most frequent actors: Football players., Germany, France, Romania
- Most frequent subframe: Sports and Entertainment

Conclusions and observations

- Total of **133 pieces of news**, with the majority (75%) of articles originating in Adevarul, followed by Libertatea (17%) and TVR News (7%).
- The articles were spread over a **broad range of subjects**, some completely unrelated to the idea of Asia/Asian actors.
- **Most of the articles have been written by local correspondents**, with only minor percentages written by foreign correspondents. There have been instances of articles being translated from foreign newspapers. Foreign newswires are credited as sources only in a few cases, although the lack of foreign correspondents would indicate reliance on external sources of information.
- The **distribution of the foci of domesticity shows differences between the outlets**: in the newspapers the “local” category was the most frequent, followed by “Asia”. In the tv news, “Asia” was the most frequent”, followed by “regional”.
- There have been significant **differences between the framing categories of different outlets**: while Adevarul treated “Economy”, “Politics” and “Social Affairs” almost equally, Libertatea focused mainly on “Social Affairs”, and the TVR News on “Politics”. The differences might stem from the different concepts of each of the outlets: informative vs. entertaining, more serious vs. easily readable etc.
- The keywords have been evaluated as **neutral in the majority** (>70%) of the articles, regardless of the newssource
- Adevarul leaned in the direction of a positive evaluation of Asia (22% positive vs. 7% negative). The other newssources showed no statistical significant differences between the number of positive and negative evaluations.
- **Most of the mentionings have been minor** (a trend that was present regardless of the medium – 88% in Adevarul, 91% in Libertatea, and 78% in the TVR1 TV news), often consisting of a single key word in the whole article.
- The most frequently mentioned country was by far China. There have also been frequent mentions of Japan, India and South Korea.
- **Mentionings of the Asian regional organisations have been scarce** in the dataset, usually in the context of the ongoing summits.
 - The ASEM Summit was mentioned as the “Asia-Europe Summit” 7 times, but ASEM itself is mentioned as an entity only twice. Of the 7 articles, only 2 are focused on the event itself, the others discussing the demise of the president's mother while he was away at the summit.
 - APEC mentioned 3 times, related to the summit in November
 - ASEAN is mentioned once
- The results should not necessarily be interpreted as a lack of interest of the media regarding Asian countries. Individual countries have been mentioned much more frequently (e.g.: in the case of China, terms such as “China”, “Chinese” etc. have been often mentioned more than 5 times per day – compared to the average of 1,5 times/day for “Asia/Asian”. Asian institutions of higher education have also been presented or advertised frequently.

Attachments

Adevarul

Distribution of sources

Local correspondent	Foreign correspondent	From foreign newspapers	No source
88	2	3	8
87.12%	1.98%	2.97%	7.92%

Distribution of the foci of domesticity

Asia	Local	Regional	3 rd	Double entries
33	36	15	26 World; 6 USA	15
32.67%	35.64%	14.85%	25.74%; 5.94%	14.85%

Distribution of degree of centrality

Main	Secondary	Minor
2	10	89
1.98%	9.90%	88.11%

Distribution of the locus of evaluation

Negative	Neutral, Negative	Neutral	Neutral, positive	Positive
5	2	72	3	19
4.95%	1.98%	71.28%	2.97%	18.81%

Framing

(a) overall framing

Economy	Environment	Politics	Social affairs
35	2	28	36
34.65%	1.98%	27.72%	35.64%

(b) detailed framing

Economy

Agriculture	Business	Energy	Finance	Infrastructure	Industry	Reg. Integration	State of economy
1	2	4	5	2	5	1	10
0.99%	1.98%	3.96%	4.95%	1.98%	4.95%	0.99%	9.9%

Environment

Internal	External
2	0
1.98%	0%

Politics

Internal	External
4	24
3.96%	23.76%

Social affairs

Culture	Demographics	Education	Entertainment	Healthcare	Lifestyle	Migration	Natural disaster	Sports
2	4	3	7	1	4	1	1	13
1.98%	3.96%	29.7%	6.93%	0.99%	3.96%	0.99%	0.99%	12.87%

Libertatea

Distribution of sources

Local correspondent	Local based on foreign newswire	No source
16	2	5
69.56%	8.69%	21.73%

Distribution of the foci of domesticity

Asia	Local	Regional	3 rd	Double entries
5	11	2	5 World, 2 USA	2
21.73%	47.82%	8.69%	21.73%, 8.69%	8.69%

Distribution of degree of centrality

Main	Secondary	Minor
0	2	21
0%	8.69%	86.95%

Distribution of the locus of evaluation

Negative	Neutral, Negative	Neutral	Neutral, positive	Positive
3	1	16	1	2
13.04%	4.34%	69.56%	4.34%	8.69%

Framing

Economy	Environment	Politics	Social affairs
2	3	3	15
8.69%	13.04%	13.04%	65.21%

Economy

Agriculture	Business	Energy	Finance	Infrastructure	Industry	Reg. Integration	State of economy
0	0	0	1	0	0	0	1
0%	0%	0%	4.34%	0%	0%	0%	4.34%

Environment

Internal	External
3	0
13.04%	0%

Politics

Internal	External
0	3
0	13.04%

Social Affairs

Culture	Demographics	Education	Entertainment	Healthcare	Lifestyle	Migration	Natural disaster	Sports
0	0	0	6	2	2	1	1	3
0%	0%	0%	26.08%	8.69%	8.69%	4.34%	4.34%	13.04%

TVR

Distribution of sources

Local correspondent	No source
1	8
11.11%	88.88%

Distribution of the foci of domesticity

Asia	Local	Regional	3 rd	Double entries
6	1	2	1	1
66.66%	11.11%	22.22%	11.11%	11.11%

Distribution of degree of centrality

Main	Secondary	Minor
1	1	7
11.11%	11.11%	77.77%

Distribution of the locus of evaluation

Negative	Neutral, Negative	Neutral	Neutral, positive	Positive
0	0	8	0	1
0%	0%	88.88%	0%	11.11%

Framing

Economy	Environment	Politics	Social affairs
1	0	5	3
11.11%	0%	55.55%	33.33%

Economy

Agriculture	Business	Energy	Finance	Infrastructure	Industry	Reg. Integration	State of economy
0	0	0	1	0	0	0	0
0%	0%	0%	11.11%	0%	0%	0%	0%

Politics

Internal	External
0	5
0	55.55%

Social Affairs

Culture	Demographics	Education	Entertainment	Healthcare	Lifestyle	Migration	Natural disaster	Sports
0	0	0	1	0	0	1	1	0
0%	0%	0%	11.11%	0%	0%	11.11%	11.11%	0%