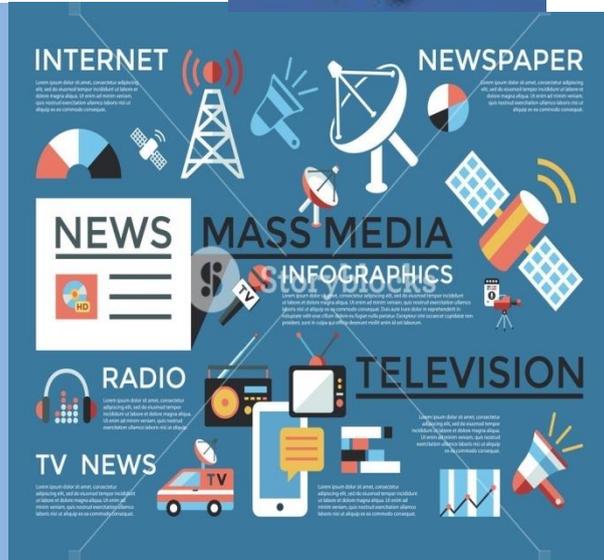




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## MASS-MEDIA IN ROMANIA

### Printed press

Over 1200 new publications have appeared in Romania since the fall of communism. Some of them don't exist anymore, but there always appear new ones. The Romanian newspaper market comprises about 1500 publications most of which appear on a weekly basis and 200 daily newspapers, 14 of them published in Bucharest and between 1 and 5 in the capitals of Romanian counties. The best sold daily papers in Romania are still the tabloids: *Click* – with an average of 587,000 readers per issue and *Libertatea* with 468,000. Most newspapers have lost readership except *ProSport*, which won 10.000 new readers. Regarding the circulation development of printed media it should be mentioned that their total number remained relatively constant until 2008, but now it follows the overall trend of decreasing.

**Introduction:** Over 1200 new publications have appeared in Romania since the fall of communism. Some of them don't exist anymore, but there always appear new ones. The Romanian newspaper market comprises about 1500 publications most of which appear on a weekly basis and 200 daily newspapers. Television is the most familiar source of information. The radio landscape has changed considerably - similar to the television - since 1990. Besides the public broadcaster offering several programs, there are over 150 private local radio stations and various other channels. Despite the diversity of the Romanian press, we cannot yet speak of a completely free press (see the report of the Freedom House organization). The limitations of media freedom and freedom of speech are related to media ownership, but also with gaps in the national legislation.



In Romania the printed sector has been dealing with big difficulties since the beginning of the economic crisis in 2008. In February 2012, three daily papers had to be discontinued, *Cotidianul*, *Ziua* and *Gardianul*, after their circulation had declined dramatically.

### Television in Romania



Television is the most familiar source of information, however the range of the private stations only covers 50 to 72% of the population, while the public service one reaches almost 100%. In the cities the public television (*TVR1* and *TVR2*) only reaches 35% of the market, placing itself below the private stations. The most important private station is *ProTV*, with a range of 72% of the population and a market share of 15,8%. A study has shown that the average person spends an average of two hours every day watching television. This huge amount of time makes it really important in people’s lives, and this explains why so many say that it is so easy to manipulate the masses through television.

### Radio landscape

The radio landscape has changed considerably- similar to the

television- since 1990. Beside the public broadcaster offering several programs, there are over 150 private local radio stations and various other channels. The local radio stations air mostly music and short newscasts.



### The Internet

The latest studies showed that 5,9 million Romanians use the Internet daily, which represents 61, 6% of the population and the trend is rising. This ranks as one of the highest figures in Europe, which can be surprising considering the average standard of living in the country. The internet is widely used both for professional, and for personal



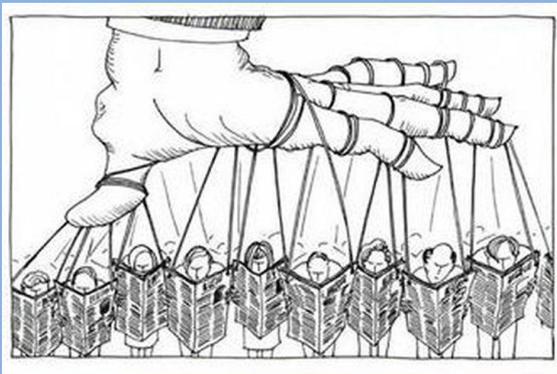
reasons, accessed both from a desktop computer, and from mobile devices.

### Freedom of the Press

The report of the Freedom House organization places Romania 84<sup>th</sup> in the top, it belongs to the countries with a partially free press. The investigation concerns 197 countries from all over the world and Romania shares its place with the Dominican Republic and Botswana.

## Political context today

In December 2016 Romania's Social Democrats easily win parliamentary elections. But 2 years after the presidential elections and just one month after the parliamentary elections, beginning with the 22<sup>th</sup> of January 2017 protests took place throughout the country against ordinance bills that were proposed by the Romanian Ministry of Justice regarding the pardoning of certain committed crimes, and the amendment of the Penal Code of Romania (especially regarding the abuse of power).



## Fake news and what to do about it

The concern of the international community to identify measures to prevent misinformation points to a few lines of action which should help manage this phenomenon. Some of the most important ways to protect ourselves and our communities from the harmful effects of misinformation are increasing the level of public security and making decision makers aware of the dangers of fake news.



## Conclusions

The information, the news is often used today as entertainment, the specialists named it "infotainment". A lot of voices claim, especially in an acute pre-election campaign, that media too can be the victim of well-orchestrated propaganda. The last protest shows that actually the civil society can still play a role. If the mass media can reflect impartial reality is still a questionable issue.

