

Universitatea „Babeş-Bolyai”, Cluj-Napoca

Facultatea de Ştiinţe Politice, Administrative şi ale
Comunicării

Şcoala Doctorală de Ştiinţe Politice şi ale Comunicării

TEZĂ DE DOCTORAT

COMUNICAREA DIGITALĂ PROVOCĂRI ÎN NEW MEDIA CLUJEANĂ

Conducător ştiinţific: Prof. Univ. Dr. Aurel Sasu

Doctorand: Alina Vingan (căs. Nechita)

Cluj-Napoca

Contents

Introduction	3
Thesis abstract.....	5
Chapter 1 Mass-media in postmodernism.....	7
1.2 Press, between tradition and new media.....	9
1.3 Behavioral paradigms	10
1.4 Modernity and its paradoxes in postmodernism.....	12
1.4.1 Interpretations of postmodernism.....	13
1.4.2 Modernity/Postmodernity.....	15
1.4.3 Modernism/Postmodernism.....	16
1.5 Occurrence and development of new media.....	18
Chapter 2 The impact of new media on communication technologies	33
2.1 New mass-media technologies.....	36
2.2 The structure of the new media message.....	40
2.3 Mass self-communication.....	44
2.3.1 Mass self-communication, blogging and social networks.....	52
2.3.2 The power of mass self-communication.....	59
2.4 Bidirectional communication, a new media consequence.....	63
2.5 Community or citizen mass-media.....	67
Chapter 3. The impact of new media on press institutions.....	76
3.1 The new rules for defining the mass-media brand.....	76
3.2 Online brand building	79
3.3 The website, the new mass-media interface in social networks.....	81
3.4 Evaluation criteria and website functionality level.....	84
3.5 Community new media. Successes and failures in the local press.....	89
3.5.1 Strategies of media institutions in the new context: marketing, organization, audience.....	90
□□ Written press. Monitorul de Cluj.....	90
□□ Private radio. Radio Napoca FM.....	96
□□ Public service radio. Radio Cluj.....	100
□□ Online press. Știri de Cluj.....	104
Cluj Today.....	106
□□ Television. The public service television, TVR Cluj.....	110

3.5.2 Failures in the Cluj mass-media (2008-2013).....	113
Chapter 4 Online publication and the journalist's status in the new mass-media context.....	119
4.1. Documenting, editing and broadcasting in the online environment.....	121
4.2 Public relations.....	124
4.3 Characteristics of the written information in the online environment.....	131
4.3.3 Characteristics of the audio information in the online environment.....	133
4.3.2 3 Characteristics of the video information in the online environment.....	136
4.4 The perception of the journalists in Cluj on new media.....	140
Chapter 5 Blogging in the context of Cluj community.....	170
5.1 The blog as part of new media.....	172
5.1.1 Types of bloggers.....	173
5.1.2 Bloggers and traditional mass-media.....	176
5.2 The blogging community in Cluj - Focus Group.....	182
5.2.1 The blogger's activity and motivation.....	190
5.2.2 Expression through blogs.....	190
5.2.3 Blog value standards.....	193
5.2.4 Blog promotion.....	193
5.2.5 Blog impact on its author.....	197
5.2.6 Blog community.....	201
5.2.7 Blogging codes and the preparations necessary for such activities.....	207
5.2.8 Bloggers vs. Journalists.....	212
5.3 The future of blogging in Cluj.....	220
Conclusions.....	222
Bibliography.....	224
Annexes.....	234

Thesis abstract

The first chapter intends to present the context of the occurrence and development of the relations system representing the foundation of current communication. It also contains a theoretical approach of the field, along with the presentation of the main concepts used in the paper. The first part of the paper makes reference also to the real and the virtual communication, their connection and the context in which these take place.

The second chapter, called *The impact of new media on communication technology*, departs from an analysis of the new technologies, resources and communication revolutionizing. The development of computer assisted communication imposes a standardization of the horizontally sent message, in an environment eager for information. In this part of the paper, we analyze new terms, such as *self-communication* and we try to provide an overall picture of the new communication methods, especially those developed after World Wide Web and high speed internet appeared.

The impact of new media on press institutions is approached in the third chapter. In a consumption society, the mass media, such as any other product, was obliged to build a brand in order to generate profit. Before this step, it was necessary to outline clear editorial and marketing strategies which would allow more than the survival of press institutions. With the background of the recession and low purchasing power on the market, for press, many operators in Cluj have gone to extreme measures of liquidating publications, televisions or radio stations. The most relevant examples are enunciated in this part of the paper which also includes an empirical analysis of the phenomenon, from the point of view of the administrators of the most important mass-media institutions, active in the Cluj community area.

The fourth chapter debates journalism in the new mass-media context, analyzes the transformations which have occurred in the deontology code in this sector, after the new media has imposed new rules to professionals, due to the informational reaction and propagation speed, the instruments necessary accessing the information and the need to adapt to a format type imposed by the new communication technologies. We have included in the content of this chapter a study performed with 49 journalists from Cluj, mostly editors and reporters. The conclusions reached following the performed analysis proves that the journalists in Cluj are not yet ready for complete adaptation to the new technologies, do not consider this step as necessary in the immediate future, so the transformation process is slow and difficult.

The analysis of the local and regional blogging market is included in the last chapter. Thus, within a focus-group, we have identified the characteristics of the activity of the persons activating in the new media space. Through a dynamic attitude and rebellion spirit, bloggers captivate a large amount of the media public and not necessarily the most informed or concerned about message quality. After a long regulation crystallization period in the

blogosphere, at the moment, we can talk of a sedimentation which allows the outlining of a regulation set, necessary for the survival in such a community, but also for a continuous attraction of the public. They are permanently confronted with the need to respond in good time to the public's expectations, neglecting many of the journalism's linguistic and deontology norms, even though they operate in the same environment as professional journalists.

Keywords: *new media, communication technologies, mass self-communication, new mass-media technologies, blogosphere.*