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Romania in the Serbian Daily Newspapers¹

Abstract: The aim of this paper is to investigate how the Serbian daily newspapers report on the events in Romania. It is the intention of the author to analyse texts about this issue – 61 in total, published between January 1 2012 and May 20 2013, in three daily newspapers: *Veernje novosti* (non-tabloid) – 23 texts, *Blic* (semi-tabloid) – 24 texts, *Kurir* (tabloid) – 14 texts, according to a code list used for journalistic text analyses. All the texts were extracted from online archive of the abovementioned newspapers. Bearing all that in mind, the following aspects will be analysed: text length, journalistic genre, text authorship, cause of reporting, visual presentation, location, theme, subject, object, value context, and headline. The emphasis will be placed on the question of how the selected media present the event and what is similar and what is different in the topic that is being researched.

Keywords: Romania, Serbian daily newspapers, report, analysis, journalistic text

Rezumat: (România în presa cotidiană sârbă) Scopul acestei lucrări este de a investiga în ce mod presa cotidiană sârbă relatează despre întâmplările din România. Intenția autoarei este de a analiza un corpus de 61 de texte, publicate în perioada 1 ianuarie 2012 – 20 mai 2013, în trei cotidiene: *Veernje novosti* (nontabloid) - 23 de texte, *Blic* (semitabloid) – 24 de texte, *Kurir* (tabloid) - 14 texte, pe baza unui codex de analiză a textului jurnalistic. Textele pe tema propusă au fost extrase din arhiva *on-line* a cotidienelelor menționate. Având în vedere toate acestea, s-au analizat următoarele aspecte: lungimea textului, genul jurnalistic, autorul textului, ocazia relatării, prezentarea vizuală, locul desfășurării evenimentului, tema, subiectul relatării, obiectul relatării – despre cine sau despre ce se vorbește, atitudinea subiectului față de obiect și titlul articolului, scopul fiind de a se detecta atât asemănările, cât și deosebirile în abordarea tematicii propuse de către cotidienele respective.

Cuvinte-cheie: România, presa cotidiană sârbă, relatare, analiză, text jurnalistic

1. Introduction

Many studies (Brbulescu, 1912; Flora, 1964, 1968; Milin, 1984; Radonjić, 1921; , 2005; , 1997) show the long-term relationships between Romania and Serbia, not only in the political sphere, but also in the cultural and linguistic spheres (Gmulescu, 1974; Mihail, 1960; Živković, 1976)².

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² Both countries established diplomatic relations on April 19, 1841. Although Serbia unofficially opened a kind of diplomatic agency in Bucharest in March 1836, officially, the first Serbian diplomatic agency in Bucharest was established in February 1863, with Kosta Magazinović, as its first diplomatic agent. Reciprocally the first Romanian diplomatic agency in Belgrade was established on 12/24 March 1863 and the first diplomatic agent was Teodor Calimachi. In 1879, as a consequence of the independent state status, the diplomatic agencies from Belgrade and Bucharest became legations and the diplomatic agents, resident ministers. Thus on 14/26 April 1879 the Romanian diplomatic agency in Belgrade became legation, having Lascăr Catargiu as its first resident minister. In the summer of 1879 Milan A. Petronijević became Serbia’s first resident minister in Romania. Later, after Romania and Serbia became kingdoms, in 1881 and 1882, their diplomatic representatives became “extraordinary envoy and plenipotentiary ministers”. In 1939 when the legations from Belgrade and Bucharest became embassies.

Bearing all that in mind, the aim of this paper is to investigate how the Serbian daily newspapers report on events in Romania. It is the intention of the author to analyse texts about this issue – 61 in total, published from the 1st of January 2012 to the 20th of May 2013, in three daily newspapers: *Ve ernje novosti* (nontabloid) – 23 texts, *Blic* (semitabloid) – 24 texts, *Kurir* (tabloid) – 14 texts, according to a code list used for journalistic text analyses. All the texts were extracted from online archive of the abovementioned newspapers. In order to achieve the paper's aims, the following aspects will be analysed: text length, journalistic genre, text authorship, cause of reporting, visual presentation, location, theme, subject – who is speaking, object – the topic investigated, value context, and headline. Emphasis will be placed on the question of how the selected media present the event and what is similar and what is different in the topic that is being researched.

2. Research results

2.1. Text length

This category takes into consideration the length of journalistic texts – if there is a short text (a few sentences), medium sized text (not longer than half page), or a long text (half page or longer).

Based on research results, it could be concluded that of 23 texts in *Ve ernje novosti* 8 (34.78%) are short, 13 (56.52%) are medium sized, 2 texts (8.69%) are long. In *Blic* of 24 texts 7 (29.16%) are short, 12 (50%) are medium sized, 5 texts (20.84%) are long. In *Kurir* of 14 2 texts (14.28%) are short, 9 (64.28%) are medium sized and 3 (21.42%) are long.

2.2. Journalistic genre

In all the three daily newspapers, the most frequent journalistic genre is the article - 14 (60.86%) in *Ve ernje novosti*, 16 (66.66%) in *Blic*, 10 (71.43%) in *Kurir*. Apart from the reports, there are 8 news reports (34.78%) and 1 reportage (4.34%) in *Ve ernje novosti*, 7 news (29.16%) and 1 reportage (4.16%) in *Blic* and 4 news reports (28.57%) in *Kurir*.

2.3. Text authorship

In all the three newspapers, the texts analysed are mostly taken from a news agency – 19 texts (82.61%) in *Ve ernje novosti*, 21 texts (87.50%) in *Blic*, 14 texts (100%) in *Kurir*. 4 texts (17.39%) in *Ve ernje novosti*, and 3 texts (12.50%) in *Blic* are signed with the author's initials.

2.4. Cause of reporting

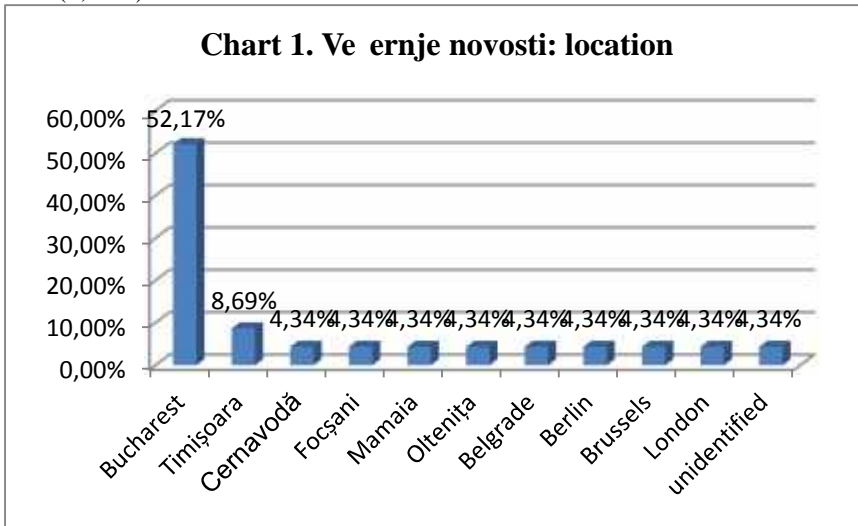
As for the cause of reporting, the analysis shows that all the three newspapers report on recent events – 20 times (86.96%) in *Ve ernje novosti*, 21 time (87.50%) in *Blic*, 14 times (100%) in *Kurir*. Except for recent events, there are 3 media initiatives (13.04%) in *Ve ernje novosti*, and also 3 media initiatives (12.50%) in *Blic*.

2.5. Visual presentation

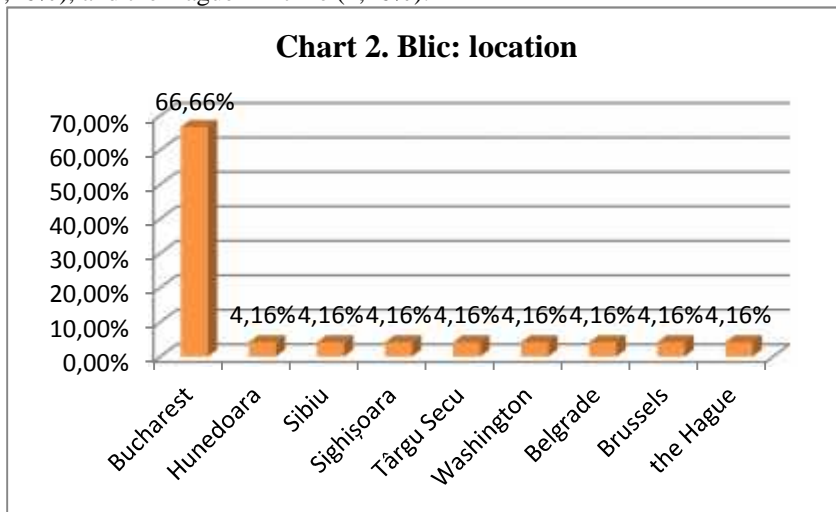
In all the three newspapers, the texts are usually followed by a photo – 21 time (91.31%) in *Ve ernje novosti*, 22 times (91.66%) in *Blic*, 14 times (100%) in *Kurir*. 2 texts (8.69%) in *Ve ernje novosti* and 2 texts (8.33%) in *Blic* have no photo.

2.6. Location

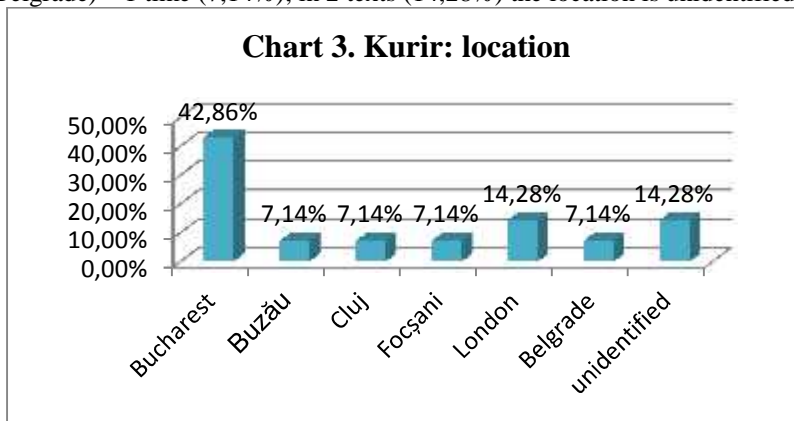
In *Ve ernje novosti*, the most frequent location is Bucharest – 12 times (52.17%), then Timi oara – 2 times (8.69%), Cernavodă – 1 time (4.34%), Foc ani – 1 time (4.34%), Mamaia – 1 time (4.34%), Olteni a – 1 time (4.34%); also there are Serbia (Belgrade) – 1 time (4.34%), Berlin - 1 time (4.34%), Brussels - 1 time (4.34%), London – 1 time (4.34%); in one text (4.34%) the location is unidentified.



Bucharest is the most frequent location in *Blic* – 16 times (66.66%), Hunedoara – 1 time (4.16%), Sibiu – 1 time (4.16%), Sighi oara – 1 time (4.16%), Târgu Secu – 1 time (4.16%), SUA (Washington) – 1 time (4.16%), then Serbia (Belgrade) – 1 time (4.16%), Brussels – 1 time (4.16%), and the Hague – 1 time (4.16%).

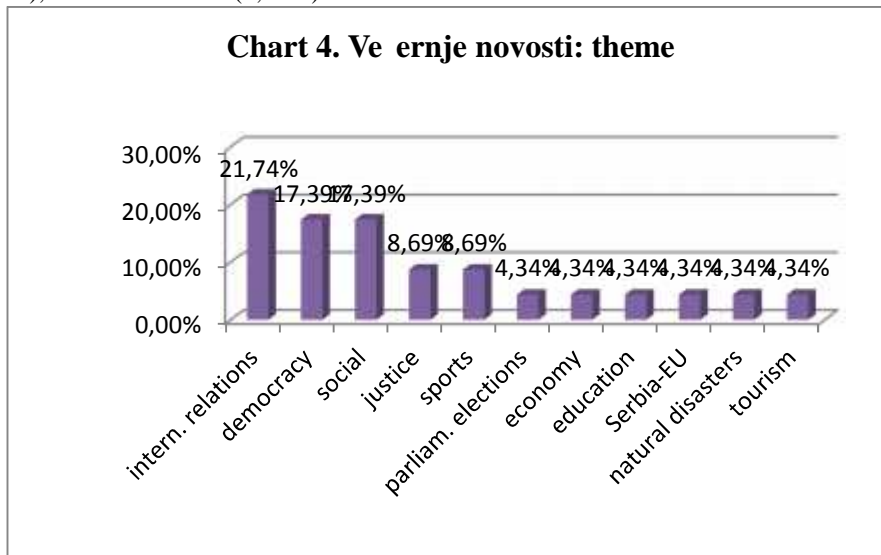


In *Kurir*, the most frequent location is Bucharest - 6 times (42,86%), Buzău – 1 time (7,14%), Cluj – 1 time (7,14%), Focșani – 1 time (7,14%), London – 2 times (14,28%), Serbia (Belgrade) – 1 time (7,14%); in 2 texts (14,28%) the location is unidentified.

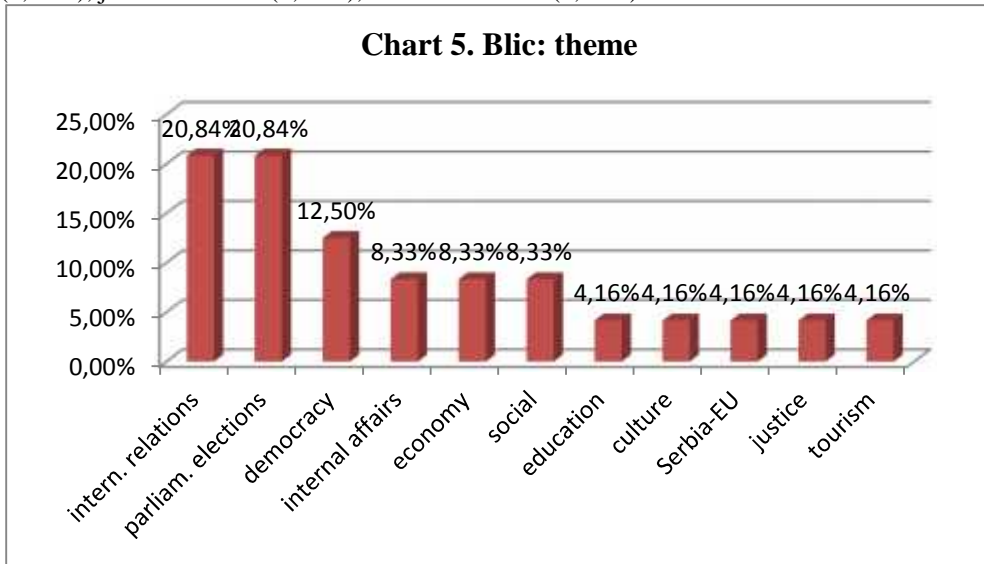


2.7. The theme

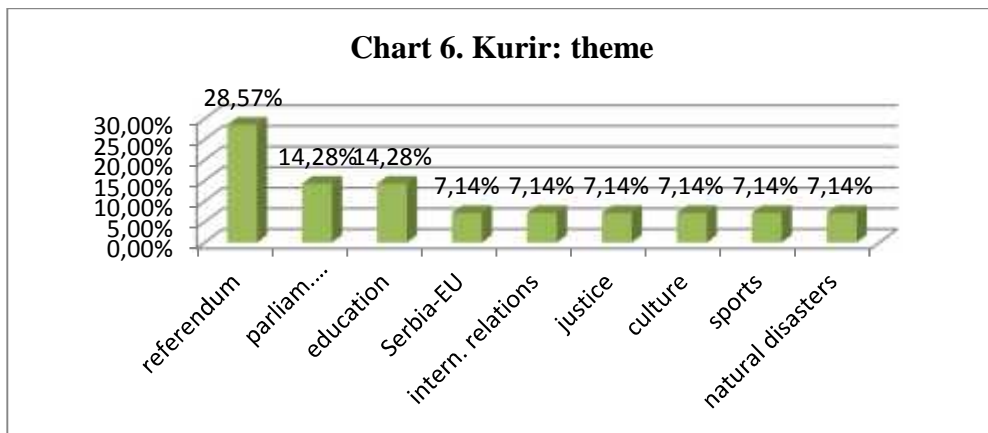
There are the following themes in *Ve ernje novosti*: foreign affairs and international relations – 5 times (21,74%), democracy and human rights – 4 times (17,39%), social topics – 4 times (17,39%), justice – 2 times (8,69%), sports – 2 times (8,69%), the Romanian parliamentary elections – 1 time (4,34%), economy and finance – 1 time (4,34%), education – 1 time (4,34%), Serbia’s adherence to the EU – 1 time (4,34%), natural disasters – 1 time (4,34%), tourism – 1 time (4,34%).



Blic investigates the following themes: foreign affairs and international relations – 5 times (20,84%), the Romanian parliamentary elections – 5 times (20,84%), democracy and human rights – 3 times (12,50%), internal affairs and state bodies activities – 2 times (8,33%), economy and finance – 2 times (8,33%), social – 2 times (8,33%), education – 1 time (4,16%), culture and tradition - 1 time (4,16%), Serbia`s adherence to the EU – 1 time (4,16%), justice – 1 time (4,16%), tourism – 1 time (4,16%).

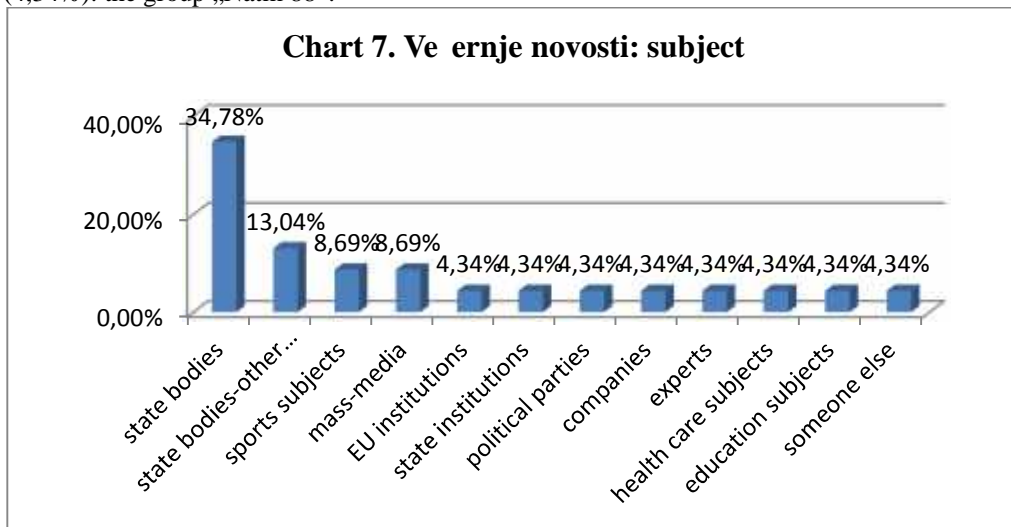


Kurir includes the following themes: the national referendum in Romania – 4 times (28,57%), the Romanian parliamentary elections – 2 times (14,28%), education – 2 times (14,28%), Serbia`s adherence to the EU – 1 time (7,14%), foreign affairs and international relations – 1 time (7,14%), justice – 1 time (7,14%), culture and tradition - 1 time (7,14%), sports – 1 time (7,14%), natural disasters – 1 time (7,14%).



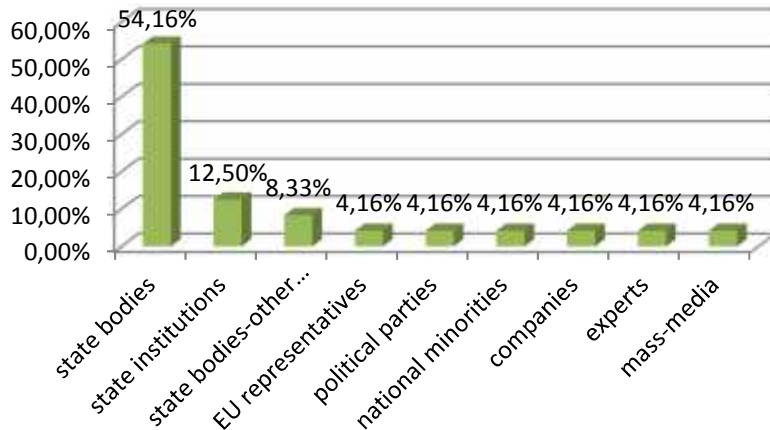
2.8. Subject – who is speaking?

There are the following subjects speaking in *Ve ernje novosti*: state bodies and representatives of state bodies - 8 (34,78%); the Government of Romania, President Traian B sescu, Prime Minister Victor Ponta, the Minister of National Defence Mircea Du a, the Romanian Police; state bodies and representatives of state bodies of other countries – 3 (13,04%): the Government of Serbia, the Government of Germany, the Minister of Foreign Affairs of Serbia Ivan Mrki Ivan Mrki ; subjects in sports field – 2 (8,69%): president of FC „Rapid” Constantin Zotta, football player of FC „Viitorul Soldanu”; mass-media – 2 (8,69%): news agency, journalist of *Ve ernje novosti*; EU institutions – 1 (4,34%): European Commission; state institutions – 1 (4,34%): the Directorate for Investigating Organized Crime and Terrorism; political parties – 1 (4,34%): The Social Liberal Union; companies – 1 (4,34%): the Nuclear Power Plant in Cernavod ; experts – 1 (4,34%): the experts at the scientific journal *Nature*; subjects in the healthcare field – 1 (4,34%): doctors; subjects in the education field – 1 (4,34%): Secondary School „Dositej Obradovi ”; someone else – 1 (4,34%): the group „Natm 88”.



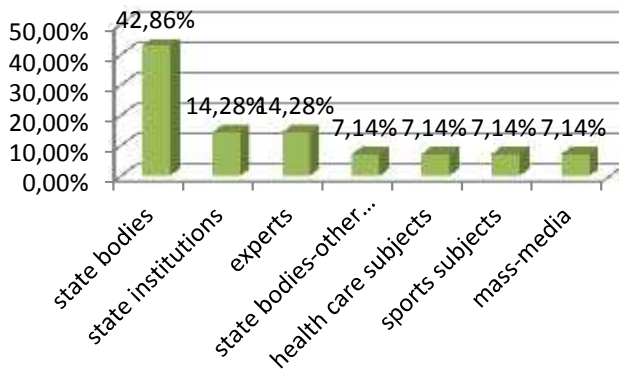
The following subjects are speaking in *Blic*: state bodies and representatives of state bodies – 13 (54,16%): the Ministry of Foreign Affairs, President of Romania Traian B sescu, Prime Minister Victor Ponta, the Minister of Foreign Affairs Titus Corl ean, Secretary of State for Strategic Affairs Bogdan Aurescu, the Romanian Police; state institutions – 3 (12,50%): The Supreme Court, The Anti-Monopoly Commission, the Central Electoral Bureau; state bodies and representatives of state bodies of other countries – 2 (8,33%): the Government of the USA, the Minister of Foreign Affairs of Serbia Ivan Mrki ; representatives of EU institutions – 1 (4,16%): the President of the European Commission Jose Manuel Baroso; political parties – 1 (4,16%): The Social Liberal Union; national minorities – 1 (4,16%): the Hungarian minority from Târgu-Secu; companies – 1 (4,16%): Gazprom Company; experts – 1 (4,16%): experts from the Cluj-Napoca Institute of Archaeology and History of Art; mass-media – 1 (4,16%): journalist of *Blic*.

Chart 8. Blic: subject



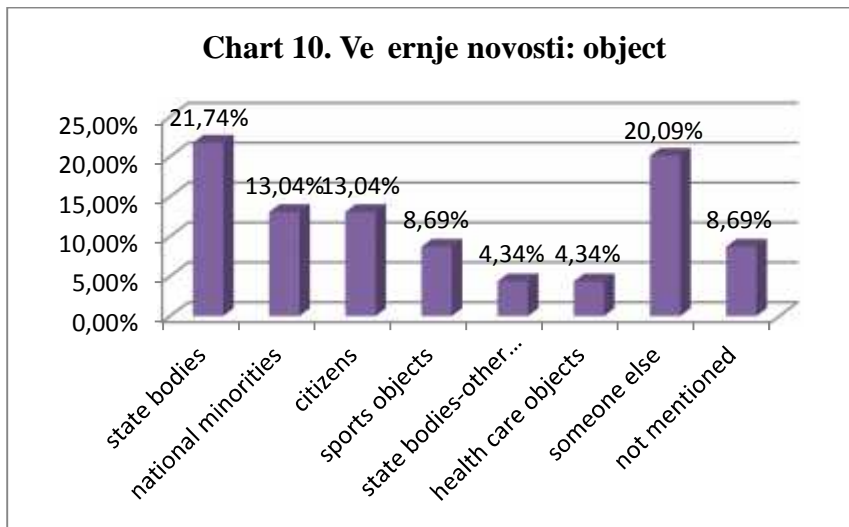
The following subjects are speaking in *Kurir*: state bodies and representatives of state bodies - 6 (42,86%): the Government of Romania, President Traian B sescu, Prime Minister Victor Ponta, the Secretary of State for Strategic Affairs Bogdan Aurescu); state institutions – 2 (14,28%): the Parliament, the Central Electoral Bureau; experts – 2 (14,28%): experts from the Cluj-Napoca Institute of Archaeology and History of Art, experts of the scientific journal *Nature*; state bodies and representatives of state bodies of other countries – 1 (7,14%): Prime Minister of Serbia Ivice Da i ; subjects in the healthcare field – 1 (7,14%): doctors; subjects in the sports field: 1 (7,14%): Romania's Football Association; the mass-media – 1 (7,14%): news agency.

Chart 9. Kurir: subject

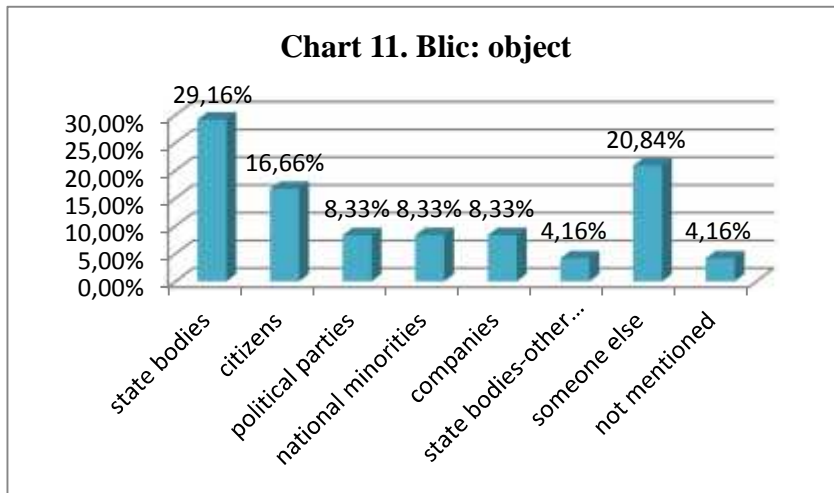


2.9. Object – the topic investigated

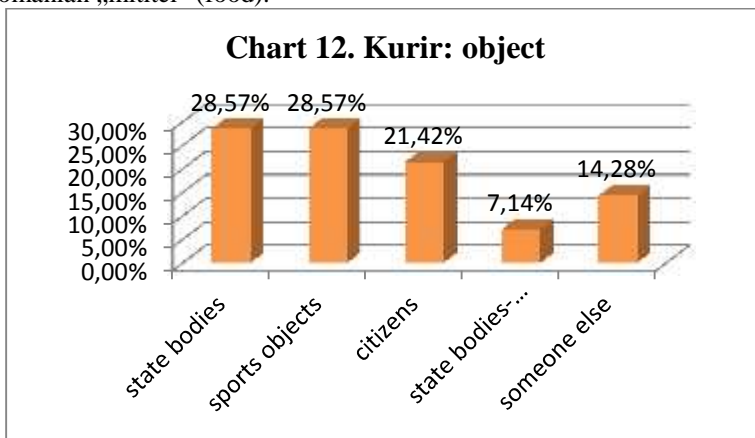
Ve ernje novosti addresses the following topics: state bodies and representatives of state bodies – 5 (21,74%): the Government of Romania, President Traian B sescu, Prime Minister Victor Ponta, the former Prime Minister Adrian N stase; national minorities – 3 (13,04%): Romani women in Romania, the Romanian national minority in Serbia, the Serbian national minority in Romania; citizens – 3 (13,04%); objects in the sports field – 2 (8,69%): FC „Rapid”, referee Duta; state bodies and representatives of state bodies of other countries – 1 (4,34%): the Government of the United States; objects in the healthcare field – 1 (4,34%): the employees of a fertility clinic; someone / something else – 6 (20,09%): Romania, Bulgaria, Province of Kosovo, the coastal town Mamaia, hacker group, the gangster Ion Balint; the object is not mentioned – 2 (8,69%).



There are the following objects in *Blic*: state bodies and representatives of state bodies – 7 (29,16%): the Government of Romania, President Traian B sescu, the former Prime Minister Adrian N stase; citizens – 4 (16,66%); political parties – 2 (8,33%): The Social Liberal Union, the European People's Party; national minorities – 2 (8,33%): the Romanian national minority in Serbia, the Serbian national minority in Romania; companies – 2 (8,33%): NIS Company, HP Company; state bodies and representatives of state bodies of other countries – 1 (4,16%): the United States Congress; someone / something else – 5 (20,84%): the Province of Kosovo, town Sighi oara, thieves, ancient skeletons of young couples; the object is not mentioned – 1 (4,16%).



There are the following objects in *Kurir*: state bodies and representatives of state bodies – 4 (28,57%): the Government of Romania, President Traian Basescu, Prime Minister Victor Ponta, the former Prime Minister Adrian Năstase; objects in the sports field – 4 (28,57%): FC „Voina Lanuri”, FC „Puiești”, FC „Pescaruș”, FC „Cislău”; citizens – 3 (21,42%); state bodies and representatives of state bodies of other countries – 1 (7,14%): the United States Congress; someone / something else – 2 (14,28%): ancient skeletons of young couples, Romanian „mititei” (food).



2.10. Value context

This category evaluates the subject's attitude to the object, i.e. the value context in which the subject places the object.

In all the three newspapers, the value context is mostly neutral 16 times (69.56%) in *Veernje novosti*, 20 times (83.33%) in *Blic*, 11 times (78.57%) in *Kurir*. The value context is also confrontational, negative - 5 times (21.74%), 2 times (8.69%) the value context is

positive, affirmative in *Ve ernje novosti*, confrontational, negative - 2 times (8.33%), positive, affirmative also 2 times (20.83%) in *Blic*, confrontational, negative - 2 times (14.28%), 1 time (7.14%) is positive, affirmative in *Kurir*.

2.11. Headlines

The headlines in all the three newspapers are mostly informative, real and non-metaphorical – 23 times (100%) in *Ve ernje novosti*, 23 times (95.84%) in *Blic*, 13 times (92.86%) in *Kurir*. Here are some examples: *Bivši premijer pokušao samoubistvo* [Former Prime Minister attempts suicide]; *U srpskoj gimnaziji sve manje aka* [Fewer students attending Serbian secondary school] (*Ve ernje novosti*); *Rumunski premijer spreman da vodi narednu vladu* [Romanian Prime Minister ready to run the new government]; *Basesku krši predizbornu tišinu* [B sescu violates election silence] (*Blic*); *Basesku ostaje predsednik Rumunije?* [Will B sescu remain President of Romania?]; *Vlada Viktora Ponte dobila podršku* [Victor Ponta's Government receives support] (*Kurir*).

There are only two metaphorical headlines - 1 (4.16%) in *Blic* and 1 (7.14%) in *Kurir*. These headlines are similar in that they give the account of several experts from the Cluj-Napoca Institute of Archaeology and History of Art who, while excavating the inner courtyard of a former Dominican monastery, discovered the bodies of a young couple who had been buried holding hands, and therefore they were given the name of “the Romanian Romeo and Juliet”: *Zajedno i u smrti: rumunski Romeo i Julija sahranjeni drže i se za ruke ruke* [Together in death: Romanian Romeo and Juliet buried holding hands] (*Blic*); *Rumunski Romeo i Julija sahranjeni drže i se za ruke* [Romanian Romeo and Juliet buried holding hands] (*Kurir*).

3. Conclusions

Although this paper has attempted to analyse three different kinds of daily newspapers – non-tabloid (*Ve ernje novosti*), semi-tabloid (*Blic*) and tabloid (*Kurir*) – with varying numbers of texts published about events in Romania – 23 in *Ve ernje novosti*, 24 in *Blic*, 14 in *Kurir*, according to the research results, it could be concluded that there are significantly more similarities than dissimilarities.

In all the three newspapers, most texts are medium sized and the most frequent journalistic genre is the article. Most texts are distributed by news agencies and are followed by photos. Also, all the three newspapers generally report on very recent events; most of these events have occurred in Bucharest.

In relation to the theme, all the three daily newspapers address a number of topics regarding foreign affairs and international relations, such as the Romanian parliamentary elections, Serbia's adherence to the EU, education, and justice. Apart from these, other topics refer to economy and finance, social topics and tourism in *Ve ernje novosti* and *Blic*, culture and tradition in *Blic* and *Kurir*, natural disasters in *Ve ernje novosti* and *Kurir*, internal affairs and state body activities in *Blic*, the referendum in Romania in *Kurir*. These above-mentioned themes are generally addressed by state bodies and representatives of state bodies, state bodies and representatives of state bodies of other countries, state institutions, EU institutions and representatives of EU institutions, political parties, experts, or mass-media. In the role of the object, there are normally state bodies and representatives of state bodies, state bodies and representatives of state bodies of other countries, or national minorities. In all three newspapers, the subjects' attitude to the object is mostly neutral and the headlines are informative, real, and non-metaphorical.

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