

GLOBALIZATION OF THE ROMANIAN PRESS

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Abstract: Technological progress and globalization are phenomena that intrinsically supported and failed each other every day, across the world, since their inception.. Even though the former started mid 50s, for a country sunk in isolation until 1989 one can barely mention influences in the media context. Nonetheless, with the fall of communism freedom of expression was reinstated and the dawn of globalization started to make a shy impact. Thirst of knowledge combined with lack of exposure to flux of information due to communism regime resulted in a lack of critical thinking skill in people's assesment of news. Conversely, globalization meant international exposure, it meant information coming from across borders, it meant people bringing along cultures and stereotypes, it meant proximity of time and space. The use of internet meant changes in the mass communication paradigm while the unrestricted access to information and to the mature western press determined the rapid turn of the Romanians into the the adopters of western journalistic style, of the way information is processed. Globalizing communication has become an important element of the press and the virtual space was perfect for profilation in this direction. The texts have changed their approach to events and details, new rankings have been adopted in the importance of news and a new way to organise the reading universe has been created. Pictures are more valuable in the media, the texts are shorter while entertainment news is more valuable than serious news. Time for reading is different, it is short so everything happens in no time. In this context, the present paper looks at the way Romanian journalism has changed with globalization in approach, in dissemination and richness of linguistic opportunities. While the text looses, it is communication that gains, since the catch is in the vast array of possibilities to reach the audience, to spread information.

Keywords: worldwide integration, media, journalism, press, internationalization

Worldwide integration or globalization, as it is well known by most of the people, is seen as the manifestation of human society inter-dependence followed by an intensification of social relationships that goes along with a reinvention of what was known before as a cluster of states, to a complete unity, dissipating borders and boundaries to fill the void of spatial proximity, triggering connectivity and postmodern imperialism. Irrespective of the field it manifests itself in, globalization is a worldwide expansion of a market that levells off the products.

General background

In the present context, products are considered twofolded- technology and its outpt. This is the case with media and journalism as well, since the press is no longer similar to what it was before 1990, especially in Romania. Media products now are a conglomerate of text, video and images at unprecedented speed and various degrees of control. The same technology bridges the gaps of time and space and media disseminates information across the world at incredible speed, ignoring borders and boundaries. People ignore them too, since they express themselves freely and openly, in a continuum and at an unstoppable rate. This is because challenges and opportunities to consume information are outrun by the possibility to produce their own content. Journalists are no longer a special category since citizen journalists can be found everywhere, fully confident that they can make the world see shapshots of reality as unaltered and fresh as they happened. Research should

pose questions related to the extent to which new media boosts quality journalism, reflected in the lifespan local news have, influenced by the media worldwide integration and to the benefits the overwhelming quantity of information has on people who get it from the online press nowadays, due to hypertextuality, as opposed to the options mainstream press had offered in this respect.

Technology and its role for globalization

What is important is that new technology which turned the whole world into a global village depends on the internet, in its turn being one of the factors that determine globalization of news. A positive outcome is that governments will no longer be able to influence and bias the pieces of news since society is exposed to an unlimited and endless source of information that allow people to compare, contrast and search for the version nearest to reality, in an international market for ideatic exchange, continuously supplied with information. Conversely, the drawback is that the internet limits the chances for journalists to be present at the scene by being a continuous supplier of research sources which replaces in-field gathering. This may bring misinformation or even cosmetic recovery of facts, missing out vital details. This process turns even more and more into a promoter of fake news, a phenomenon that becomes critical with days going by.

As far as the local news is concerned, they are lowered in importance since contextualization is a characteristic of the new press and whatever topic was highlighted nationally, it becomes of interest locally as well, minimizing the mundane events that drew attention in the past. This yet brings the danger that the common citizen may feel neglect for his local issues, abused by the influx of national and international information which cannot accommodate people and their torments.

An abundance of information, however, brings along balance, self-assurance and self-control, it brings critical thinking and own-mindedness to various exposures. Global topics are brought up in a multicultural dimension since mobility allows people to move freely and therefore to get interested in topics of concern for a relative proximity. However, each person belongs to a nation, to a culture and religion and sometimes, when the topics of interest are no longer present, this may cause distress and provide the feeling of estrangement. This brings along an extra effort for selection of the news since the flow grows intermittently. Journalists and the press have adapted the news to a pluralist society interests, a society where the impact of media products manifests itself augmented and more intensely than in the past. Reaching out to people, media has become a pitch voiced tailor of public opinion, where each consumer has his own tone that can be heard and can influence, in its turn, many more, due to the fluidity of text and the conducive environment, due to the open and free medium that lends itself to news production and adaptation in a non-professional vein. Citizen journalism has gained more and more contour in Romania where people have a historical urge to speak up, after the fall of communism. Online journalism, accompanied by citizen journalism (non-professional producing content to share own, spectacular and unprecedented events) change the medium but also the structure of the information given in the press, they change the selection criteria and the users as well, they change the rated audience and the concept of peak time reading. The relationship between the reader and the author is changed as well, since readers can easily and on a regular basis become authors and the authors turn into readers every instance new content is displayed, either as new or as a comment to something previously posted, and the permanent game and role exchange occurs irrespective of place and time, irrespective of geographical space or of demographics. Online press and citizen journalism have provided an endless landscape for each publication due to hypertextuality and in-depth organization of content, due to the reading habits that have changed from linearity to a multi-dimensional

continuity. A border free market for labour has brought along free market for information. This, in turn, brings competition among texts and among pieces of news as well. Influence is no longer performed by means of language but by means of novice information selection and by a play with the text appearance. Professionals of journalism have now turned into professional speakers, fueling dialogues on a permanent basis and at all times, in all places, on all issues. This is what globalized journalism means and this is what globalized media jobs mean.

Worldwide integration and its influence on the media text

Should we start from the premises that globalization brings negative influence to the media text, depriving it of stylistic richness in a search for enhanced apprehension, worldwide integration brings positive elements visible in the journalistic text as well- it is more difficult for the censorship to be applied as information travels freely and can be compared to other sources, there are common values that are shared due to common living space designed in a border free zone. If we were to look at certain types of media products tailored for the printed and online press, we need to see both the informative and the demonstrative outputs, since the most emblematic products- the pieces of news and the editorials (each for its category) have suffered changes in the process of international integration.

The piece of news in globalized Romanian press

The most important characteristics when designing a piece of new look at coherence, cohesion, intertextuality, clarity. Features of form and content will highlight the differences between what the media text was before the deep print globalization has set on the cultural and social instruments a nation has and the present moment- elliptical titles, active voice and third person reporting to render objectivity, interrogative constructions. Should we look at news issued very close after the fall of communism, during the 1990, we can make a few observations on the quality of the text- the average number of words we find is varying from 25 to 40 , with a rate of uneasiness pointing at 4, with an average readability factor of 10 to 12 pointing at the fact that the texts are sometimes more difficult to understand due to long sentences, frequent and long sequencing of multiple subject or multiple adjective and yet not as easy for the non-educated reader. In present though, since readability is quite high, it means the texts are appropriate for the medium educated reader, the way a populist press should be like, with a topic sentence that is not always set at beginning of the text. Analyzing the online press news after a ten-year span we can observe that the readability factor decreases consecutive to a loss in education at national level. For the press to survive, it has to adapt its style to the level of acceptance the public has. Therefore, if at the beginning of the globalization post-communist process the readability drops to 7, while the syntax of the text becomes more complicated, alternating active and passive voice, things change towards present more and more with the expansion of the online press, citizen and data journalism. The title takes up the role of the intro, since it becomes longer than usual, stronger and more appealing, generating the longer and more indepth texts, because the title itself is the hiperlink providing an oportunity for all the other texts opening behind. The problem with the online text is that while there are no limits in the dimension of the text, the accesibility is lower due to the permeability of authors- they write the text and then they can update it and improve it at no cost, yet within time constraints, due to the abundance of information coming along, incessantly, with the obligation to select the most interesting and the most impacting ones. *Now* and *Most Relevant* have become a motto for everything that comes from the inordinate channels of the newsagencies. Gradually yet,

the online news display a figure of readability that increases, reaching to 15, showing an adaptability of the text to the average reader. On the other hand, convergence as a feature of globalization brings together all the media to replicate one and the same event in an effort to keep up with all stages and novelties or progressive advancement of an event in real time. Benefiting from a permanent updating, the news give up the pyramid structure to take over a tunnel structure, a 2D linear verticality in what sintetic updates are concerned.

Were we to concentrate on the topics covered in the globalized media in Romania, then attention needs to be given to the fact that topics are no longer ours only, the outside international problems are brought at home and interconnected with the national ones. Any event that affects society nationally is compared and contextualized with the ones at international level. Outside world is brought into mundane, into daily life and at hand, compared and related to our problems either to augment or to diminish the importance of the problems we face. The preoccupation for disseminating the national information and events to cross the borders and get, in their turn, contextualized for other media across Europe does not happen too often, due to geopolitical and geostrategic reasons. The Romanian events need to impact society at large in order to appeal to international media and find a place within the international globalized press. As far as the opinion articles in the Romanian globalized press are concerned, observation is that the topics approached are internationalized as well, even though, for example, the attitude is against an issue with national impact, international examples are brought into the light as arguments or counter-arguments, as a uniformization of ideas within a border free environment. Irrespective of the topic, an opinion article is usually analyzed in an European context, in a European light, triggering comparisons with other situations across the world, for people to better understand, relate and retain the information and the viewpoint better. Opposed to the fact that shortly after the fall of communism the international events were treated in the national press within national contexts, that is the events were not assessed in an international vein, as they had occurred, now both national and international facts and opinions are treated internationally, upgrading our reactions and attitudes and translating the national cues or the national impact within an international sphere of meanings. International terms and especially English ones are present in the press as such, different from the approaches in the 90s, when the rudimentary and opaque language was still appealed to. Apart from all this, events are covered in real time even for the written press, due to the online environment and the opportunity to permanently update everything. With this facility and infinite space to post, attention spans now from the most remote place on Earth and its events to the tiniest detail happening, to the least insignificant person in a village, in country or wherever. Attitude in presenting the information is informal and friendly, since the text is accessed in all formal and informal places- at work, in school, at home and on the bus, in the station or in a park. The language needs to penetrate the reader's understanding and instill his memory in all contexts and at all times, this is how deconstruction of formality is explained. Complex, serious and stiff texts have given way to fluid and aerated ones especially for the reasons just mentioned.

Conclusions

Journalism in Romanian post communist times and throughout the worldwide integration process has undergone massive changes not only in form, but also in content, all backed up by a change in the way media content is produced and delivered to the public opinion. All the form and content change brought along a new public, since the text adapted its length, its sentences and its way of signaling information, i.e. its title, to enhance a deeper structure, provided by the existence of the hyperlink. The choice of words has changed in order to allow for a higher degree of

readability and thus highly complicated lexic has dissapeared into very specialized publications. Last but not least, the content and management of information has suffered changes in what technological progress called the online media that has been gradually replacing mainstream media, as a result of globalization. More exactly, information is conextualized, irrespective of the subject, all is seen from an international, European perspective, with implications and steps to follow, since we are all inhabiting the same one unique world, where „medium is the message” to quote McLuhan.

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