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DOCTORAL THESIS

**PORTRAYAL OF MALE AND FEMALE CRIMINALS
IN THE ROMANIAN MASS-MEDIA**

SUMMARY

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ABSTRACT

Key words: male criminals, female criminals, mega story, signal crime, mass-media, sociolinguistics, discrimination, attributing agency, quoting policy, categorical vs. non-categorical, metaphors of prostitution, semantic constellations.

CHAPTER I – Introduction

The first chapter is meant to state the research hypothesis and the questions that underlie it, to justify the selection of the theoretical background, to explain the choice of the research methods, to highlight the relevance of the research topic within the sociolinguistic field and to suggest further possible follow-ups of the research. I motivate the choice of the research hypothesis, I focus on the scope and limitations of this study I am aware of and present the questions that are the base of the research. Considerable emphasis is placed on identifying the

possible uses of either the present methodology or the current findings of the research in sociolinguistics or other related fields.

1.1 Field of research

The study of criminals as reflected in the mass-media is a complex undertaking which necessitates the contribution of several theories and approaches in linguistics and social studies. The multiple contributions are necessary as the topic under scrutiny presents many complementary facets that jointly create a portrayal of male and female criminals.

1.2 Why newspapers?

I have chosen newspapers to study the comparative representation of male and female criminals due to their spread, accessibility, informative character and appetite for incidents/scandals that might increase the number of copies sold, hence, a greater amount of readers interested in the topic. In a similar direction, Banks (2005: 171) professes that mass-media put ‘an overblown emphasis on the crime threat and sensationalized coverage of spectacular (usually violent) crimes’. Simultaneously, newspapers claim that they may play an important moral role by presenting such cases that Katz (1987: 67) calls ‘*moral workout*’ by which readers are given the opportunity of evaluating the moral implications of such incidents, of expressing personal (dis)-approval vis-à-vis criminal incidents and gendered criminal suspects.

Secondly, it is newspapers because ‘they actively contribute to a society’s construction of crime’ Peelo (2006: 161), that might otherwise be given an individualistic, rarely unitary interpretation by the society as a whole. The holistic representation of criminals is necessary for an easy management and immediate framing into gross social categories that suggest what to be expected by audiences. The unitary interpretation bears a double advantage to both newspapers and readers. On the one hand, the newspapers put themselves out of the trouble of dealing with each incident separately (see subchapter 4.9) and on the other hand, the readers put less effort into understanding the stories in the newspapers.

Last but not least, newspapers because they constitute a genre that has clear constituents both under the aspect of layout and content and because this genre functions by rules of its own which offer consistency and instantaneity to readers. Moreover, genres are thought ‘to entail different interpretive framings of social reality’ (Philips, 1998: 11), which individualizes newspaper genre from other media genres.

1.3 Research hypothesis

For exactly these reasons, criminals as reflected in mass-media represent a highly challenging task and a fairly new research, at least in the Romanian academic field. And if to this equation another variable, namely gender, is added, it will certainly result into a research which will try to accommodate a quite large number of concepts, theories and variables with a view to shedding a glimpse of light on the media reflection of criminals in the Romanian media. To be more specific, I hypothesize that there is a different media reflection of female and male criminals, which difference is understood as a downgrading and further stigmatization of female criminals when compared to male criminals.

1.4 Theoretical approaches

Although mass-media have become an attractive and rewarding study subject and many research approaches have been dedicated to them especially or have been extended to cover them, my choices, though divergent in theory and methods of research, are likely to offer an integrative view on mass-media language when building portrayals of criminal males and females. As a result of human social and mental activity we have considered that mass-media productions qualify for analysis in the following areas of research and whose combination serves well to my purpose:

First and foremost, sociolinguistics comes as a natural continuation of media studies since it focuses on the identification of the aforementioned differences between the linguistic representation of male and female criminals. Sociolinguistics aims at identifying variations in discourse for different social categories on grounds of their education, age, social class, income level, gender. Actually, gender represents for mass-media a prolific subject as they are in the position of telling readers what to believe about certain male and female criminals whose portrayals are up to their social knowledge and ideological representation of women and men, etc.

Part of sociolinguistics, gender studies focus on a variable that stirred much interest and research thrived on this offering subject. Gender studies set as main target the identification of similarities and dissimilarities between male and female discourse in an as varied type of circumstances as possible. Though marginal within gender studies, criminality has nevertheless attracted the attention and interest of researchers who, by overlapping gender to the criminal status, have evidenced differences in media representation that point towards the already common theory of women's disfavoring when guilty of a similar crime, a woman

will suffer further demeaning on the grounds of her being a woman (Seal, 2009: 57-78, Shapiro, 2009: 649-666).

As discrimination and demeaning are claimed to be widely spread in mass-media linguists further took into consideration these aspects which coagulated into the Critical Discourse Analysis (CDA) that took to revealing ideological treatment of different social classes in mass-media. Their target has been mostly discriminatory representation of socially disadvantaged classes (women, immigrants, black people, children), given their little or inexistent access to ruling ideologies or to power. In their attempt at identifying the linguistic means by which ruling ideology imposes, CDA theoreticians have singled out categories such as nominalization, passivization, deleting agency, and reifying processes (Fairclough, 2008: 811-819, Martin, 2008: 801-810, Billing, 2008: 783-800, Fowler, 1991)

The last analytical tool that I intend to retort to is *narrative structures* which came into focus as a later concern after the media had proved its social influence and power over viewers and readers and after they had become opinion setters of the community. Previously, research had been done on narratives in general which aimed at clarifying the scope, structure, and components of narratives. There are many important contributors to the study of narratives who decisively contoured and established the framework for narrative studies. A first such feature is the one identified by Toolan (1995, 5) who notices the '*artificial*' character of the narrative as it presupposes doing and re-doing, or as Toolan calls it 'a certain degree of prefabrication'. If I were to apply Toolan's criterion to newspapers articles, it would totally prove their artificial character. Starting from the sketch which undergoes a series of transformations which means that nothing of the moment's impulsivity of the writer is left in it, and continuing with the supervisions of the editorial board that might suggest different changes, the article is a construct exposed to a series of controls which put it away from any spontaneity. This is similar to the distinction between speaking and writing in general. Speaking is spontaneous and it necessitates repairs and back-channeling when speaker's intention changes or supplementary information is necessary. Conversely, writing is a process which allows of successive transformations to a form that is finally considered appropriate.

1.5 Research topic justification

Bearing in society's eyes the fault for infringing the social moral desideratum of citizenship, criminals face a double blaming: the social one which includes family, neighbors, passers-by, simple citizens involved or not in the incident, the mass-media and the judicial one which investigates and establishes the circumstances, the facts, and the punishment. If the

judicial investigation is formalized and strictly regulated, the social blaming depends mostly on those who are called to say their opinion about inculpates or on those who by chance witness or are part in the incident. But, probably the most credible opinion setters are the mass-media, given their status of '*reality transmitters*'. By accessibility and public acknowledgement, mass-media impose as authorities in opinion creation, transmission and inoculation. Moreover, it seems, according to Innes (2004: 16-17) that there are the media the ones that have a major role in outlining the features of a murder.

Therefore, for my research I have decided on uncovering the methods by which mass-media transmit discrimination between already socially blamed groups: male and female criminals. My interest in this respect comes exactly from the assumption that a double discrimination is applied to criminal women (being a woman and a criminal) where a sum of collateral features are attributed to women in an attempt at maintaining the traditional, patriarchic social structure. On the other hand, criminal men will be blamed for their crimes only, and not for being men, as well. On the contrary, proofs will be provided that regularly men are found excuses for when it comes to taking responsibility for their deeds.

Secondly, my interest in this topic is motivated by the potential of murdering cases of stirring social disputes on unsolved issues (e.g. such as prostitution, money-guided relationships, such as my case is), bringing to the surface facts that would otherwise be ignored. In this direction, Soothill (2002: 420) maintains that 'mega media stories on homicide are unusual cases which particularly offend society; some are repeatedly reported, transforming them into a point of reference which can help us to interpret later killings.'

1.6 Research questions

Given the very specific character of this research, I have devised a range of questions that foremost address the main issues of the thesis and secondly have an organizing purpose. They aim at the main interest points in my thesis and the answers will sketch the findings of my research. Directed towards different aspects in the research, the questions cover parts meant to intertwine in a possible portrayal of male and female criminals in the Romanian mass-media.

1. Do media practices adopt the largely-held social discriminatory opinions of women in comparison to men in this particular case?

2. Taking into account the created character of media reality, what are the linguistic means which outline any demeaning of the criminal character, irrespective of their gender? Is their existence gender-motivated?
3. Is gender doubled by any other variable that seems to contribute to the demeaning of criminals?
4. Are there any visible differences between the representations of the criminals in as far as their portrayal is concerned?
5. Is media demeaning doubled by third party's (witness, neighbors, etc.) opinions about female criminals? If yes, how does that quantify to the already negative perception?

1.7 Significance of the study

Important media studies have been published in the last 23 years which have tried to capture essential elements of the Romanian mass-media. Coman (2001), Dobrescu and Bârgăoaru (2002), Cotrău (2003), Ruști (2005), Roventă-Frumușani (2005), Preda (2006) have covered different areas of the media starting from disseminating the writing technique to the identification of the ideology at the back of media texts as in Zeca-Buzura (2009). Nevertheless, media have been analyzed as a phenomenon in itself and not by relation to other fields which might increase their degree of significance for audiences or their degree of significance and relevance for those interested in the phenomenon. Attempts have been made (in academic conferences and conference proceedings) to take deeper insights into the media messages and comparisons have been made between the Romanian and English media environment.

1.8 Scope and limitations of the study

Owing to the many aspects that my research necessitates undertaking, its findings might prove fruitful for scientists and researchers of media and gender studies as they represent two major areas of interest (gender studies and mass-media studies). Secondly, it might address students who take their first steps into social studies or all those interested in the evolution of the mass-media and in the reflection of certain social categories (criminals in my case) in newspapers.

Although its addressability may be extended to large categories, there is one mention that should be clear from the very beginning: the study refers to one case only and it has no

intention of claiming extension of findings to all cases reported in the Romanian newspapers. Although a limitation of this study, it is only fair to not claim generalizations for all similar cases, for in that situation misjudgments and erroneous interpretations might appear. Last but not least, its addressability is restrained only to the Romanian environment in order to identify a possible way of addressing Romanian criminals in the Romanian high quality mass-media. Nevertheless, my research might be further extended to more cases which might allow for the extraction of some rules for the reflection of male and female criminals, and, maybe, it might be continued with a comparison between the Romanian and English or French similar cases.

1.9 The structure and organization of the thesis

The thesis is divided into five chapters, each of them dealing with specific aspects of the research. *Chapter I* is the introductory chapter where the research hypothesis is presented and clarifications are offered as far as my intentions for this research are. *Chapter II* represents the theoretical background on which I base my research and where I clarify the concepts and favored definitions of these concepts. *Chapter III* contains the method of analysis that I propose for my research which I equally justify and where I provide strong evidence for every choice I make. *Chapter IV* consists of the very analysis of the media messages according to the criteria presented in Chapter III and, naturally my findings. *Chapter V* is the chapter of conclusions where, based on the analysis in *Chapter IV*, I detail upon the findings of my research. Last but not least, the Appendix is the repository of all the articles that were analyzed in this research.

1.10 The corpus

Given my interest in noticing the differences of representation between male and female criminals, I have decided on choosing a high quality newspaper, *Adevărul*, which pays pronounced attention to the incident where two murderers of different gender are apparently equally involved. The articles have been chosen according to the criterion of temporal proximity (as close as possible to the day of the incident) and, if possible, sequential issues. Ideally, I would have liked for the articles to be written by only one author, but unfortunately that was not possible, therefore I had to drop my decision of analyzing the articles of only one journalist. I would have opted for only one author for one type of newspaper due to the fact that in this way the stories would not have been redundant, and there would have been a sense of continuity in the presentation of facts. Actually, in the articles I have chosen, due exactly to this reason, I have noticed redundant material, even contradictory (see Chapter IV for examples and clarifications).

1.11 The incident under scrutiny

In order to prove the rightfulness of my hypothesis and my already mentioned unbiased intention of discovering in-use discriminatory representations, I have chosen for the practical research a case where both a man and a woman (actually a young man and a young woman, that I hold as representatives of the two genders) were almost equally involved in order to expect an equal treatment and representation on the part of news makers. The incident which ended up with the murdering of a Gypsy leader by two medicine students was the hottest media topic for a long period of time, enough for the two probable murderers to be given full portrayals in the local and national mass-media. The identification of the murder's purpose, brought to public attention a myriad of otherwise ignored issues that were revealed in this case and which will be dealt with in Chapter IV.

I consider that this is the appropriate moment to motivate the use of the term *criminal* in the context of my research. I feel that this clarification is necessary for a better explanation of my paper and for my readers. By criminal I understand every person that breaks the law, irrespective of the deeds s/he is guilty of. The murderers in my case are first of all criminals because they break the law by killing Trifu Schroth. Simultaneously, they are murderers as well, but I have preferred the term 'criminals' in the title of my research as an indication of my awareness that discrimination between men and women is not manifest only with murderers, but with criminals in general.

1.12 Conclusions

In this chapter I have outlined the main elements of my thesis; I have introduced the hypothesis with its underlying questions, the research methods, the incident that I have chosen to illustrate my hypothesis, the structure of the paper and the unavoidable limitations of the study.

CHAPTER II - CULTURALLY MEDIATED CRIMINAL DEVIANCE. A JOURNALISTIC PERSPECTIVE

2.1 Criminal Deviance: an introduction

Criminal deviance is an undeniable *reality* whose existence is demonstrated by the thefts, burglaries, assaults and murders that are committed. The italicization of reality is made within the context of my research which centers on the representation of real criminal deviances in newspapers. The representation of reality presupposes its reading by the journalist and its transformation into a piece of news, of course, according to some pre-

established media rules. It is in this transformation where I assume discrimination and bias between male and female criminals appear.

Clearly disfavored, criminals, stereotyped according to this category, suffer a second stereotyping dictated by gender that is believed to evidence bias in criminal gender representation. Therefore, when men attack, assault, or even kill, the victim either 'asked for it' (which puts blame on the victim and takes away all responsibility from the perpetrator) or 'there was an older conflict between the victim and the perpetrator'; whereas, when a woman attacks, assaults or kills, she kills the one she owes her status to (passion murders), or she may have serious mental problems. I, therefore, believe (and I will come back to this issue later on) that for assaulting or killing someone a man is judged for just his deeds, whereas a woman is equally judged for being a woman as well, since she carries along the features '*sex addiction*', '*madness*', '*irresponsibility*'.

2.1.1 Criminal deviance: definitions, background

As far as the analysis of deviance is concerned, it is seen either as individual (created by inner springs when blame is easily identifiable in the individual) or social (Davis and Stasz, 1990, 39) (triggered by social class, education or gender injustices, when blame has a diffuse character). Sutherland (1924 quoted in Davis and Stasz, 1990, 37) reckons that deviance is 'learnt behavior' in other words copied from the smaller or larger social environment. What Sutherland actually professes is that crime is an imminent component of a disorganized society, where crime is in fact its symptom. In Sutherland's approach, personal responsibility is much diminished as it seems that the society is held more responsible for human deeds than the individuals themselves.

Moreover, Davis and Stasz (1990, 56) postulate the '*Societal Reaction Theory*' which claims that punishment and exclusion 'mark certain individual and groups as outsiders'. Sutherland's opinion subscribes to the Marxist ideology which blames the society and not the individual for one's failures and deviations. Although well-argued and largely accepted, I believe that individuals, despite rigid social systems, have a responsibility as far as their social conduct is concerned. It is indeed true that people from lower classes feel disfavored, neglected, ignored, but, the decision of attacking somebody is personal and made, in most cases, volunteeringly. Nevertheless, the current social ideology does not prefer to treat individuals as cases with separate data, they are presented as part of an extended phenomenon of which this is only a case. The refusal of individual treatment for each case is the

acknowledgement of the comfortable position that treating social classes as whole can confer to leading classes.

2.1.2 Pathology and medicalized treatment of deviance

When pointed at, society has tried finding answers as to why people become deviant. And answers didn't let themselves waited for too much. The society's answer to deviation is medical, declining all possible responsibility for it. Mental illnesses seem to be the explanation for deviation, but it covers only a part of deviants, namely, women. Men's deviation is de-medicalized. Probably, starting from their frailty, their nervousness, female criminals are easily catalogued as having pathological disturbances. Correspondingly, Davis and Stasz (1990, 16) consider that deviance has been 'medicalized' in the sense that criminals are considered to have become 'ill' under the influence of some external factors. This illness, as Davis and Stasz (1990, 216) allege, is treated by regulatory control which delimits and restricts deviants' social and personal rights. Similarly, Braithwaite and Daly (1994, 190) emphasize the idea of violence medicalization which, in the case of women, is seen as pathological 'some women may exhibit these masculine qualities, but their behavior would likely be interpreted as pathology'. Not far from Davis and Stasz' idea is Garland (1985, 67) who in his book 'Punishment and Welfare' deems that criminal deviation facilitates human control by their clear and facile separation into categories, therefore, easily manipulable:

'Drifting individuals become fixed, decidedly one thing or the other, and hence more manageable. It places them in a position of being known and predictable, properly connected with either social or penal institutions – 'within control'.

Aggressive deviance in women is usually related to their biological secretions or states: menstruation and hysteria which imply either biological data or psychological disturbances, both indicating a plain lack of responsibility and self-awareness on women's part. There is yet a contrastive opinion that claims that aggressivity is not regularly a feminine characteristic which transforms any act of aggression on the part of a woman into a breach of a sacrosanct stereotypical definition of a woman. Such incidents clearly fall out of the '*cultural norms of intelligibility*' (Butler, 1990: 145) which consequently leads to a fall of compliance with the stereotype, being thus attributed 'inappropriate or unintelligible gendered identities' Ehrlich (2007, 453), Capps (1999, 83-100). Moreover, women are considered the

cause of men's going deviant which stands as a protective shield for men and an aggravating situation for women.

On the other hand, men's aggressivity is seen as the norm, 'being typical masculine' (Cameron, 2007: 24), making men stay within the stereotype and perpetuating it. It is therefore not incidental that mass-media make use of 'different systems of reference' (Goddard and Méan-Patterson, 2006: 34) for men and women in general and for criminal men and women in special.

2.1.3 Biased mass-media? Journalists between ethics and audiences

To begin with, mass-media at large are institutions whose existence is justified by the right of citizens of being informed and kept updated to the latest events. Moreover, mass-media's setting is a fundamental prerequisite for the control of state and political abuses against humans, which entitled journalists to be called 'hounds of democracy'. These data confer enough justification for mass-media's existence as long as they maintain the same initial goal and attitude towards audience and media trusts. Nevertheless, perversion has taken seize of the laudable intentions and it has been claimed that mass-media turned into a subservient observer of managerial and/ or political indications. The drift between the initial goals and the current state of affairs has been subjected to thorough analyses which have evidenced mass-media side-sliding (Fairclough, 1995: 553 - 68; Belsey and Chadwick, 1995: 112; Randall, 1996: 20-24; O'Sullivan and Jewkes, 1997: 1-3; Briggs, and Cobley, 1998: 5; Langer, 1998: 13; Jones and Jones, 1999: 73; Keeble, 2001:2). Reasons for side-sliding have been identified in 'proprietors' desires and intentions, journalists' fear, the law, time and space' (Keeble, 2001:2) which cover most of the elements dictating in media production. Far from being an intention trial, I am merely attempting at identifying the processes that forerun and underlie news production, revealing at times methods and means of manipulation by the imposition of ruling ideologies.

In an attempt to control the spreading of side-sliding, media ethics has turned into a regulatory device that stipulates the do's and don'ts of being a journalist. Mostly, ethics refers to moral aspects that journalists should keep in mind when dealing with sensitive issues (international affairs, ethnical relationships, etc) which might hurt either participants or audience. Keeble (2001:2) links ethics to the true possibility of choosing topics and ways of referring to them, inferring that ethics is born dead since the agenda is mostly imposed (by editors and owners) and not chosen at will (by journalists). On the other hand, Edgar (1995: 112) connects ethics to moral and objectivity, stating that ethics is observed on condition that

the truthfulness of the event is preserved. Maybe not surprisingly, both Keeble and Edgar relate ethics to the status of the journalist who, under pressure might leave aside all ethical concerns, and to moral which they perceive as a last obstacle against biased representation. Ethics is equally about the rights of the subjects who, on choice or incidentally, become prime attractions in either news reel or newspapers. The issue is at stake when, guilty or not, they are violently attacked in their privacy by mass-media's right of keeping the public informed.

2.1.4 The culprit of mass-media: Ideology

Sparks (1992:88) claims that mass-media is nothing but a 'tool' of the dominant social order 'reproducing hegemonic values, stereotypes and distorting the reality of the crime issue – here the audience are constructed as passive recipients of ideological messages of an authoritarian consensus.' Much talked about and rather accused of setting up hidden subversive subjugating plans for the powerful and against the powerless, ideology coagulates socially-held representations which puzzle up reality into the form of information provided by the mass-media. I believe that it is necessary to explain what I meant by 'hidden subversive subjugating plans'. Thus, the justification for hidden is that, though omnipresent, ideologies are not visible and easily understandable structures for all members of the society. Subversive owes mainly to the difficulty in grasping it, in understanding whether it serves one's purpose or not. As for subjugating, ideologies, by their social power, become far more powerful than their initiators whom they hold in control, not to mention their intended target, population at large.

2.2 Gender and its characteristics

Synnott (1993: 41) professes his opinions when he states that: 'Gender, therefore, is not simply a matter of biology, but is entangled with notions of cosmology, number, unity, direction, mobility, state, color, morality and shape. Gender connects to everything, and everything is gendered'. Synnott's idea is sustained by Giddens (quoted in Wodak, 2007: 3) who states that 'sex refers to the biological and anatomical differences between men and women, whereas gender concerns the psychological, social and cultural differences between males and females'. Unlike sex, gender is 'an achievement' or 'what one does' not 'what one is' according to Eckert and McConnell-Ginet (2003). Their claim is a very powerful one since it breaks down the long-held pair of sex and gender. They argue that sex is a naturally held category, indisputable in its physiological character, whereas gender is permanently acquired, negotiated, disputed, variable which makes it hard to be categorized. They claim that 'gender is a set of practices through which people construct and claim identities, not simply a system

of categorizing people' (318). In other words, gender is not entirely pre-determined, it is a rather open system which, depending on internal and external factors, will carry different features. Language, culture, age, education, etc. and certainly sex contribute to the formation of gender.

On the other hand, Günter (1998: 153) emphasizes the 'learned social behavior' of gender, namely the acquisition by imitation of what is rightfully seen as woman- and manlike, which means that one is not born a woman or a man, besides the strictly biological evidence, but that they become women and men from a social perspective (Aitchinson, 1992; Eckert & McConnell-Ginet, 2003: 5; Tannen, 2008: 15; Coates, 1998: 136; Graddol & Swann, 1995: 8). Considerable time before, a similar statement was made by Simone de Beauvoir (quoted in Graddol & Swann, 1995, 8) who claimed that 'One is not born, but rather becomes a woman. Within this context, gender might be assimilated to the concept of *'habitus'* (Bourdieu, 1997: 192) who purports that *habitus* is 'a set of beliefs and dispositions that a person develops as a result of his/ her accumulated experience in a particular place in society'. Gender is thus a habitus which is learnt by exposure, by learning and by doing/ imitation.

By using a similar concept, but with a different name, Graddol and Swann (1995: 141), Uhlmann and Uhlmann (2003: 94) introduce the term 'gender ideology' which they define as 'dominant images of femininity and masculinity, which encourage both women and men to seek gratification by conforming to established gender norms'. Flagrant similarities are to be noticed between Günter and Graddol and Swann's opinions which focus on the 'imitative' linguistic and social character of gender which lays over sex. In other words, being a male or female is mostly seen as an '*act of identity*' (Hudson, 1996: 12), (my emphasis), by which males and females signal, on the one hand, their awareness of belonging to a category and, on the other hand, their behavior (linguistic or social) in accordance to the social category they belong to:

'Women and men, girls and boys are treated in systematically different ways; they have different experiences at school, at work and at home; they do different things and different things are expected from them' (Graddol & Swann, 1995: 8)

Presented as a ground-breaking approach, CDA (Critical Discourse Analysis) proves a more literature-like approach, lacking a more precise analysis and interpretation framework. Nevertheless, its stated purposes are 'to unmask the seemingly objective news accounts, to demystify the obscurations and distortions that would pass unnoticed without such analysis'

Schrøder (1998, 549). As father of CDA, van Dijk (1985b), (1988) works on providing a key to understanding the structure of mass-media news and considers the phenomenon of manipulation to be of a double nature; on the one hand, manipulation is social because it presupposes ‘interaction and power abuse’ and on the other, it is cognitive because firstly, manipulation is based on mental processes and secondly, because it is transmitted via texts, discourses, and messages.

2.3 Conclusions

In this theoretical chapter I have focused on two major concepts; on the one hand, there has been the concept of ‘criminality/ deviance’ and on the other, there has been the concept of gender. For the first concept I have researched into theories of deviation in order to discover what deviation is and how it is perceived in the community and in the media. Secondly, I have taken to gender whose nature, structure and variation have given rise to an enormous literature. Interconnecting language, thought and social cognition for the comprehension of the concept of gender has been a complex, but equally necessary undertaking for my research.

CHAPTER III. RESEARCH METHODOLOGY AND BACKGROUND

3.1 Methodology

Information on the context, mass-media’s immediate response, participants in the incident, high quality dailies’ representation of the incident, authors, third parties, audience’s responses, content analysis, naming, categorical adjectives, active and static verbs, repetition, and many others will culminate with the proper analysis of mass-media articles with a focus on discriminatory representations of the female criminal as opposed to more apprehensive representations of the male criminal.

CHAPTER IV. CASE STUDY

4.1 Introduction

This chapter will consist of the application of the methods decided upon in the chapter on Methodology. Criteria will be taken one by one and arguments will be brought to their support. The incident under scrutiny will be presented at large as all efforts are put into an outlining of the portrayal of the murderers as they were built up in Adevărul.

4.2 Mass-Media Portrayals

The portrayal of both murderers and victim and their families included is believed as vital as portrayal might be edificatory in the clarification of the case to readers. Moreover, portrayals might reveal some data that could explain the actions or thoughts of those involved. The portrayals offer to audience reasons to infer and to try and explain for themselves what has happened. In this particular case, the portrayals of the murderers include details about their education, family status, financial situation, character, motivation and during- and after-murdering reactions. The victim is described through his possessions (he was one of the richest representatives of the local Gypsy community) and his social status. Secondly, the victim and the murderers have been characterized by their families, friends, colleagues, lawyers and local community. Everything that has been said has meant to highlight certain features of those involved in order to orient audience's apprehension of the event.

4.2.1 Prescription of gender roles. A sociolinguistic approach of gender roles in this murder case

An interesting enactment of the traditional gender roles has been reflected in the mass-media (Adevărul, 12th August 2009) in a caricature of what was meant to be a marriage. Shortly, it has been claimed that Sergiu Florea proposed Carmen Bejan and apparently her answer has been 'yes'. Journalists have paid attention to this event which they interpreted as a bluff given the situation and the circumstances of the proposal. If in other articles journalists perpetuate silently the traditional gender roles in the Romanian society, in this case they inform the public openly about the reiteration of one such typical situation: proposing the woman. The journalists go even further and call the article 'Wedding ring for murder', informing the audience about the truce that Sergiu Florea offers to Carmen Bejan. The subtitle of the article 'Strategy: Sergiu proposed Carmen on condition that she accepted having killed' is a clear indicator for the audience of the situation in which the proposal was made and of the conditions in which this could actually happen.

On the other hand, Sergiu Florea is a man who has been brought up in a culture where men propose, in other words, where men decide when the right time comes for proposing. Though trialed for murder, Sergiu Florea, empowered by tradition, decides that this is the right moment when he proceeds to proposing, but not for free. His proposal has a price that Carmen Bejan has to pay: admitting of having killed, which might involve the change of his sentence from murderer into accomplice. Similarly, Carmen Bejan willingly accepts the role

that the society has conferred to her, because it seems that she still believes in fairy tales where princesses are proposed and in marriage, where their dream comes true and their life gets a new meaning. It seems as if she had been waiting for this moment, since, in the Court, under the pressure of the trial, and in exchange for accepting having killed, Carmen Bejan says 'yes'. And, as a proof of her agreement, she admits having killed Trifu Schroth. This article is interesting under the aspect of the illustration of traditional roles that men and women are assigned in the society. Proposing and accepting the proposal are well-defined situations and traditions are respected even in less habitual places and situations: in a trial in the Court. It is nevertheless noteworthy the attitude of Sergiu Florea who places his interest, that of being sentenced as an accomplice, above the interest of his lover or of their couple. It is the attitude of a man who places himself on a superior position in comparison to his lover who eventually does not seem to receive much appreciation. Similarly interesting is the attitude of Carmen Bejan who demonstrates a total absence of respect for herself and who accepts in exchange for her own freedom the misogynic proposal of her lover. As far as her position is concerned, I believe that this might indicate an upbringing defect due to her belonging to that religious and social community. That is why I consider that she is only a social victim of a system where womanhood is inferior to manhood and where women must pay the price for having been born female.

4.2.2 Types of agency

- Self-denied agency – this is the case of Carmen Bejan, who in the absence of good lawyers, devises her own strategy which consists of a public blaming of her lover for what had happened. She downsizes her participation by adopting the role of an innocent girl, sexually exploited by her boyfriend. She believes that this method will help her escape a harsh punishment and a fierce public blame for her acts.
- Other-denied agency
 - a. In the case of Sergiu Florea, the agency is not personally denied. He leaves others claim that his involvement is insignificant. The first agency denier is Sergiu Florea's father, who, though ignorant of the events, pretends to read innocence on his son's face. What he sees is enough for him to claim a minimal involvement of his son into the killing.
 - b. In the case of Trifu Schroth, agency is denied by family who takes over the task of speaking on behalf of the dead person. The portrayal that the family

offers of Trifu Schroth is one staying within the borders of the natural, liking what is beautiful (girls). Agency is purposefully denied in order to cover Trifu's going for prostitute services. Similarly, agency is completely denied by Trifu Schroth's widow who never brings into discussion the purpose of her husband's visit in the student hostel. Denial of agency is used as a strategy against public opprobrium and it may be a sign of hope for Sergiu Florea. As far as Trifu Schroth is concerned, though dead, his reputation is important for the Gypsy community for whom Trifu was a model and a symbol. Admitting agency would mean conscious breaking up of moral laws in the community and a bad moral example set to the youth.

4.2.3 The lover epitome – an illustration of naming

The first element that is of importance is the quantitative unbalance between Carmen Bejan and Sergiu Florea's reference chains. Clearly, a longer reference chain suggests a higher interest in that person and a greater focus on him/ her. In this particular case, Carmen Bejan, as she is more focused on, seems to be the one who attracts more the interest of the journalists and the implications in the audience could be various: from emphasizing her prostituting activity to her being considered the murderer.

Secondly, Carmen Bejan is presented in four different hypotheses: student, pupil, girl, young woman. The variation, at times surprising, shows a doubtful status which allows journalists to take a superior stance in relation to her. On the contrary, Sergiu Florea is either Sergiu Florea or Carmen Bejan's lover. The repetition of 'lover' highlights more his position of lover than his position of murderer. The unbalanced treatment is evident in the absence of the term 'lover' from Carmen Bejan's reference chain. The message that is actually sent is that she is the murderer whereas he is only her lover who is not entirely innocent, but the focus is placed elsewhere. The fact that he is the lover seems to place him outside the incident or to cast the blame on her. Carmen Bejan's having sexual relationship with the victim for money, although at her boyfriend's suggestion, makes her 'the prostitute', 'the whore'.

Without having any intention of generalizing, the simple analysis of the referential chain of the two murderers in similar positions, involved in the same case, receive differentiated media treatment on the part of a male journalist. This is just a situation which seems to concord with my hypothesis that in similar situations, criminal women suffer media

discrimination which is actually extremely influential as it contours public opinion on criminals.

4.2.4 Desirability for ‘good girls’

After having read many articles on this murder case, I have come to the conclusion that most articles are trying to prescribe the behavior of girls/ women. Apparently, the ideal of the society is for a woman or girl to be ‘good’. In my desire of understanding what ‘good’ actually means, I have paid attention to what was deemed as acceptable, as falling within the socially acceptable categories. Scoring highest (2 times per article) is the feature ‘cuminte’ (dutiful) which suggests a person staying within the limits of acceptable behavior, without exaggerations, but mostly controllable. Though not expressed in words, it is that somebody who is not ‘cuminte’ (dutiful) will not enjoy the social acceptance that a dutiful person does. Second on the list, but with an equal score (2 times per article) is ‘liniștită’(peaceful) understood as the opposite of ‘agitated’ which is a little accepted feature. But, maybe the most interesting characteristic is ‘retrasă’ (secluded) which evidences the almost monarchic features that are appreciated in girls and women. To equal a girl/ woman living in the society to a nun is, I believe, pushing the limits of generally acceptable behavior to a point where few women could still be considered ‘good’. The need for imposing rules highlights the patriarchal society which regulates women’s behavior to its most intimate issues. The logical conclusion to be drawn from here is that those who are not ‘dutiful’, ‘peaceful’, ‘secluded’ are pariahs that society refuses to accept. As far as Carmen is concerned, she used to be ‘a good girl’ till she starting picking up men in the street in order to gain some money. In that moment she stopped being a ‘good girl’ and turned into the opposite that deserves punishment for her deeds. A further surprising detail is that there isn’t any attempt at prescribing the generally acceptable characteristic of a man/ boy. The audience is not told whether Sergiu Florea is a ‘good’ boy, or if there is any necessity for a man to be like that, but I assume that it is not, since it has never been mentioned. Conditionality as far as women’s behavior is concerned is inescapable and it applies in family, among friends, among mates, in newspapers.

4.2.5 Categorical vs. non-categorical in dealing with murderers

After taking out the main statements of the text, I have noticed that all of them were categorical pointing out that the author presented the data as doubtless facts and showing awareness of details without having witnessed them. The categorical statements are meant, I construe, to build up a coherent representation of the incident in the mind of the readers. Categorical statements do not allow of any doubt as far as the truthfulness of the events is

concerned. From all the categorical statements in the article, one that has attracted my attention is ‘Carmen stabbed him three times’. If some of the statements are circumstantial, deducible, or even proved to be so, this particular statement is a presupposition of a very serious nature which places the guilt of having stabbed Trifu on Carmen Bejan.

I gather that a non-categorical statement would have been more appropriate at the moment of the inquiry because Carmen Bejan’s guilt hasn’t been lawfully demonstrated yet. Provided as categorical information, readers will take it for granted and they will hold it valid until and if the contrary is proved. Categorical statements about Sergiu Florea have been included as well, but none of them refers to the keynote moments in the incident (e.g. He has no role in Carmen Bejan’s prostitution or killing, only in chopping the corpse). The structure of the statements is rather repetitive [S+V] and is completely devoid of any modalizing element (adjective, adverb, etc).

4.2.6 You act or you are acted upon

The first to be taken into consideration is the representation of Carmen Bejan in so far as the acting or being acted upon is concerned. There seems to be a kind of a balance between Carmen Bejan’s acting and being acted upon. I have symbolized the situations of ‘acting’ as [+ active] and the situations of ‘being acted upon’ as [+ passive].

The passive structures accentuate Carmen Bejan’s frailty, indecisiveness, her object-like treatment by the others, her lack of self-control, her manipulated-like way of being. Nevertheless, at the same time, Carmen Bejan is presented as an initiator, acting on her own right, supposedly independently, since no other hints at her being under the control of her boyfriend are provided. For example, in (g) she is in charge of the action, though she is not really successful. She only tried to put the blame on Sergiu, but that does not mean that she has actually succeeded in putting it. Whether failing or succeeding is no longer a matter of my concern, since she proves she has the will of trying it.

From the same article, Sergiu Florea is never passive. On the contrary, he is apparently the initiator of the sexual encounter between Trifu Schroth and Carmen Bejan. His active status is actually a confirmation of the theories (see chapter II) which claim that male violence is normal. Conclusively, for a man to be violent is expected and is largely accepted as being possible. Somehow surprising is the total absence of passive structures, which highlights Sergiu Florea’s position of initiator and deliberate participant in the conflict. Moreover, what adds to the active value of Sergiu’s attitude is the kind of active verbs that the reporter has

chosen in order to describe Sergiu's deeds; to pounce upon, to stab, to box, to throw, to hit are all illustrative of a high degree of violence oriented towards someone who was on the lookout for pleasure, not pain, with no intention of violence.

4.2.7 Metaphors of prostitution

Metaphors are combinations of words that are put together in order to create a new, unexpected meaning, or one that gains different connotations from the common ones. Metaphors have been analyzed in the domain of mass-media and it has resulted that their incidence in this field is very high, owing probably to mass-media's audience-oriented language.

(a) 'Medicinistele apetisante' (The appetizing medicine students) → the association between the culinary term [appetizing] which belongs to the lexical areas of food, cooking and eating and the medicine women students is purposely made, since the medicine students are connoted with some sexual, attractive attributes that are very likely to fascinate the reading audience. The metaphor reaches its goal by the transmission of the implied meaning of 'prostitutes' to the audience.

(b) 'Să plătească prestațiile medicinistei Carmen Bejan' (To pay the service of the medicine student Carmen Bejan) → In this particular case the metaphorical touch is on [services] which, de-contextualized, might suggest some innocent services that Carmen Bejan has delivered to her client. In the context, the [services] are undisguised references to Carmen Bejan's prostituting act. I believe that the author goes for this metaphorical construct as a better means of suggesting to his mature, therefore, knowledgeable audience the real implications of [services].

CHAPTER V: CONCLUSIONS

5.1 Overview of research hypothesis

I feel that a re-statement of the research hypothesis of this thesis is absolutely necessary given the fact that I am on the verge of drawing conclusions. Accordingly, I have based my research on the claim that there is a different mass-media reflection of male and female criminals resting on the criterion of gender. Differently put, I have hypothesized that it is gender the one which causes a certain gender schema (feminine or masculine) to be applied. The retort to a gender schema is, I believe, unconscious which stands proof of the ideological nature and definitions of gender. Mass-media re-enact these definitions in a process of lining

up to the cultural concepts and of reiterating them as a confirmation of the largely held schemata.

In order to get to this logical chain, I have stressed out that language functions by means of semantic categories which are activated upon identification of elements known to belong there. The activation is progressive and multiple, from reporters to the final users. The clarification of this relationship has opened possibilities for the understanding of the ways in which people seem to have a rather similar reaction or comprehension of events.

Imposition of external meaning is a theory which unjustly leaves aside the cultural background shared by the entire community. Consequently, I have stated that mass-media builds up messages that are compatible with the local/ national cultural ideology, gender representation being part of it. The conformism of mass-media in building their messages is a necessity since non-conformism might presuppose a wrong reading on the part of the reader, therefore, a failure of mass-media's goal.

5.2 Answers to my questions

In the first chapter I have devised the questions that I would like to be answered by the end of the research. Now it is high time that I returned to them so that in this way I could crystallize my findings. I will be dealing with the questions in the same order as they have been presented in the introduction.

- a. Do media practices adopt the largely-held social discriminatory opinions about women in comparison to men in this particular case?

First of all, I have brought strong arguments in support of the idea that mass-media are concept borrowers from the cultural, social, political environment where they function and lenders of concept-materializations back to the society. Secondly, I have demonstrated that Carmen Bejan undergoes sustained discrimination for multiple culpabilities and from multiple sources. I have evidenced that she suffers discrimination by being considered and called a prostitute, for having lured Trifu Schroth into the hostel room (hadn't she lured him, the murder wouldn't have happened), for being weak, submitted, controllable. These discriminatory opinions have not been invented by the journalists, they pre-existed in the society which lavishly creates patterns for all human categories, and not only.

The other edificatory aspect refers to who discriminated Carmen Bejan. In this sense I have pointed out that Carmen was held responsible by the family of the victim, she was believed by her mates to have undergone a changing process for the sake of her lover, which change is blamable. Moreover, I have stressed that media has transformed it into their moral duty the supposition that Carmen's prostituting activity is the root of all evils, at least in this case. That has concretized in long articles where prostitution among students in general, and medicine students in particular, is presented as a Sodom and Gomorra physical and moral degradation of the young generation that has found a solution to their problems (lack of money) in prostitution.

Contrarily, I have demonstrated that Sergiu Florea, Carmen's fellow in killing, is spared any demeaning reference, being given the bonus of being called 'the lover'. I have shown that the portrayal that Sergiu Florea is made is that of a lousy womanizer who needs money for the accomplishment of his dream: buying a car. He is briefly mentioned in the prostitution scandal, but he isn't assigned any serious role by the media, although Carmen Bejan offers arguments in this direction.

Defending my hypothesis is my main goal, but that shouldn't happen to the detriment of truthfulness, evidence and correctitude. Thence, I have indicated that, in articles describing Carmen Bejan and Sergiu Florea, the number of features is advantageous to Carmen Bejan who seems to enjoy a greater attention on the part of journalists. The ratio of 6:2 speaks for itself as far as the number of features is concerned. When bringing into discussion the second criteria (gender roles), I have established that most prescriptive roles are identified in Carmen Bejan's portrayal (4 hypostases) as opposed to Sergiu Florea who appears only as 'decision-maker (1 hypostasis). As extracted from the articles, Carmen Bejan's roles are: 1) traditional feminine, 2) prostitute, 3) beautiful, but needing help, 4) wanting reconfirmation. Again, the ration of 4:1 indicates beyond any doubt that Carmen is squeezed to fit the role of an unemancipated, traditional woman, subordinated to her man.

Last but not least, I have planned to identify the types of agency of the two murderers. In doing so I have intended to measure the degree in which they manifest as autonomous beings, aware of their interests and capable of coordinating their whereabouts. After glossing the elements that contributed in the outline of their type of agency I have come to the conclusion that Carmen Bejan falls into the 'self-denied' agency type, whereas Sergiu Florea is closer to an 'other-denied' agency type. I have understood 'self-denied' agency as a denial of having

done anything consciously or out of one's initiative. She places the authority outside her decisional center, at variance with Sergiu Florea who refuses to take any position, since it is preferable for him to keep silent and let the others talk. The effort that Carmen puts in defending herself indicates the inferior position she is in, since she must demonstrate the opposite of what is claimed. On the contrary, Sergiu Florea maintains a superior attitude which surprisingly confers him the chance of not having to defend himself. Notwithstanding, his father claims having read his son's innocence in his eyes and in this case I am exposed to an 'other-denied' agency which is nonetheless favorable to Sergiu.

Essential evidence in support of my hypothesis has come from mass-media's focus on the looks and clothing of the two murderers. From the indices in the articles, mass-media aim at building up a prostitute portrayal for Carmen Bejan. I have based my hypothesis on the number of textual references (7) and on the type of information they contain: 'she has emancipated', 'she didn't even come in holidays', 'short skirts', 'low-cut blouses', 'shorts', 'lipsticks', 'mascaras'. Reversely, Sergiu Florea has been referred to for only three times which point out his effeminate nature: 'makeup', 'contacts'. Conclusively, I can safely claim that the quantity of information offered to readers is double for Carmen Bejan in comparison to Sergiu Florea and the type of information is compromising in the case of Carmen Bejan who, judging by the media description, comes closer to a prostitute than to a serious medicine student.

I deem that crucial points in the defending in my hypothesis have been the subchapters 4.7.3 and 4.7.3.1 where I have highlighted the major differences between the naming strategies adopted by the journalists. To detail, the dominating naming Sergiu Florea is identified with is 'lover', whereas for Carmen Bejan is 'murdering student'. It is not only that the treatment of the murderers is not even, it is that Carmen Bejan is directly indicated as the murderer, or the principal responsible for the murder.

I have correspondingly established that there is a category of girls that are largely preferred by both society and journalists; the category is identified as the 'good girls' and journalists take great interest in underlining that Carmen Bejan fails to enroll in it. Apparently, a similar category in boys is inexistent or dispreferred. I have indicated this situation as being analogous to those signaled by gender theorists who claimed that girls/women are preferred when staying within the controllable, imposed borders of traditional gender.

I have been intrigued by the serious implications of the absence of modalizing structures which I expected to find in this type of articles. As I have already indicated, this absence gives birth to a would-be reality which doesn't find a correspondence in the real happening. Nevertheless, the ideological value of the non-modalizing linguistic structures is transmitted to an audience that equals truthfulness to media.

In subchapter '4.9 Narrative on a murder: subjectivity and objectivity' I have drawn on a vital issue in media: information accuracy. What I have noticed is that information on this case is contradictory to the point of a total change of doers, circumstances, etc. That definitely casts doubt on the seriousness of media sources, messages and interpretations. That is why I believe I am entitled at this point to ask a question: how can the audience still trust the information provided by a newspaper that offers readers confusing, even contradictory, information?

I have also investigated into the matter of metaphors which proved to be a thriving field for prostitution, but a barren one for prostitution instigation. The surprisingly great number of metaphors that aimed at prostitution has clearly indicated that the prostituting activity of the medicine students has turned into a witch hunt. Sordid details culminating in some male students' statements that they feel unsecure in the hostel due exactly to female students' prostituting activities is a force demonstration of mass-media that have proved that local incidents can be transformed into issues of national interest.

- b. Taking into account the created character of media reality, what are the linguistic means which outline any demeaning of the criminal character, irrespective of their gender? Is their existence gender-motivated?

Demeaning has proved to be an interesting issue to study thanks to the bountiful means of expressing it. Starting with the qualifying adjectives, continuing with the modalizing acts and the active/ passive distinction, I have discovered intriguing means of using the elements of a language for reaching a purpose: demeaning a woman for being a murderer. The qualifying adjectives have shown Carmen Bejan to be weak, manipulable, vain, but equally sufficiently attractive in order to attract men into her prostitution activities. The modalizing acts have demonstrated the incredible power of the media of transforming hypotheses into doubtless reality for their audience. Carmen Bejan is but a victim of this power which judges by

categories, not by individualities. The active/ passive distinction has brought other arguments in support of my hypothesis. Carmen Bejan is active when prostituting, being fully responsible for her deeds, but passive, when being under the influence of her boyfriend. Either way she is blamable and apparently the moral guilt has taken over in terms of importance the guilt of literally murdering someone. Sergiu Florea, on the contrary, has been spared the public ado that has created the relish of the audience. It's not that the media have denied his contribution into the murdering. No, the media have admitted it, but Sergiu Florea hasn't been judged in detail for the simple fact that he was a man, therefore, expectable to kill. The surprise element has been represented by the equal participation of a woman into this killing and the media haven't been missing the chance of transforming it into a mega-story.

- c. Is gender doubled by any other variable that seems to contribute to the demeaning of criminals?

As far as this topic is concerned, I can undoubtedly assert that social status is the variable that transpires from the portrayals of the two murderers. Taken separately, Sergiu Florea originates from a family with financial potency and respectable social positions for his parents. His father's being a priest and his mother's working in Germany provides Sergiu with the chance of having two lawyers, unlike Carmen, that at one point in the investigation, is no longer represented by a lawyer.

Antithetically, Carmen Bejan comes from a family with reduced financial power; her parents raise animals in order to pay her stay in Timișoara. The imbalance between them is straightforwardly presented by the media with apparently no other purpose except for their intention of informing the audience. Nevertheless, I suspect that there is a hidden reason at the back of this and that might be an implied explanation of the reasons that might have triggered this killing to happen. Moreover, her submissive character is also explained by her way of having been brought up, whereas his sadism is explained by his coming from a disorganized family.

- d. Are there any visible differences between the representations of the criminals in as far as their portrayal is concerned?

We have demonstrated in our research that, strictly speaking about the portrayals, there are clear differences between the representations of the two murderers. The differences cover

such issues as: school preoccupation, group liaising, opinions about important issues of life, physical description and dressing styles. The purpose of the differences is that of suggesting that Carmen Bejan fails to accomplish the social criteria that are expected of a young woman.

- e. Is media demeaning doubled by third party's (witness, neighbors, etc.) opinions about female criminals? If yes, how does that quantify to the already negative perception?

I have similarly pointed that the number of quotes (others' perception of the murderers) is unbalanced. I have explained this unbalance by the special attention that journalists took in finding as many details as possible about the life of Carmen Bejan who is presented through the eyes of her parents, former mates, current mates, neighbors, unlike Sergiu Florea who is quoted about by his father and one current mate.

5.3 Originality of the topic

As I have argued in the introduction, this research is, as far as I know, little investigated in the Romanian socio-linguistic domain. Without having the pretension of being a groundbreaking research, I maintain that it nevertheless represents an important contribution to the comprehension of the mass-media manners of dealing with sensitive matters such as gender issues. Moreover, this study is not a mere impressionistic interpretation of events presented in mass-media, but a based, grounded linguistic networking of elements that I devised in order to provide an explanation beyond the face value of articles on this issue.

Third of all, it contributes to the identification to a general outline of gender roles in the Romanian society, which transpires from the portrayals of the two murderers. The expected submissiveness of woman, the cocky behavior of men might be a portrayal of the real traditional Romanian society. Yet, this is not a goal that my research has aimed at. Still, I could not let this opportunity pass by, without claiming that this might be a miniature representation of the larger society.

In the end, I allege that this research could represent a glossary of terms in the field of gender studies and media studies in the Romanian space to which every contribution is valuable and revelatory.

5.4 Furthering research

Upon ending my research, I dare think that I will continue my investigation into this case with an analysis of the audience's response to the mass-media information. I intend to extend my research in this direction in order to observe the effectiveness of media's messages on their subjects of different ages, genders and social backgrounds. I expect to obtain interesting results given the variation implied by the variable under analysis.

It may also represent a beginning for BA, MA students that might choose other directions in the discovery of media techniques and gender representations.

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