



CS1. Studies on national media research capability as a contextual domain of the sources of ROs

The aim of the **first case study** is to describe and analyse the **countries' monitoring capability**: the ability and possibilities of various agents to observe the developments of the media and the changes in society emanating from the media transformations, as well as related risks and opportunities for deliberative communication, and applying the obtained knowledge in making media political decisions.

Excerpt:



An option for reference of this particular report:

Avădani, I. (2022). ROMANIA. Risks and Opportunities Related to Media and Journalism Studies (2000–2020). Case Study on the National Research and Monitoring Capabilities. In: Studies on national media research capability as a contextual domain of the sources of ROs. *Approaching deliberative communication: Studies on monitoring capability and on critical junctures of media development in 14 EU countries*, CS1, D-2.1, pp. 375–408. Mediadelcom. <https://www.mediadelcom.eu/publications/d21-case-study-1/rou/>



ROMANIA

Risks and Opportunities Related to Media and Journalism Studies (2000–2020). Case Study on the National Research and Monitoring Capabilities

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Executive Summary

The scope of the current paper is to review the existing documentary and scientific sources and literature that may enable the researcher to thoroughly examine the media field in Romania in four domains: legal regulation and accountability systems, journalism, media usage patterns and media-related competences. Such an analysis should enable the researcher to identify the risks and opportunities that the four domains provide for the development of the deliberative democracy in Romania.

We found an impressive quantity of data, information and knowledge, but a lack of structure and some inconsistencies that makes research difficult and time-consuming. In some domains, such the legal and journalistic, there is an abundance of sources, while in others, such as the media-related competences, there is a scarcity. In between, the domain of media usage patterns offers a variety of data, collected or produced by various actors, with different methodologies and scopes. Such data is only partially available outside the business sector and is seldom comparable, which hampers the research.

We identified a series of actors active in documenting and researching the media field: the state, the academics, journalists, businesses, including those involved in new technologies that are game changers. These actors take turns in one domain or another, but they do not coordinate or cooperate.

It appears that the data and information distribution follow the “plum pudding model”²⁴³: valuable information needs to be scooped out of volumes of irrelevant one.

In conclusion: some domains are barely documented at all, it is difficult to navigate the existing information and identify the relevant information and there is a lack of cooperation between actors that generate data and information as well as public policies. The major risk we identified is the lack of evidence-based policymaking and for the research works and findings to go unnoticed and unapplied by the practitioners and policymakers and for the new knowledge to be wasted.

²⁴³ The plum pudding model is one of the oldest atomic models imagined by physicist J.J. Thompson in 1904, according to which negatively charged electrons were surrounded by a volume of positive charge, like plums in a pudding.

1. Introduction

1.1. Media research and monitoring system and its current situation

Mass media is one of the domains that explosively expanded when Romania transitioned, in 1989, from a totalitarian Communist regime to a full-fledged (but imperfect) democracy. In 1989, Romanians only had access to two hours of TV programs a day, deeply infused with party propaganda and a huge Ceaușescu personality cult. Almost overnight they moved to a mushrooming media ecosystem, with the vital force but also with the lack of predictability and consistency of “new lands”. Freedom of expression was frequently considered the right Romanian enjoyed most and of which they are most aware (APADOR-CH, 2015). In the years after 1989, the media business was dynamic in times of prosperity, but seriously affected in times of crises, be they economic, as in the financial crisis of 2007-2009 or health-related as in the pandemic of 2020-2021.

Despite these dynamics and the importance of mass media in the information diet of Romanians, the field has seen insufficient research and holistic studies, via comprehensive, diachronic trans-sectorial research. With the birth of journalism education, in 1990, academic research started to speed up and literature dedicated to the media field began to accumulate. It consists mainly of articles and book chapters, on narrow topics, mirroring the interests of the respective researchers rather than a broader vision and the strategic preoccupation of a given research hub. Topics such as the legal environment, the market evolution or the media competences are studied in more depth outside academic circles, by the business or non-governmental sectors.

The first part of the papers overviews the types of sources available, detailed for each of the four domains identified as relevant for this report: legal and accountability, journalism, media usage patterns and media-related competences. It also looks at the funding available to Romanian media researchers and data processors, be they academic or non-academic. It reveals a multitude of sources, generated by a variety of national and international actors, from academia, business and civil society. The academic literature is particularly rich in the journalistic domain, including numerous published articles, numerous authors, and diverse topics addressed, thus indicating a high interest from researchers. Less covered are the topics of the legal domain and media-related competences. The area of media usage is dominated by data generated by non-academic actors, most of which have a commercial interest.

The second part assesses these sources from the point of view of their availability, continuity, reliability and availability of experts. It found the sources are freely available and experts are accessible, but the overall data corpus is fragmented and methodologies inconsistent or incomparable, which makes research time-consuming and results subject to methodological limitations.

The last part is dedicated to the main findings of the analysis and conclusions.

1.2. Main institutions and actors in media and communication research, monitoring and education

Romania enjoys a multitude of data sources regarding the media, generated by a multitude of actors, different in their nature and areas of expertise. The state is not actively involved in media research, and its role is rather normative, as it is visible in the legal domains and in market regulation. It also generates primary data via the public authorities. The international governmental or transnational organisations are also active in generating and processing data about media and democracy, such as the European Commission, the US State Department, OECD and the Council of Europe. Other important local actors include scholars and research groups in national universities, who are involved in international research projects. Romania is included in large comparative research projects, such as the *Media Pluralism Monitor* (conducted by Center

for Media Pluralism and Media Freedom), the *World of Journalism Study* (coordinated by the Ludwig-Maximilians Universität in Munich) and the Reuters Institute for the Study of Journalism's *Digital News Report*. International NGOs such as Reporters sans Frontières or Freedom House also include Romania in their media status reports or indexes. National and multinational companies active in Romania or with an interest in the local market also provide data through their own research, as individual entities or via industry bodies (such as those for auditing of circulation or calculating the broadcast audience). Local NGOs are also involved in studying the media sector, the legislation that standardise the sector and the journalistic practices in the country.

This large array of actors produces an important volume of raw data, studies and research, but they are scattered and disconnected, which makes cross-reading and comparative analysis time-consuming.

We grouped the main types of resources available to researchers as follows:

- Primary sources: legal texts, activity reports of the public authorities, open data offered by the authorities, statistical reports
- Research projects, international or national
- Academic sources: journals and papers (including university annals), doctoral theses
- Non-academic resources: books, studies by NGOs, other sources such as online publication dedicated to the media sector, articles in the news and cultural media and professional associations magazines; privately generated data (such as market research, audience measurement or studies into consumer habits).

When it comes to primary sources, there is an important corpus of legal texts pertaining mainly to freedom of expression and freedom of information, which are freely available. All public authorities must publish yearly activity reports and access to information reports. There is a coherent body of laws on privacy and data protection. Whistle-blowers enjoy protection under specific legislation. The audio-visual sector is also regulated by law, both in terms of content (in line with the EU regulation) and in terms of dominant market position and restrictions thereof. Included in this category the reports issued by the US State Department and the European Commission's reports under the Mechanism for Cooperation and Verification (CVM)²⁴⁴. Statistic bulletins or European barometers also fall in this category of sources, mostly useful when analysing trust in the media or consumption patterns. Reports of the state bodies are also included in this category. The national telecom regulator (Autoritatea Națională pentru Administrare și Reglementare în Comunicații - National Authority for Management and Regulation in Communications, ANCOM) issues half-year reports regarding the connectivity capability of Romania. The national broadcast regulator, Consiliul Național al Audiovizualului (The National Audiovisual Council, CNA) issues reports on broadcasters, including the type of licence and ownership information. The ANCOM and CNA reports use standardised methodology and provide consistent data year after year. They are one of the very few data sets produced and published by the Romanian authorities in the field of media. This category also includes the audience and circulation figures measured by professional or industry bodies (see details about these resources in *Section 4. Publications, data sources and main monitoring actors of media usage patterns*).

Non-academic sources include a limited number of studies conducted by NGOs with an interest and expertise in media, especially in journalism practices, accountability and employment. Such reports are sporadic, and their publication depends on the availability of resources, but they

²⁴⁴ The Cooperation and Verification Mechanism (CVM) is a transitional measure set up by the European Commission to assist Romania to remedy shortcomings registered at the moment of its EU Accession in the fields of judicial reform, corruption. European Commission, available at https://ec.europa.eu/info/policies/justice-and-fundamental-rights/upholding-rule-law/rule-law/assistance-bulgaria-and-romania-under-cvm/cooperation-and-verification-mechanism-bulgaria-and-romania_en, accessed 18.11.2021

bring valuable information that would otherwise be missing. There are also international NGOs such as Reporters sans Frontières and Freedom House, that issue annually media freedom indexes. There are no reputable professional magazines for media professionals, and only two online publications dedicated exclusively to news and developments in the media (paginademedias.ro and mediaexpress.ro). Marketing or other commercial companies conduct infrequent market research or studies regarding media consumption or media content creation habits of media users, but they are also opportunistic and often not comparable, given the different methodologies. Reputable publishing houses publish books pertaining to media and one of them, Polirom, has a collection dedicated to books in this field, which are mostly manuals.

In the following sections, I discuss the academic literature and the research organisation and reports.

1.3. The funding system of media research and monitoring

The academic research of the media sector has been generated by journalism and communication programs active in Romania. The media education history in Romania re-started in the 1990s, with the creation of the first post-communist Journalism school in the country, in the University of Bucharest. In 1977, Romania eliminated journalism as an academic domain (together with other fields such as sociology and psychology). Students could study journalism only as part of the politically controlled “Stefan Gheorghiu Political Sciences Academy”, a factory of indoctrinated party cadres, trained to become *apparatchiks* and disseminators of the Communist Party ideology. The Faculty of Journalism and Communication Sciences in Bucharest (FJSC) was the first of many others, as media became an attractive field for young people. At its peak, in 2008-2009, Romania entertained as many as 40 journalism and communication programs (Armanca, 2019). Some of them vanished, as the media labour market shrank, due to the economic crisis.

According to the Agenția Română pentru Asigurarea Calității în Învățământul Superior ARACIS [Romanian Agency for Quality Assurance in Higher Education], 31 accredited academic programs in journalism were active in 2022, plus ten specialised in advertising and seven in digital media. 39 other programs were devoted to communication and public relations, and four to “information and documentation sciences”. Journalism, communication and digital media tracks were available also in Hungarian (the largest linguistic minority in Romania), German and English. The most prominent programs are those offered by the University of Bucharest, through its Faculty of Journalism and Communication Sciences (FJSC) and the Cluj-based Babes-Bolyai University, through its Political, Administrative and Communication Sciences. Also, well-regarded journalism programs exist in the A.I.Cuza University in Iași and Lucian Blaga University in Sibiu. Equally active in media research is the National School for Political and Administrative Studies (SNSPA) in Bucharest, with a well-developed Communication Faculty. Universities located in 14 out of the 42 counties of Romania offer journalism, communication or other media-related programs, thus providing good access for students across the country to higher education specialised in journalism and the media.

As the journalism education had to be reinvented after 1989, the schools had to recruit their staff from wherever it was available. A report on the state of journalism education in Romania writes: “Only a part of the Journalism schools in Romania function in the context of solid higher education institutions. All the schools have a heterogeneous faculty, [with staff] coming from diverse backgrounds – social sciences, humanities, and even technical education. This translates into a lack of cohesiveness and low similarity between the schools, which in turn leads to divergent approaches in terms of curriculum development and teaching strategies” (Meza, Prundaru, Mogoș, 2012). (More details about the research communities are provided further down in Section 6.3 *Monitoring capabilities and the quality of data and knowledge*)

Romanian Journalism faculties and departments are involved in international consortia which conduct research projects focusing on journalism and media. None of these projects has a Romanian university as a lead. Results and proceedings of these research projects are published in international academic journals and have a relatively low visibility in the country outside of academic circles.

Journalism schools have set up own research centres. Thus, FJSC has set up and manages The Centre for Research of the Role of Mass Communication in Developing the Public Space, for Analysis of Reception and of Advanced Technologies – SPARTA²⁴⁵. Created in 2009, it is meant to make up for the “unsatisfying status” of the studies and solutions for improving the mass communication (journalism, public relations, advertising) advanced by the academic experts at that time and end the domination of private research bodies in the field of media.

The University of Craiova runs the Center for Scientific Research in Communication Sciences, Media and Public Opinion (CCSCMOP)²⁴⁶. The faculty of Sociology and Social Assistance of the University of Bucharest set up and ran the Research Center for Media and New Communication technologies, that functioned between 2000-2015, and ceased to exist afterwards.

The Faculty of Communication and Public Relations of the National School for Political and Administrative Studies (SNSPA) in Bucharest manages a quite active Centre of Communication Research, with a pronounced interest in media phenomena and their impact on public discourse in Romania. Topics related to disinformation and the impact of digital technologies on the media and communication have been on the rise over the last years.

National media research projects are few and far between. The main funding for research comes from the Executive Unit for the Funding Higher Education, Research, Development and Innovation (Unitatea Executivă pentru Finanțarea Învățământului Superior, a Cercetării, Dezvoltării și Inovării, UEFISCDI), based on the National Plan for Research, Development and Innovation. The plan provides for four major programs: development of the national research and development system (P1), increasing the competitiveness of the Romanian economy through research, development and innovation, (P2) international and European cooperation (P3) and exploratory end frontier research (P4). The media research projects may find financing under P1 and P4, that provide funding for research in social and humanist sciences. Funding instruments include funding for post-doctoral research (PD), support for small teams of researchers (TE), various mobility grants for researchers and scholarships. Over the last three rounds of competitive calls (2016, 2019 and 2021) only one project pertaining to media²⁴⁷ was retained for funding. “While the funding opportunities, the application routines, the needed documents are all publicly available, I think that the funding mechanisms for the media research are accessible only to few people, knowledgeable of their bureaucracy, specific vocabulary and requests. Based on my experience and observations, but also discussing with my colleagues, I believe media is unfortunately not of interest for the funding decision makers. As a bitter joke: if we don’t innovate in green energy, we do not count”, said Minodora Sălcudean, an academic teaching Journalism at the University in Sibiu.²⁴⁸

Romania is part of international research projects dedicated to media and democracy, such as *Worlds of Journalism* (<https://worldsofjournalism.org/>), whose main objective “is to help jour-

²⁴⁵ Centrul de cercetare a rolului comunicării de masă la dezvoltarea Spatiului Public, de Analiză a Receptării și a Tehnologiilor Avansate – SPARTA, available at <http://www.fjsc.unibuc.ro/cercetare>, accessed 18.11.2021

²⁴⁶ Centrul de Cercetare Științifică Comunicare, Media și Opinie Publică (CCSCMOP), available at <http://ccscmop.sserr.ro/>, accessed 18.11.2021

²⁴⁷ The project *Stabilirea agendei publice în noul peisaj mediatic* [Setting up the public agenda in the new media landscape], code PN-III-P1-1.1-PD-2019-0034, National School for Political and Administrative Studies has received 244,598 RON (approx. 55,000 EUR) under the 2019 call.

²⁴⁸ Interview with Minodora Sălcudean, lector at the Journalism, Public Relations, Psychology and Sociology, Department, Faculty of Socio-Humanistic Studies, University Lucian Blaga, Sibiu, conducted 26.10.2022

nalism researchers, media practitioners and policymakers better understand the worldviews and changes that are taking place in the professional views of journalists, the conditions and limitations under which journalists operate, and the social functions of journalism in a changing world". Another major international project is *Media Pluralism Monitor* (<https://cmpf.eui.eu/media-pluralism-monitor/>), which is a "tool to assess the risks for media pluralism" in each participant country. A third is *Varieties of Democracies* (<https://www.v-dem.net/>), a study that produces "a multidimensional and disaggregated dataset that reflects the complexity of the concept of democracy as a system of rule that goes beyond the simple presence of elections". Romania is also part of the *Digital News Report* study (<https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022>), conducted by Reuters Institute for the Study of Journalism and of the *Global Kids Online* (<http://globalkidsonline.net/>), "an international research project that aims to generate and sustain a rigorous cross-national evidence base around children's use of the internet by creating a global network of researchers and experts".

1.4. The national research database and most important journals

There is a limited number of academic journals dedicated to media, but academic articles on this topic are published in journals dedicated to communication, sociology or political sciences issues in general.

University Babeş-Bolyai in Cluj publishes two journals dedicated to media and communication and addressing the topics specific to the media domain.

The *Journal of Media Research (JMR)* is a scientific research journal focusing on the field of media and communication. It is a peer-reviewed academic publication for interdisciplinary social sciences quantitative and qualitative inquiry. The JMR focuses on research on both traditional and social media and encourages submissions on the topic of public relations and advertising. The Journal has a section dedicated to book reviews.

The second journal is called *Studia Ephemerides*, focusing on journalism, media and communication.

The University Lucian Blaga in Sibiu publishes *Saeculum*, first founded in 1943. New series started in 1995 and publish articles in the area of Social Sciences and humanistic studies—media and communication included—in Romanian, French, English and German. Also in Sibiu, the scientific journal *Revista Transilvania* (a scientific publication indexed in Scopus, as well as in other international databases), in the field of humanities, has a constant section dedicated to media studies.

Social Sciences and Education Research Review (SSERR) is an international, bi-annual, print and online academic journal published by the Center for Scientific Research in Communication Sciences, Media and Public Opinion (CCSCMOP) and the Department of Communication, Journalism and Education Sciences of the Faculty of Letters, in the University of Craiova.

The *Romanian Journal of Communication and Public Relations* is published by the Centre of Communication Research of the Faculty of Communication and Public Relations of the National School for Political and Administrative Studies (SNSPA) in Bucharest. The Journal first appeared in 1999 and features research in communication, mass-media, public relations and journalism.

Revista de Studii Media [Journal of Media Studies] was founded in 2012 by the Faculty of Journalism, "Hyperion" University, Bucharest, as an annual print publication. It has been available in both print and online versions starting with the year 2018. *Revista de Studii Media* publishes articles in the field of communication sciences (Journalism, Public Relations, Advertising, Social Communication) as well as in other connected areas: Political Sciences, Sociology, the Sociology

of Communication. Until the year 2017, the Journal published mostly in Romanian. Starting with the year 2018, they publish in Romanian, English and French. The journal features three main sections – opinion articles, research articles and book reviews – and accepts only original articles.

The doctoral theses and the proceedings of doctoral schools' activities form an important body of the research studies and new knowledge in the field of media.

There are three doctoral schools specifically dedicated to media and journalism in Romania.

The [Doctoral School in Communication Sciences](#) of the FJSC in Bucharest started in 2008. It focuses on a multi-disciplinary approach of communication and includes, among other areas of interest, media and public space, media semiotics, media discourse, media economy, cultural industries and ethics. Between 2010 and 2022, 74 theses have been defended by graduates of this school.

The [Doctoral School in Communication, Public Relations and Advertising](#) (SDCRPP) of the Babeş-Bolyai University in Cluj-Napoca focuses on communication sciences, political sciences, and marketing, with areas of research around the common field of communication analysis. Their scientific interests include public communication, advertising communication, political communication, religious communication, strategic communication, public relations, advertising, social media and branding.

The [Political and Communication Sciences PhD Program](#) of the same university was launched in the 2009-2010 academic year. They aim at creating a “school of the history of journalism and communication” and make use of the valuable journalistic heritage of Romania. Between 2012 and 2022, the graduates of both doctoral schools of Babeş-Bolyai University have defended 43 theses in journalism and communication sciences.

Topics related to media, especially the journalistic domain, appear in other doctoral thesis in specialisations such as philology, history and national security, depending on the faculty which hosts the journalism department. Given this scattering, it is difficult to have a clear and updated image on the stage of the research in the journalism field.

The topics of risks and opportunities in the four domains of interest for this paper are not specifically treated, and are not explicitly addressed in the vast part of the academic literature. For example, terms such as “risk” or “opportunity” do not appear in the keywords of any of 117 in the defended journalism and communication doctoral thesis of FJSC and Babeş-Bolyai Universities between 2000-2030.

2. Publications, data sources and main monitoring actors of legal and ethical regulation domain

The sources in the legal and ethical regulation domain related to the media field are mainly primary sources, which means legal texts. There are also publicly available regular reports of public authorities and a database of case law. NGO reports and occasional media reports are also relevant sources for this domain. Less frequent are the academic studies and articles, as well as legal analyses.

The main actors involved in the legal domain are state institutions and politicians, as the initiative to regulate is an almost exclusive privilege of the Government and MPs. The European Union, through its own legislative process, plays an active role in regulating the media field. Journalists, other media professionals and civic activists are less active, and they play mostly the role of watchdog, preventing abuses through the legislation or signalling them when they hap-

pen. The scholars are less present in this domain, the academic literature analysing the regulatory framework is rare and is generated mostly by the law studies or NGO environment.

In the sub-domain of accountability, the agency is more uniformly distributed, with the prominence of the state duly decreased and the presence of academics increased. Also of note is that the journalists themselves are rather inactive in this respect, as their activity is limited to the adoption of codes, without vigorous implementation.

2.1. Freedom of Expression

There is a significant body of primary legislation guaranteeing or pertaining to freedom of expression in Romania.

Romania has enshrined the freedom of expression as a fundamental human right in its Constitution (Art. 30 – Freedom of expression, but also in its Civil Code (Art. 70 and 75).

There are laws dealing specifically with:

- **defamation** - Civil Code provides for appropriate protection of the non-patrimonial rights such as dignity, reputation, privacy and the right to own an image.
- **protection of data and privacy** – apart from the Civil Code, the protection of privacy is also secured via the Criminal Code, art. 226 - Violation of the private life and art. 227 – Disclosing the professional secret (defined as private information acquired in the line of duty) (Penal Code, 2009). Romania has also implemented the GDPR.
- **hate speech** – is provided by the Criminal Code, art. 369 Incitement to hate and discrimination as well as Ordinance 31/2002 on prohibition of organisations, symbols and acts of a fascist, legionary²⁴⁹, racist and xenophobic nature and of the promotion of the personality cult of persons guilty of genocide against humanity and war crimes.
- **copyright** – is provided by Law 8/1996 on author's rights and related rights. At the time of this report, amendments to this law were being discussed in parliament to harmonise it with EU Directives 2019/789, laying down rules on the exercise of copyright and related rights applicable to certain online transmissions of broadcasting organisations and retransmissions of television and radio programmes, and amending Council Directive 93/83/EEC and Directive 2019/790 on copyright and related rights in the Digital Single Market and amending Directives 96/9/EC and 2001/29/EC.
- **protection of whistleblowing** – is provided by Law 571/2004 on the protection of the employees of the public authorities, public institutions and other entities that signal law violations. Romania was one of the first European countries to have a dedicated law in this respect. A law to transpose the Directive (UE) 2019/1937 on the protection of persons who report breaches of Union law was under parliamentary procedure at the time of the writing of this article.
- **trade secrets** – is provided by Governmental Emergency Ordinance 25/2019 on protecting the know-how and the undisclosed business information that classifies as trade secrets against illegal acquiring, use and disclosure, transposing the EU Directive 2016/943 on the protection of undisclosed know-how and business information (trade secrets) against their unlawful acquisition, use and disclosure.

The functioning of the broadcasters is regulated via the Audiovisual Law 504/2002, amended several times to harmonise with the various versions of the EU directives in the field. At the time of the writing of this article, draft amendments were being discussed at expert levels to bring it

²⁴⁹ The Legionary Movement (aka Legiunea Arhanghelului Mihai/The Legion of The Archangel Michel and Garda de Fier/Iron Guard) was a nationalist-fascist party created in Romania in the late 1920s. They shortly acceded to power in September 1940-January 1941, creating the National-Legionary State, that promoted a strong anti-Semitic policy, marked by persecutions, expulsions and pogroms.

in line with the EU Directive (EU) 2018/1808 amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) in view of changing market realities. The law has specific and detailed provisions regarding the compulsory transparency of the ownership over the broadcasters down to individual shareholders (art. 48-49). There is no similar obligation for other types of media companies, but the broadcasters must list and publicly announce the name of the publications they publish or the other media services they offer (art. 48).

The protection of journalistic sources is dealt with in the Audiovisual law (Art 7), the Law 41/1994 on the organisation and functioning of the Romanian Radio Society and Romanian Television Society (Art.14 (11)) and the Law 19/2003 on the organisation and functioning of the National Press Agency AGERPRES. The three laws offer different degrees of protection for the journalists' sources.

Disinformation, as such, is not regulated. The Penal Code adopted in 2009 sanctions the communication of "false news, data or information or of falsified documents", provided that the perpetrator is aware of its false character and only if such communication endangers the national security (Art. 404). The previous Code, adopted in 1968, had a similar provision (Art. 168¹), but made no exception for the lack of awareness of the perpetrator and was used by the Government as a tool to stifle anti-Communist criticism. The article 168¹ was abrogated in 2006. Since June 2020, disinformation is included as a threat in Romania's National Defence Strategy. Several attempts have been made to adopt anti-disinformation legislation in the current context (mainly targeting fake news), but they have not been successful.

It is difficult to identify the local case law pertaining to freedom of expression, even if all the judged cases are online, because they are not segregated based on the grounds or merits of each case. So, one has to know what they are looking for when they interrogate the online database - either the name of the persons involved or the number of the file. The Center for Independent Journalism (CJI) has produced an analysis of the legislation governing freedom of expression, and also a collection of relevant case law, in 2013 (Hatneanu, 2013). Another NGO, ActiveWatch, has produced annually (since 2000) a freedom of expression report, *FreeEx*, combining critique of newly adopted legislation, the violation of existing laws, case law, and also the violation of journalistic ethics and professional standards. It is the longest-lived periodical activity aimed to keep track of modifications and events in the field of freedom of expression in Romania. SLAPP is not properly documented as a phenomenon. The only available references are media articles that cover when newsrooms are aggressively sued by politicians.²⁵⁰

2.2. Freedom of information

Romania has enshrined the freedom of information as a fundamental human right in its Constitution in Art. 31 - Access to information.

There are also specific laws that regulate the exercise of this right.

- access to information of public interest – is provided by Law 544/2001 on access to information of public interest; Law 109/2007 on the reuse of the information of the public institutions (transposition of the Directive 2003/98/CE on the reuse of public sector information). Laws on institutional transparency, public procurement and state secret have relevant provisions that support or legitimately limit the access to information.

²⁵⁰ See the schedule of lawsuits filed by mayor Daniel Băluță against *Libertatea* newspaper, in Tolontan, C. (2021, 4.11), Cum arată agenda unor jurnaliști de investigație, cu termenele de judecată în procesele intentate de politicieni [How looks the agenda of the investigative journalists with law suits filed by politicians], *Libertatea*, available at <https://www.libertatea.ro/opinii/cum-arata-agenda-unor-jurnalisti-de-investigatie-cu-termenele-de-judecata-din-procesele-intentate-de-politicieni-3818051>, accessed 12.06.2022.

- protection of personal data – is provided by Law 190/2018 on implementation of the EU General Data Protection Regulation of 2016 (GDPR), but also more specific legislation such as data protection in electronic commerce and in electronic communications and prosecution of criminal offences.

Research regarding the legislation on freedom of expression is mainly present in the field of law studies and addresses issues such as the importance of access to information (Predescu, 2010), legitimate limits to media criticism (Mihalcea, Paraschiv, 2012), the right to one's own image (Matefi, 2018) or the protection of journalistic sources (Moldova, 2012). Various authors discuss the relevant case law of the European Court of Human Rights related to Article 10 (Popescu, 2018).

While the corpus of legal texts is solid and harmonised with the European *acquis*, the information about the implementation of these laws is rather scarce and scattered, and analytical articles on these topics are rare. For example, the public authorities must file annual reports of the implementation of the access to information law, but they are rather formal, providing data on how many requests they have received and solved. NGOs (such as Pro Democrația, the Institute for Public Policies, the Center for Independent Journalism) have conducted studies regarding the implementation of the law and its impact on the democratic process and good governance, but such reports are only occasional and are not the result of continuous or periodic monitoring. The National Audiovisual Council issues an annual report, summarising the council's work on implementing the broadcast legislation, the number of licences issued or withdrawn and the number of sanctions applied to the broadcasters for violation of the law. Protection of freedom of expression and of the right to information are also assessed in *the Media Pluralism Monitor* reports (2014-2022).

2.3. Accountability systems

Romania does not have a unique code of ethics for journalists or one that is generally accepted by a critical mass of media workers. The professional and associative movement is weak, and so is the genuine preoccupation with ethics in journalism. Civic, professional and business organisations tried to stimulate the adoption and implementation of media ethics codes, at different points in time, with limited practical results.

In 2011, the National Audiovisual Council, the broadcast regulator, adopted together with the broadcasters and civil society organisations, via a co-regulatory process, a Regulatory Code Regarding Audiovisual content, including provision related to the protection of minors, of human dignity and the right to one own's image, the right to reply, cultural diversity obligations and rules for the commercial communication. The document has been updated regularly, and the last time was in 2019.

The Convention of Media Organisations (COM), a loose alliance of over 30 media professionals' organisations, coordinated by the Center for Independent Journalism and Active Watch, two NGOs active in media development field, produced a Unified Code of Conduct, in 2009. The Code has never been jointly implemented, but it was adhered to and used separately by organisations, newsrooms and individual journalists.

Other organisations – such as the Union of Professional Journalists, the Romanian Association of Audiovisual Communications (ARCA - broadcasters' association) and the Union of Hungarian Journalists in Romania (MURE) have developed their own codes.

Based on a decision from 2011 of the National Audiovisual Council (CNA), the broadcasting regulator, each provider of audiovisual media services must publish on its own website its code of professional conduct.

The public broadcast media have their own self-regulatory documents available on their websites: the public television (SRTV) has a Procedure of ethical conduct, while the public radio (SRR) has a Code of ethical conduct. They also have Ethics commissions, for their employees and TVR has an ombudsman office where people from outside the institution can address their complaints.

The Romanian Advertising Council has its own Code of Practice in Advertising, as well an array of other self-regulatory documents on specific topics (such as advertising for alcohol, beer, products for children and cosmetics).

The accountability systems of Romanian media and the way the journalists relate to them have made the object of quite a number of studies. Romania was part of consortia in studies such as MediaAcT, and AntiCorrp that have resulted in articles and studies discussing the structures, the work and the adherence accountability and self-regulation in the country (Radu, Popa, 2013). The MediaAcT research revealed that in terms of respect of the professional standards, most Romanian journalists act according to the impulse dictated by their own conscience. A similar conclusion was reached by the research made under AntiCorrp, that found that the agency in applying ethics in journalism stays mainly with the individual journalist (Avădani, 2017). The topic was also addressed in PhD theses such as “*Media self-regulation and the professional activity of journalists in Romania*” (Popa, 2013). A consistent body of research published in Romanian and international journals relates to the ethics applied to new technologies, for example on the influence of the digital media in communication (Surdu, Teodor, Ivan, Chiru, 2021) or the ethics of the AI and neuromarketing (Iorga, Pop, 2019).

3. Publications, data sources and main monitoring actors of journalism domain

The topics associated with journalistic domains, as defined under the current project, form the bulk of the media-related scientific literature in Romania, both academic and non-academic.

The dynamics of the profession and the changes it underwent through the years, as well as the transformation of the media market and ecosystem are topics strongly represented in academic literature. They were addressed in both large, cross-countries, cross-topic research studies and in small-group or individual papers, printed internationally or in national journals.

The main actors in researching the journalistic domain, especially the practices and roles of journalists, come from academia, with a large volume of literature (studies, articles, book chapters) published. The main topics are the evolution and transformation of media landscape (Coman, 2013; Drulă, 2014), the market structures (Țimbolschi-Preoteasa, 2011; Rudnițchi, 2013, Ghibanu, 2018) and the journalistic practices and their impact of the media users (Vasilendiuc, Șuțu 2021). Noteworthy, in the recent years the impact of online and social media dominates the academic literature (Momoc, 2018; Dumitrache, 2019; Buf, Ștefăniță, 2020; Corbu Bărgăoanu, Buturoiu, Ștefăniță, 2020; Corbu, Bărgăoanu, Durach, Udrea, 2021). The Covid epidemic and its effects on the public communication, especially via media, also attracted the interest of the academics (Buturoiu, Udrea, Dumitrache, Corbu, 2021; Reisz, Crișan, 2022; Buturoiu, Voloc, 2021, Mureșan, Săcludean, Pinte, 2021).

The NGO sector has paid attention especially to media market evolution and the way this has affected media freedom and independence. Regular reports such as the *Media Sustainability Index* by IREX, *FreeEx* by Active Watch, the *State of the Media* or the monitoring of state advertising reports issued by the Center for Independent Journalism provide valuable longitudinal information. There also international reports and studies already mentioned such as *Worlds of Journalism*, *Media Pluralism Monitor* or the *Digital News Report*. The state is virtually absent from this domain.

3.1. Market conditions

There are reliable studies describing the Romanian media market and ecosystems, in their evolution. The first such a study, *Television Across Europe: Regulation, Policy, and Independence* described the situation in three sectors: broadcasting regulators, public service broadcasting, and commercial broadcasting until 2005 (Open Society Institute, 2005). In 2008, a follow-up study was published - *Television across Europe: More Channels, Less independence* (Open Society Institute, 2008). Three years later, a new seminal study, *Mapping Digital Media* (Comănescu, 2011), examined the global opportunities and risks created by the transition from traditional to digital media. This trio of reports present a very detailed image of the media ecosystem dominated by big commercial broadcasters, enjoying little if any real competition from the public media service and disrupted by the effervescent development of online media.

One important analysis of the evolution of the Romanian media ecosystem was provided under the *MEDIADEM - European Media Policies Revisited* project in which Romania was part and that resulted in a series of articles looking into the media policy-making processes and the opportunities and challenges posed by new media services for media freedom and independence (MEDIAEM, 2013).

Other cross-country comparative studies include the above-mentioned *Media Pluralism Monitor* study conducted by the Center for Media Pluralism and Media Freedom, the Freedom House *Nations in Transit* and *Freedom and the Media* reports. *Media Sustainability Index* (MSI) is a study coordinated by International Research and Exchange Board – IREX and conducted locally by The Center for Independent Journalism (CIJ). MSI, developed in 2000, has been conducted yearly and provided in-depth analyses of the conditions for independent media in 80 countries across the world. It is considered an important benchmark study to assess how media systems changed over time and across borders. The Romanian edition was stopped in 2020 due to lack of funding and no replacement is in sight for the time being.

Other studies also tackle the issue of the evolution of the Romanian media in the last 30 years: *Journalistic Culture and Social Transformations at the Beginning of the Third Millennium in Romania* (Mogoș, 2011), *The Romanian Press after the Transition: Institutional and Discursive Developments* (Danciu, Mogos, 2010), *Journalistic Elites in Post-Communist Romania - From Heroes of The Revolution to Media Moguls* (Coman, 2014) or *Forms of Media Convergence and Multimedia Content - A Romanian Perspective* (Drulă, 2015).

The market structures and agents active in media are analysed in PhD theses such as *The Evolution of the Ownership Structures of Mass-Media in Post Communist Romania* (Țimbolschi-Preoteasa, 2011), *The Romanian Online Generalistic Media. Structures, Actors, Practices* (Rudinschi, 2013) or *Impact of Media Convergence. Newsrooms and Journalists in an Ever Changing Environment* (Șuțu, 2014).

Reports about the state of the media in Romania have been published by the Center for Independent Journalism (Avădani, Lupu, 2015, Lupu, 2020, 2021), alongside more opportunistic analysis such as the one of the rise of the illiberal discourse in Romania during electoral year 2020 or the effects of the COVID 19 on the freedom of expression of citizens and journalists (Holdiș, Lupu, Pop, 2020). More specialised reports by the same organisation were dedicated to the distribution of the public money advertising. The *Freedom of Expression Report* (FreeEx), mixing a review of the changes of the legal framework and presentation of significant journalistic case studies have been issued annually since 2000 by the ActiveWatch/Media Monitoring Agency.

3.2. Public service media

The topic of public service media (PSM) seems to be very poorly covered. The institutions – public television TVR, public radio SRR and the state news agency Agerpres – have their own functioning laws and are subordinate to the Parliament. They submit annual activity reports that are discussed in the media committees of the two chambers, and submitted for approval to the plenary of the Parliament. The rejection of the reports attracts the automatic dismissal of the board of the respective entity. The mechanism was used as an instrument of political control over the PSM and sometimes the reports remain undiscussed by the Parliament for years, so that the board members can stay in their positions for as long as the political majority wants. Apart from these reports, there is little analytical literature related to public media in Romania. According to the National Bibliography, there were just a handful of PhD theses dedicated to the topic: three on public radio, (Pospai, 2006; Păiuș, 2012 and Racz, 2018) and two on public TV, (Nicolau, 2009, Budacia, 2009). Also of note, four of the authors of the cited theses have worked in public media, including Valentin Nicolau, who was the President-General Director (PDG) of public television between 2002-2005.

Other sources on PSM include content monitoring performed by ActiveWatch (an NGO) and reports dealing generally with the media in Romania, such as the Media Sustainability Index (until 2020) or State of the media (produced by the Center for Independent Journalism). Media covers sporadically incidents involving the public media (work conflicts, claimed abuses, financial status).

3.3. Production conditions

There is no consistent literature dedicated exclusively to the content production conditions in Romanian media (multiplatform journalism, digital resources, investigative resources; foreign correspondents). References to some of these aspects are included in the general media reports such as the Media Sustainability Index, the State of The Mass Media and Freeex. This situation may illustrate, on one hand, the disconnection between the academia and the practitioners of the profession. On another hand, such research would require extensive – in time and space, given the atomization of the newsrooms in Romania (small operations, with just a handful of journalists) – efforts, that me beyond the reach and the resources of individual researchers. The lack of transparency of the newsrooms may also be a probable cause. The solution to this may be a joint action of academia and media NGOs, better connected with the profession and with already established links across the country.

3.4. Working conditions

The working conditions of journalists are covered by various documentary sources. Romania is included in all the three editions of the *Worlds of Journalism Study: 2007-2011, 2012-2016* and the ongoing one for 2021-2023. The reports provide data about journalists' employment (full-time, part-time, permanent employment, short-time employment, freelancing). The *Media Pluralism Monitor*, in its turn, provides information about “continuous professional and financial uncertainty” of the journalists and the way this affects the performance of their role. The employment of journalists and their relationship with their employers have also been addressed in papers such as *Of Journalists and Money: The Employment of Journalists in Romania and Its Influence on Media Freedom and Quality* (Avadani, 2017) and *Journalism Graduates Versus Media Employers' Views on Profession and Skills. Findings From a Nine-Year Longitudinal Study* (Vasileniuc, Șuțu, 2021).

The Romanian trade union, the Federation for Culture and Mass Media (FAIR) issues reports on the abuses of the labour rights of its members. Even if they don't have the continuity and con-

sistency needed for proper research, FAIR releases are a good empirical indicator of the employment practices in newsrooms across the country.

3.4.1. Intra-organisational diversity

The reports of the WJS also provide information about in-newsroom diversity. They reveal the fact that Romanian newsrooms are populated with young people, that women journalists are better educated and more specialised in their work and that usually Romanian journalists enjoy a high degree of professional autonomy.

The gender balance in the newsroom and in the news in general are the object of the *Global Media Monitoring Project*, in which Romania has been part since 2015. Every five years, researchers measure the presence of women in the news and newsrooms. The last edition of the report (2020) signals “gains in quantity, loss in quality”. The same topic is addressed in a PhD thesis titled *Professionalism and Gender in The Work of Women Journalists in National Media in Romania After 1989* (Apostol, 2015).

3.4.2. Journalistic competencies, education and training

Efforts have been put in assessing the level of the media competences of the journalists or other media professionals, as well as in developing a coherent and update set of skills for the future professionals. *NEWSREEL* project (which first run in 2017-2020 and its second wave is underway in 2020-2023) has grounded its activities on an assessment of “the state of journalism education regarding new skills and tools of journalism, the spread of journalistic performances based on new skills and tools”. The first report (NEWSREEL, 2018) takes stock of the status in fields such as data journalism, collaborative journalism, business models and ethical challenges in the four participant countries (Romania, Hungary, Germany and Portugal). The second wave (NEWSREEL 2021) expands the research to nine other fields such as storytelling in social media, graphic journalism, journalism for voice-activated assistants and devices or AI and journalism, robot journalism and algorithms. The project also offers syllabi and teaching tools meant to help the journalism schools and educators refresh their teaching and better prepare the young journalist for the current challenges of the profession.

3.4.3. Professional culture and role perception

The self-recognised roles and the professional culture have been addressed in articles and thesis such as *The Professional Culture of Journalists in Romania* (Bădău, 2011), *New Technology, New Professional Practices: A Study on Romanian News Media* (Vasilendiuc, Gross, 2012) and *Perceived Roles of Online Journalists in Romania* (Popescu, 2021). These works reveal significant changes in the perceived roles of journalists, from the “gatekeepers of information”, specific to the early post-communist generations of media workers, to the one of “public interest agents”, embraced by the generations who entered the profession after 2000. Moreover, the development of online media brings another wave of change, pushing the journalists to embrace new, unfamiliar roles such as promoters of their own work.

4. Publications, data sources and main monitoring actors of media usage patterns

There are two main sources of data regarding the media usage in Romania: the quantitative ones, often produced by commercial actors or for commercial purposes, and the qualitative, academic ones, looking more in-depth at the causes and effects of the consumption patterns. Marketing or IT players issue sporadically their own reports on the main source of information of Romanians, or the time used on various platforms or media products. Such examples are Statista²⁵¹ or SES Astra Romania. As such reports are using different methodology and parameters, it can be hard to measure them in a comparative analysis, and they can only give indications of trends.

4.1. Research and monitoring that reflects access to the media and diversity of viewpoints in media system

Circulation (for print) and traffic (for online publications) figures are measured by the (Biroul Român de Audit Transmedia, BRAT [Romanian Trans-Media Audit Bureau], an industry body. They employ an auditing company, selected via a competitive procedure. Their figures are public and freely accessible on their website for the current exercise, but figures from the past are available at a cost. The audience for main TV stations with national coverage are measured by the (Asociația Română de Măsurare a Audienței, ARMA [Romanian Association of Audience Measurement]. They too employ a competitively selected auditing company. Their monthly reports featuring general data is also public, but more detailed and segregated data is available only to subscribers. For radio broadcasters, the measurement is done, in a similar way, by the Asociația pentru Radio Audiență ARA [Association for Radio Audience]. ARMA and ARA measurements are the official base for the calculation of the “editorial influence power” by the National Council for the Audiovisual in establishing a dominant position on a given market. It includes only the big TV and radio networks and stations, as it is costly and thus prohibitive for the smaller broadcasters.

The usage of internet and communication services data is released periodically by the Romanian telecom regulator ANCOM. The reports have been published bi-annually ever since 2003-2004, which allows for a consistent diachronic analysis.

4.2. Relevance of news media

A study published in 2021, included Romania in the group of countries with a high level of news “hyperconsumers” (17%), and “online news seekers” (44%) (Castro and al, 2022). A more recent one, conducted only in Romania (Buturoiu, Corbu and Boțan, 2022), found that, in the space of two years (2019-2021), the number of media avoiders in Romania increased. Beyond the differences in methodology, the decrease of interest in the media can be explained by a news fatigue and is worrying for the deliberative communication.

Data regarding Romanians’ media consumption habits, including the news prevalence and the consumers’ trust in media, are included in the regularly conducted standard Eurobarometer. Starting with 2017, Romania is included in the Reuters Institute for the Study of Journalism’s *Digital News Report* and became one of the most cited sources of information in this respect. According to RISJ, the methodology used online samples so the results “tend to under-represent the consumption habits of people who are not online and makes comparisons between countries difficult.

²⁵¹ Statista, available at <https://www.statista.com/aboutus/>

Various poll operators conduct opportunistic (by request) studies identifying the main sources of information of Romanian consumers and their trust in the said sources. For example, in 2022, a broad study regarding trust and mistrust in Romania was conducted (INSCOP, 2022) and included questions regarding the news sources. The study was initiated by Strategic Thinking Group, who defines itself as “an avant-garde think tank that aims to provide an active civic platform dedicated to encouraging reflection and strategic thinking through in-depth analyses, studies and research” and was supported by The German Marshall Fund of the United States and financed by the Black Sea Trust for Regional Cooperation via the True Story Project. Another poll operator, IRES, conducted a series of polls during and after the pandemic years and revealed the correlation between people’s attitude to vaccinations and news media consumption patterns.

Data about more specific media consumption habits are provided by studies such as EU Kids Online, which provides empirical evidence on children’s, young people’s, and parents’ online experiences. This includes large scale comparative surveys, such as a 2010 study in 25 European countries, and smaller studies with a specific focus on particular questions. Now in its fourth wave, EUKO includes 33 countries. Data about the online habits and experiences of young people are also available from sporadic studies conducted by NGOs, such as the Center for Independent Journalism study *Connected to Media* (2020) or the more recent analysis *Who Or What Influences Our Youth Online?* (2022) or Save the Children, with studies on the incidences of violence on the internet and Internet usage by children.

The above-mentioned *Media Sustainability Index*, the IREX annual study, included information about the prevalence and the relevance of news media. The data covers the years 2000-2020.

4.3. Trust in media

The issue of trust in the media has been relatively well documented, even if methodologically inconsistently, which makes comparative analyses difficult. There are sources that provide quantitative data, mostly generated by polling companies or non-academic bodies, as well as analysis of this data, via academic literature.

Quantitative data source includes the Eurobarometer, RISJ *Digital News Report* and private data aggregators such as Statista.

The academic sources reflect more on the qualitative aspects of the media usage and link it with other social practices, such as democratic or citizen participation, as in *Who Trusts The Media in Post-Communist Romania? The Effects of Media Politicisation and Consumption* (Tătar, 2018). Noteworthy, the topic of trust has become more frequent in academic literature with the expansion of the digital media – much more so than in relation to the traditional media. The rise in public interest in disinformation has also stimulated research on this topic. To quote just a few of the most recent articles published: *Does Fake News Lead To More Engaging Effects On Social Media? Evidence From Romania* (Corbu, Bargaoanu, Buturoiu, Stefanita, 2020), *Uses and Gratifications of YouTube: A Comparative Analysis of Users and Content Creators* (Buf,; Stefanită, 2020), *Media Exposure to Conspiracy vs. Anti-conspiracy Information. Effects on the Willingness to Accept a COVID-19 Vaccine* (Buturoiu, Udrea, Dumitrache, Corbu, 2021). In general, such contributions are rather the result of a personal interest of the researchers than the output of comprehensive research endeavours, which makes the literature difficult to compile and cross-read, despite its abundance in numbers, competent authors and compelling topics.

5. Publications, data sources and main monitoring actors of media-related competencies domain

As per this project, we defined the media-related competence domain as encompassing cognitive abilities (people's capacity users to communicate rationally, offering and receiving reasoned arguments), communication competences (the capacity to formulate clear, concise statements, adapted to the context and their intended audience), user skills (the capacity to access and create media content via traditional and new platforms) and ethical capabilities (the capacity to participate freely, responsibly and on equal conditions in the public communication).

In Romania, there is no comprehensive state strategy to address the issue of media-related competencies and recognize their importance as life skills. Still, elements of them can be found spread throughout a variety of sources, especially in education.

This is apparently also one of the least studied domain of all the four, with very little evidence-based or theoretical literature. According to *Media Pluralism Monitor*, "it is difficult to know its [i.e. disinformation] scope and impact because of a lack of high quality research on this" (Toma, Popescu, Bodea, 2022). The report also shows that "the lack of state policies systematically designed and implemented to foster digital and media literacy is a major contributing factor to very high risks in the area of media literacy".

With a virtually absent state in the field of media-related competences, the civil society took the upper hand in developing programs aimed at measuring and cultivating them. The fact is observed by the *Media Pluralism Monitor* report and by the 2016 Council of Europe study *Mapping of Media Literacy Practices and Actions in EU-28* (Chapman, 2016).

5.1. Normative sources

Romania has no policy whatsoever in media literacy or other démarches aimed at measuring or educating the media-related competences of consumers. The issue has only lately made its appearance in public debate, following the spread of the mis- and disinformation aggravated by the COVID-19 pandemic and the war in Ukraine. The response of the state was to control the flow of information rather than rely on and educate the critical reception of a free-circulating information. It imposed restrictions to some media, paid ad money to all media to disseminate its messages and insisted on "official news" as the only trustworthy sources. It appears that, out of the three approaches to media education – protectionist, promoting, and participatory (Pérez Tornero and Varis 2010), the Romanian state is leaning toward the protectionist one.

The *National Defence Strategy*, adopted in 2020, includes as a required activity increasing the capacity of a series of actors, education system among them, to identify and fight disinformation promoted by hostile state and non-state agents. For this, educational curricula should include "at a large scale" the development of critical thinking and digital skills, especially those related to cyber-security.

The only programmatic move in the direction of media literacy as such is a project started by the Education Ministry and the Center for Independent Journalism, under which 100 pilot schools will have 600 teachers (in Romanian and foreign languages) trained in media literacy and how to infuse it in their teaching. The Faculty of Letters in the University of Bucharest also introduced an Introduction to media literacy course in its master's program in Didactics of Philological Disciplines and an optional course, open to undergraduates. The courses are taught by CIJ experts and started from the analysis of the regular high school curricula to identify existing elements of media competences or places where they can be inserted.

Despite the lack of interest in media literacy, there are elements of media-related competences embedded in the formal education, in a scattered manner. Another study (Rotaru, 2019) identi-

fied elements of media-related competencies present in 12 national curricula for both primary, gymnasium and high school level. The study did not look to the Languages curricula, very rich in elements of comprehension of written and multi-modal texts and communication skills, nor in the ITC curricula, rich in digital skills development. Still, it pinpoints an important feature: media are present as a “soft source”, meaning just an alternative source of information.

Even the academic milieu seem rather sceptics regarding the speedy ascension of the media education: “[...] in a country where the plain literacy is declining sharply, it is questionable whether ML can be seen as anything more than a luxury.” (Ciurel, 2016).

5.2 Assessment of media related competencies among citizens

There is no sufficient, consistent data on this topic developed in Romania. The little data available is provided partially by the *EU Kids online* study (mentioned above), as it contains questions about the self-perceived ability of children to use various digital skills or functions. An effort in this respect made UiPath, a private company, that created “the first standardized digital literacy assessment accessible, free of charge, to over 2.8 million students in Romania, from 1st to 12th grade.” (UiPath Foundation, 2021).

Some opportunistic surveys, into subjects such as the ability or the appetite of Romanians to use digital services including online banking or online shopping, do offer indications on the level of competencies. Even so, such data refer more to digital skills, mostly needed in accessing media, not to skills needed to critically receive and interpret media content. The academic literature on this topic is equally absent.

Other sources of data include the *Media Literacy Index* (MLI) (Open Society Institute-Sofia, 2021), which assesses Romania. The scores moved down from 38 points in 2018 to 34 points in 2021. As a composite index, the MLI does not measure the actual skills of Romanians, but illustrates a worrying trend that reflects the lack of state interest and action in this respect.

Another source of partial information is the *Digital Economy and Society Index* (DESI) that compares digital skills of citizens in the EU, mainly in internet usage.

6. Analysis of Research and Monitoring Capabilities and Quality

6.1. Comparative analytical overview on available primary sources, academic literature and research

There is an abundance of data on Romanian media that may serve as a basis for research, but each type of source and each of the four interested domains have their particularities.

Primary sources (legal texts, activity reports of the public authorities, open data offered by the authorities, statistical reports) are generally available online, free of charge, on dedicated portals. Legal texts are also available in Hungarian (the largest linguistic minority in Romania). The reports of public authorities vary in terms of quality and timeliness, with some institutions lagging far behind the legally prescribed deadlines for publishing. Open data is fragmented, and public institutions are generally reluctant to share their processable sets of data with the public.

In terms of media accountability systems, as mentioned, Romania does not have a single or generally-accepted code of ethics for journalists. All broadcasters have the legal obligation to make public on their websites the ethical norms they commit to abide by. Various broadcasters give different visibility to their codes, and some of them require scouting skills to unearth on their websites. Therefore, accessing and retrieving the information regarding the ethical norms media organisation abide by may be time-consuming.

The information about research projects is on the site of each participating university, therefore collecting the information is laborious. The information is also available on the site of the national implementation unit UEFISCDI, but media projects are not segregated as such. So, once again identifying them requires time and effort. The project results do not generally enjoy too much publicity outside academic circles, and they do not reach even the policy-making levels that may be interested.

The academic literature sources (journals and papers, including university annals, doctoral theses) are abundant, but fragmented. There are six journals mainly focusing on media and communication, regularly published. Articles with similar topics are also published in more general academic journals. They are mostly available online (except for some older editions), as open access journals, and publish articles in Romanian, English, French, German or Spanish. The academic journals have strict standards in terms of publishing. They are peer-reviewed and are indexed in various scientific databases.

All doctoral theses are supposed to be submitted, under the legal deposit legislation, to the National Library and University libraries. The National Library has composed and curates the National Bibliography that includes doctoral theses. By 2021, the National Library published online 11 volumes, covering years 2009-2014. The section dedicated to doctoral thesis include the name of the defender, the University to which they belong, the title of the thesis, the number of pages and the name of the coordinator, as well as its bibliographic index. Theses related to media can be found under a vast array of indexes: Journalism (070), Advertising/Information (659), Psychology (159.9), Religion (2), Sociology (316). The volumes in the National Bibliography can be searched by keywords – journalism media, television, radio internet etc. The theses that are not available online, and can only be accessed at national and university libraries' HQ. PhD Thesis after June 2016 until today are fully available online on a portal dedicated to education – *Registrul Educational Integrat* (Integrated Education Register). The section dedicated to PhD thesis lists 12,738 documents, searchable by title of the thesis, name of the author and university, but not by topic.

The websites of the doctoral schools are also a source for identifying the titles and authors of the doctoral thesis. Once again, the granulation of information available varies from school to school. They also post announcements regarding the scheduled defence of the theses. During the Covid-19 restrictions, defences have been made online, and it was open to all those interested.

6.2. Comparative analytical overview on other sources

Non-academic sources (books, studies by NGOs, other sources such as online publication dedicated to the media sector, articles in the news and cultural media and professional associations magazines) are also scattered and are usually available on the websites of the organisations that produced them, in Romanian and sometimes in English. As the local NGOs do not have an abundance of resources, the websites may be obsolete and hard to navigate, with the possibility of broken links to the desired documents. Non-academic reports, with their qualitative approach, are closer to the “grassroots”, reflect more flexibly and more promptly the reality of the media field. In order to keep their relevance and comparative value, they standardised and formalised their methodology, and tended to emulate the academic rigour. Also, given the fact that they are closer to the media community and address issues that affect it directly, they tend to get more visibility in the media. The availability of studies or market data compiled by commercial companies also varies. Some data is available via press releases, and some companies provide access to more extensive presentation of results. Mostly, the data with an impact on the business activities (such as detailed ratings and demographics) are not freely shared.

Most of the data available is reliable, as it is generated based on transparent methodology and clear criteria. The primary documents that form the core of the sources in the legal domain stem out of official and authoritative sources. *Monitorul Oficial* and *Portalul Legislativ* publish legal texts that serve as a reliable reference for activities in or related to media and communication. Given their nature of self-regulatory documents, the codes of ethics have to be trusted and abide by the entities that produced and adopted them. For those outside, the respective entities, they have only informative value.

Summary: Data sources are abundant and generally available. There are information gaps in the domain of media-related competences, as data is almost absent. There is a high degree of fragmentation and scattering, and comprehensive diachronic research is missing. Compiling data requires time and a previous knowledge of actors, channels and sources.

6.3. Monitoring capabilities and the quality of data and knowledge

The data available to the researcher interested in media field in Romania is generally up-to-date and has not significant gaps in the last 20 years, but it varies from domain to domain.

In the legal domain, the Official Monitor and the Legislative Portal update their collection daily.

Thanks to the web portals such as Official Monitor and Legislative Portal, the legislation relevant for the freedom of expression and journalism can be traced back to at least 1989, in various technical formats. The Legislative Portal offers the possibility to trace the version of a certain text in force on a given date, which is of great help for any chronological research.

In the Journalism domain, academic journals are published regularly, with no significant gaps in their flow. When some of them failed to publish their biannual editions, they compensated by issuing double-issue volumes. The oldest, *Saeculum*, started its publication in 1995, and the newest is the *Journal of Media Research*, which appeared in 2008. The doctoral theses are regularly signalled by the respective schools when publicly defended, but for a part of them only basic information and summaries are easily accessible. We could say that information about them is regularly and continuously updated, with various periodicity, the main challenge being finding what one is interested in if they do not know the authors.

International studies and research tend to gain traction as they are issued with a certified regularity. But as some are project-based (such as *Media Literacy Index*) it is difficult to predict how they will fare in the future.

The non-academic resources, with their wealth of information, tend to be opportunistic and highly dependent on the financial resources available. For example, the *Media Sustainability Index* has been produced between 2000-2020, but stopped when the funding from the US State Department to IREX was reduced and Romania was no longer included in its target countries. All the same, FreeEx report has been produced and released since 2000, being a central feature of the May 3rd World Press Freedom Day celebrations in Romania. It was last released in 2019, due to the subsequent lack of resources of its publisher, ActiveWatch. The same goes for the data created by commercial actors, especially that related to media consumption, who are rather opportunistic.

Gathering and compiling data may prove to be difficult, given the rather big volume, the fragmentation of topics and the scattering of data. On the plus side, most of the data, including the academic literature, is available online, which eases the research. Still, the researcher must be familiarised with multiple resources, organised differently. Identifying desired data in a given website may take some scouting, as sometimes their structure is not intuitive. The lack of data in the media-related competences domain makes the research quasi-impossible.

It is not the experts in media research field that are missing, but they certainly lack inter-connections and synergies. There are few experts in legislation affecting the media. All major

media companies have their own legal department, but they are not involved in media analysis and commentaries. There are just a couple of lawyers specialised in media and/or freedom of expression, most of whom are affiliated to human rights NGOs, who are offering public comments and interpretations of media legislation or author non-academic studies regarding the legal framework of media freedom and independence. The analyses conducted by experts affiliated to Law schools are mainly normative and theoretical and are not known to the journalistic community.

When it comes to the *journalism domain*, the wealth of literature testifies to the existence of a multitude of experts in the field. As Brândușa Armanca (2019), a working journalist and an academic herself, remarked there were two "waves" of journalism educators: the "founding parents", academics more concerned with creating schools and consolidate education models and the "new wave", young academics more interested in building academic careers and investing time in research and publishing. This preoccupation for research and publishing is not only a matter of generations. According to the Romanian legislation, the number of published articles and the h-index are indicators considered in the allocation of funds to each university and in career promotions, hence there is an increasing pressure on academics to publish in order to preserve the state allocation for the school or advance their scholarly career. They publish in both national and international journals, join consortia and research groups and participate in the global academic conversation. Unfortunately, this expertise is often kept to the academic circles and does not translate into actionable policies or generate public debate. "While the academic research in the media and communication sciences has developed lately (more articles, more publishing in journals with international exposure), the academic literature is read overwhelmingly strictly in academic context. I think there is not a sufficiently developed culture of evidence-based decision making nor sufficient bridges over the gaps between the Romanian academic community and those who design or decide on the public policies in Romania. I believe that research reports aimed at the general public (in Romanian and with open access) have better chances to be taken into consideration by the decision makers than the academic article published by the most prestigious academic journals", said Radu Meza²⁵², associate professor with the Journalism and Digital Media Department of the Babeș-Bolyai University in Cluj.

The generation of "school creators" is represented by figures such as Mihai Coman, the founder of the first journalism school after 1990, Daniela Frumușani, a lead figure in gender issues in media, also with FJSC in Bucharest, Ilie Rad, one of the founders of the Journalism school in Cluj, Alexandru Grad, the creator of the school in Sibiu, and Daniel Condurache, the mastermind behind the school in Iași. The new generation of academics populating the journalism schools is formed of graduates of their early years classes. They completed their formation, stayed as young faculty and started to climb up the academic ladder as the previous generation retired. This new(er) generation includes names as Raluca Radu, Romina Surugiu, Manuela Preoteasa-Țimbolschi, Emilia Șercan, Georgeta Drulă, Natalia Vasilendiuc and Antonio Momoc (currently the dean of the faculty) with FJSC, Andreea Mogoș, Cristina Nistor-Beuran and Radu Meza in Cluj, Minodora Sălcudean, Raluca Mureșan in Sibiu and Lucian Bălănuță, Oana Olariu and Andrei Stipiuc in Iași. The National School for Political and Administrative Studies (SNSPA) in Bucharest emerged lately as a hub for research on disinformation, especially after the dean of the Communication Faculty, Alina Bărgăoanu, was elected as one of the members of the High Level Expert Group on Fake News and Online Disinformation of the European Commission. Noteworthy, the younger generation is strongly feminised, as is the journalism students' community and the media profession, especially at entry level. The trend was also revealed by the *Worlds of Journalism* study.

²⁵² Interview with Radu Meza, associate professor in Journalism and Digital Media Department, Faculty of Political, Administrative and Communications Sciences, Babeș-Bolyai University in Cluj, conducted on 24.10.2022.

Media experts from the non-academic sphere are few and far between, but some of them have over 20 years of experience in working with the media in Romania, therefore they are the depositories of a “lived history”, informal or undocumented as it is, but which can be of use to academic research. Romanian legislation requires a doctoral degree for those interested in a teaching career at university level, which created a sort of barrier between academia, on the one hand, and the profession and civil society activists and expert, on the other. They are sometimes included in academic research, as interviewees or research partners. The powerhouses in this respect are the Center for Independent Journalism and Active Watch – Media Monitoring Agency (both organisations have an uninterrupted activity of over 25 years), and the Association for Internet and Technology (ApTI), specialised in digital rights. Association for the Protection of Human Right – Romanian Helsinki Committee and the Center for Legal resources are active in legislative matters and provide legal advice in freedom of expression matters.

Summary: Primary sources vary in their continuity: fluent in the legal domain, but with gaps or delays when it comes to data produced by some public authorities. Academic literature is mainly continuous and up-to-date, even if the topics are fragmented and narrow. “What we teach and what we research is interdependent, therefore there is an interest for certain directions or niches, may be them narrow. This is how expertise is built. It is also a matter of resources available for research work. If there are just one or two authors, with a small budget – if there is a budget at all – the research will be narrower, maybe local or regional. This does not make it less valuable. If there is a big interdisciplinary team, with all the needed budget and logistics, the research will have a completely different dimension and can cover time and space in a less segmented way”, said Minodora Sălcudean, an academic in Sibiu²⁵³. There is a significant media research community, active in the journalism schools across the country.

Non-academic sources are usually project-supported (related to certain events or projects) but may bring valuable information. The community of the non-academic researchers is small, but they have a direct connection with the media community and their work is more accessible outside the academic circles.

7. Conclusions

7.1. Main risks and opportunities regarding the media monitoring capabilities

We have analysed the monitoring and research capacity of the media field in Romania, following the data sources segregated into the four domains of interest as defined under the current project: legal regulations and accountability systems; journalism, media usage patterns and media-related competences. We have looked at data sources based on their type – primary, research, academic literature and non-academic studies and data – and have analysed them based on five criteria: availability, recency and continuity of data, complexity of data-gathering, trust and reliability and availability of experts.

What we found was an impressive quantity of data in some domains – such as the legal and journalistic, and a severe scarcity in others, such as the evaluation of the media-related competences. In between, the media usage patterns domain enjoys a variety of data, collected or produced by various actors, mostly commercial, with different methodologies and scopes. Such data is only partially available outside the business and is seldom comparable. While the abundance of documentation resources clearly provides an opportunity to research, the difficulties in navigating it and the limited access to the full information created by private actors qualifies as a risk.

²⁵³ Interview with Minodora Sălcudean, lector at the Journalism, Public Relations, Psychology and Sociology, Department, Faculty of Socio-Humanistic Studies, University Lucian Blaga, Sibiu, conducted on 26.10.2022

When it comes to academic literature, the official definition of the “media field” (used in defining curricular areas and research works) is outdated and is hampering both research and education. For example, media-related works can be registered under various domains in the classification of academic specialisations – “ziaristică” (an older equivalent of “journalism” that relates only to print newspapers), “media”, “communication” and “information”. Such key-words do not account for the dynamics and changes in the field. This leads to overlaps and grey areas, which makes data gathering and compilation difficult. All the same, this poses the risk of missing important, relevant data.

The data is available in a multitude of sources, with different structures, in non-standardised formats, so that identification and retrieving of data requires research skills by itself.

Nonetheless, Romanian academics have published an impressive number of articles and book chapters on a multitude of topics related to media, some of them very narrow, in the country and internationally. There is a significant number of works concentrating on the history of the media or anthologising the journalistic works of historical cultural figures. Another significant number of works is dedicated to the way media reflects politics and politicians, especially electoral campaigns. In recent years the number of papers addressing topics related to new media, digital media products (including video games), social media and their usage has visibly increased, which testifies to the interest of the academic world in the disruptive evolution brought about by the digital revolution.

Most of the data is available online, free of charge, as open source but not always in open formats, which again creates difficulties for researchers.

A series of actors are active in documenting and researching the media field, and they take turns in dominating one domain or another. The state is the main agent in the legal domain, regulating the media and securing the harmonisation with the EU directives. Via the harmonisation mechanism, EU itself becomes an actor in the media field, for better or worse. For example, the impact of GDPR was negatively felt by journalists, as the state used it to restrict access to information. The state is also the major actor in funding research. It created the structures and the mechanisms and holds the ultimate decisions in what it funds. Last but not least, the state serves as a “rapporteur”, as the public bodies provide periodical reports on access to information, whistleblowing, data protection, internet infrastructure and broadcast licensing. Journalists are, in theory, dominating the accountability and self-regulatory domain, but their activity is weak and their practices even weaker. The journalism domain is dominated by academic actors and their national and international research. The NGO sector is also active in this domain. The media usage patterns domain is mostly monitored and documented by commercial actors, as data thus collected is used for marketing purposes. Still, the diachronic analysis of the domain is undertaken mostly by the NGOs. Data on media competences is almost completely missing, and the initiative in this domain belongs to NGOs. Newcomers appeared recently on the list of actors with an influence in the media field. There is a notable increase in academic literature on how technologies – especially digital – affect journalism practices, the self-recognised roles of journalist, the media usage patterns and the media market. The legal domain is lagging behind in dealing with the effects of the new technologies (such as the spread of disinformation) and is still looking for appropriate, operational solutions to mitigate the risks of the technologies while preserving the freedom of expression.

We have identified a risk posed by the way information, data and knowledge about media in Romania is gathered and publicised. The data and information seems to follow the early atomic model of “plum pudding”, where valuable information has to be scooped out of volumes of irrelevant data. We also found a disconnection between the actors, and a lack of joint action, support or coordination. The state disregards other actors and the media field, in general. Instead, it adopts legislation impacting the media without proper consultation and underfunds media research. The academic and non-academic resources and experts, including in business, are not

cooperating and seem to operate on parallel tracks. As rich as it is, the academic literature on the media ecosystem is virtually unknown outside academic circles. Even the well-established academic journals dedicated to media and communication and who publish regularly articles treating current topics of interest are ignored outside their primary audience – other academics. This poses the risk that research works and findings go unnoticed and unapplied by the practitioners and policymakers, and new knowledge will be wasted.

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