

**Babeş–Bolyai University**

**Faculty of Political, Administrative and Communication Science**

**Hungarology Studies Doctoral School**

**SUMMARY OF THE DOCTORAL THESIS**

**The transformation of the public radio after 1989**

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**The summary of the thesis**

The hereby study analyses the transformation of the public radio through the prism of modifications noticed in the Hungarian broadcasting grating's evolution within Radio Romania Cluj, between 1989-2016.

The current public radiophonia of Cluj substantially differs from the one existing at the beginnings, in 1954 and in 1989, when broadcasting restarted. I consider that the reasons of the transformation come from the diversification of the media market in the analysed period, as well as from the technological progress, respectively from the modification of media consumption in the context of social changes.

One can analyze the radio's modifications from the point of view of the technology, of antennas and reception possibilities. In this study, this approach is presented only in the manner it affects the relationship with the listeners.

If we study the radio from its content's point of view, we can compare the content of some shows with the one of the broadcasting's whole content in a certain period of short time, or with other media products from within the same period of time. Still, longitudinal researches might indicate the modifications intervened within the frame of the broadcastings or shows. The latter presume complete archives containing all the shows broadcasted along time. Radio Cluj does not have such an archive regarding the Hungarian language broadcastings: the keeping of this sound documents depend on the editors and the way they keep a personal, complete, systematically completed archive. This is the reason why the possibility for longitudinal researches is very limited. The hereby study includes analysis of substance within certain broadcastings, in short periods of time, these constituting the starting point for eventual further future longitudinal analysis.

Radio can also be studied from historical point of view: we can establish the moment of appearance and the time length of broadcastings and headings, we can look for documents which prove events related to the radio station, we can make polls or interviews with the employee – all of those also indicating the institution's development and change phases. The research can be completed by the study of the legal frame or social context these changes appeared in.

The present study resembles the last version. I am interested in the way the public radio from Cluj transformed, the manner in which the Hungarian language broadcastings were modified within the context of media legislation and media market changes, also the broadcastings and contents that appeared and disappeared through the studied period. In the same time, taking into consideration this radio station's special situation, I am preoccupied by the way the following fact is reflected: this radio station's Hungarian language broadcastings address the Hungarian population in minority position in the etnospora (the internal diaspora, a Hungarian minority of max. 20% of the whole population of a county).

The period of time studied is between the 22nd of December, 1989 and the 1st of November, 2016. The starting point consists of the restarting of Radio Cluj's broadcasting as a result of the revolution in Romania. The final point is the one when the broadcasting for minorities – almost integrally in Hungarian language – was moved to a separate frequency (98,8 MHz) with 24 hours broadcasting, marking as well the moment in which this broadcasting's reception area became significantly diminished in the FM band in comparison to the preceding frequency (95,6 MHz).

The study's content is the following:

## I. Introduction

1. Motivation in subject choice
2. The opportuneness of the subject, former researches
3. The starting point in the present research
4. Hypothesis

## II. Research methods and limits

1. The content analysis

2. The interview
3. The questionnaire
4. Observation and personal experiences

### III. Radio typology. Theoretical frame

1. What is radio
2. Radio types
3. Radio shows
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5. Radio language
  - 5.1. The standard in radio language
  - 5.2. Minimal expression on radio
  - 5.3. The language of regional studios

### IV. The concept of public service

1. The theoretical concept. Development directions of the radio
2. The critic of the public service
3. The crises of the public service
4. Media legislation
  - 4.1. European legislative frame
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### V. The Hungarian language media in Romania

1. Transformation on the East-European media market
2. Media explosion in Romania
  - 2.1. The Hungarian press in Romania in 2005
  - 2.2. The „Hungarian” media market in Romania
3. Minority, etnospora and media
  - 3.1. Media functions in the Hungarian etnospora from Romania
  - 3.2. Media consumption: majority and minority

- 3.3. Language and media
- 3.4. Etnospora and language

## VI. The Romanian Radio broadcasting Society

- 1. Central shows and regional studios
- 2. The Hungarian language public service

## VII. Radio Romania Cluj

- 1. Chronological history: 1954-2016
- 2. The phases of Radio Cluj after 1989
  - 2.1. 1989. The tape, the scissor and the adhesive
  - 2.2. 1994. Television and radio
  - 2.3. 1998. Processing by computer
  - 2.4. 2002. Broadcasting through the Internet
  - 2.5. 2004. After the first 50 years
  - 2.6. 2012. On-air and online in „competition”
- 3. Art and public service
- 4. News journals in the service of the public
  - 4.1. History and evolution
  - 4.2. Sources and their use: news analysis
- 5. The radiophonic language
  - 5.1. The analysis of interviews on-air
  - 5.2. News for minorities
- 6. The public service and its servants
- 7. The future of the public radio service
- 8. Archive and researchability in the digital era

## VIII. The conclusions of the study

## IX. The continuation of the research: possible directions

## Bibliography

The research sources

Attachments

1. Own works published about the research subject
2. „Hungarian” radio stations in Romania
3. The studios of the Romanian Radio broadcasting Society
4. Bachelor degree studies related to the research field
5. The questionnaire used in the present research

There are only a few researches in Hungarian related to the subject of the radios from Romania, about the Hungarian language shows. Some are PhD studies, others are bachelor or master degree researches, without any interrelation between them. Also, we may mention that there are scarcely referential studies written about Radio Cluj’s Hungarian language shows. As a result of the researches one might conclude that the history of the press written in Hungarian language after revolution wasn’t sufficiently researched either, as there is a lack of referential studies from the whole field. The audio-visual or on-line referential studies are missing even more.

Due to the above-mentioned reasons, the main source of the research was the poll made to the editor in chiefs of the Hungarian shows, together with my personal observations and notes taken as an employee of Radio Cluj.

### *Hypothesis*

The public service of the radio means the concomitant fulfilling of the information, education and entertainment functions. The basic question is: in what degree can the territorial studio of the national radio fulfil the role of a public station, respectively, to what extent was this sacrificed in an inadequate competition for the audience with the commercial radios.

1. I presume that following the legislative and social changes, the Radio Cluj's Hungarian language program structure was also modified.
2. I presume that the modification of the program structure means (like in the case of other public stations) a higher percent of entertainment type of shows. I expect that this modification is not a major one.
3. I reckon that the percent representing the informative function is constant. I also presume that the informative shows approach a variety of sources, there are correct from the point of view of the language.
4. I presume that the educational and service provision type of shows remained in the programme structure of the radio. I presume that their weight is lower in the present than it was at the beginning of the studied period.
5. I presume that the language of the territorial public radio (Hungarian language shows) constitute a reference point for the Hungarian population from the etnospora of Romania.

### *The synthesis of the chapters*

Chapter I (Introduction) describes the motivation which lead to the research subject's choice, the description of the forestudies related to the research and its hypothesis.

Chapter II consists of the used research method description: the content analysis, the interview, the questionnaire, as well as the role of observation and of personal experiences.

Chapter III gives the theoretical frame: in includes de description of radio types, shows and style. It also contains the depiction of the minimal language requirement of the radiophonists, the way they are defined by the experts in the field.

Chapter IV describes the concept of the public station under two aspects. On the one hand, I presented the different directions in the radio's evolution (major directions: commercial in the USA, public in Great Britain, communitary in France), referring to the critics regarding the public service and to its crisis from the beginning of 2000. On the other hand, I presented the current legislative frame within Europe – The Media Directive – and from Romania: the

Constitution of Romania, the Law of the Audio-visual, the law considering the organisation of the public radio and television, as well as the Statute of the Journalist in Radio broadcasting (SRR document).

In subchapter 1-2, chapter V presents the Hungarian language media market from Romania. Subchapter 3 refers to the presentation of the press in the Hungarian etnospora (internal diaspora) with approach to the definition of the etnospora concept (szorvany), to the differences in media consumption in comparison with the territories with Hungarian inhabitants in majority, to the possibility of editing some Hungarian publications for the Hungarian etnospora. It also presents examples of the image of etnospora reflected in the inland Hungarian media. One would underline the fact that the preservation of identity is strongly related to the use of the mother tongue, while the etnospora – without own education institutions, without the Hungarian speaking elite – is completely depending in its existence of the media in mother tongue (Hungarian). The responsibility of the press should be emphasized in this sense: the correct use of the mother tongue (Hungarian) to be an example to follow for the ones living in dispersed communities.

Chapter VI shortly presents the Romanian Society of Radio broadcasting (SRR), conferring a general frame regarding the central and regional shows, the studios which broadcast in Hungarian language, too.

Based on the information presented, Chapter VII includes the detailed research. Subchapter 1 presents a chronology of the public radio in Cluj between 1954 and 2016, the detailed research referring only to the period from between 1989-2016. Subchapter 2 presents the transformation phases of Radio Cluj after 1989, relying on the results of the questionnaire, as well as on other sources:

- In 1989 (on the 22nd of December) broadcasting started again with the same meanings it was interrupted for in 1985 (the 12th of January). Production on magnetic bands, with scissors and adhesive band were retaken, meaning including the use of some historically significant bands purely due to the lack of resources. In the same time, in 1990, TVR Cluj was founded at the same centre Radio Cluj existed in, within the frame of the same institution.



- The first intervention is constituted by the publication of Law no. 41/1994 which adopts the organisation frame of the public radio and television as separate, stand-alone entities; the law leads to the separation of the two institution's co-operators, too.
- In 1998, with the help of the radiophonist colleagues from Holland, the registrations got to be processed in a digital format. The magnetic bands were step by step substituted by the audio files from the computers.
- In 2002, the first Internet site of Radio Cluj appeared ([www.radiocluj.ro](http://www.radiocluj.ro)). In the absence of archivation, this site (altogether with the next ones) can be rebuilt only by some internet archivation programmes – in this particular case: Internet Archive Wayback Machine.
- In 2004, after the development of the site, we could facilitate the possibility of listening through the internet, anywhere, even out of the covering area. The Hungarian alternative to the same site was achieved in the same way, with news and presentation of shows as well as regarding the editors and co-operators of the Hungarian minority broadcastings.
- Starting with 2012 the possibility to interact with the listeners (web 2.0) was given by the adoption of a new site format.

The following subchapters (3-5) present certain detailed researches regarding the cultural component of the public radio (radiophonic theatre), the history and evolution, respectively the sources of the news journals, the language of the news and the language used within the frame of the interviews take live. The conclusions of the detailed analysis are as they follow:

- The achievement of the radiophonic theatre plays is inhibited by the changes registered in the world of theatre (the preponderance of the in move theatre plays), as well as by the legislation regarding the rights of the authors;
- The news journals went through several modifications along the years; at the end of the studied period these do not offer a broad image, a synthesis regarding the events in the entire region, due to reasons depending mostly on central or regional decisions (SRR level or Radio Romania Cluj, more exactly: the lacunas of the correspondents' and field reporters' network), less on the editors of the journals (adequate language and proper editation-presentation); the regional and local news are present as in majority, the general

news are predominant to those referring strictly to the minorities and their problems, the sources of news are both in Hungarian and in Romanian language;

- The language of the analysed shows is generally proper to be used by a public station; there aren't any major issues in the speaking of the narrator, though there were some expression mistakes, unjustified elongation or shortening of consonants and vocals, not a mot translations mentioned. All of these were considered singular cases and not general problems;
- The language of the interviews live present some lacunas (inexplicable breaks, inadequate formulations, etc.; still, the language of the studied shows is superior to the one used in the Hungarian media from Romania (especially the commercial stations);
- Taking into consideration the role of language protection attributed to the press from the etnospora communities, the radiophonic language needs some measures to be taken: the permanent training of the narrators regarding speech techniques (diction, tempo, rhythm and expression); This would lead to a mutual guideline;

Still in Chapter VII, subchapter 7 one can find a few results of the questionnaire referring to the preferences of the editors on the undertaken subjects, and the shows presented up to the present as well as the desires regarding the future – underlining that the respondents continue to affirm the taking over of wide-interest subjects, wanting to cooperate in the realisation of shows specific to the public station. Subchapter 7 presents some aspects related to the future of the public radio (but not only) from Romania: the perspective of the transition to the digital broadcasting, the registration of „radio” type sites, as well as the obstructions in development from the point of view of the shows for minorities of the territorial public station. Subchapter 8 consists of a description of the impediments the (actual and future) researcher meets in the case of analysis correlated to the public and private radiophonia from Romania.

Chapter IX includes the conclusion of the study, while Chapter X refers to the possibilities of continuing the researches related to the Hungarian shows of Radio Cluj, of former and current radio stations from Cluj with Hungarian shows, of the audio-visual press of Cluj in general, of public or other types of radios, as well as of the analysis of some personal archiviae belonging to regretted radiophonists.

The following are presented in attachment:

- Published or in course of publishing studies of the author linked to the study field,
- The list of the stations which broadcast in Romania (and) in Hungarian language,
- The studios of the Romanian Radio broadcasting Society,
- The list of bachelor and master's degree studies from the studied field found at the Library of Minerva Cultural Association from Cluj-Napoca.
- The questionnaire used in the research.

### ***The conclusions of the study***

The presumption that in the conditions of media market changes, the Hungarian grids suffered modifications at Radio Cluj is confirmed: there are 4 different program grids in the period of 1990-2016.

The presumption that the modifications of the programme grids are in advantage of the entertainment type content is confirmed: once with the start of broadcasting on FM band, the new shows, predominantly musical shows, contributed to the increase of the percent dedicated to entertainment, even in a significant way – infirming in the same time the complementary presumption that the modification wouldn't have been radical. At the second modification of the grid in 2007, one can observe a decrease of such a type of content. Even though the Hungarian commercial station became known at that time, we can thus conclude that the public radio station doesn't get engaged in a „competition for listeners” with the commercial stations (on the other hand I consider this falsely understood competition to be absolutely useless), more than that: there is an increase of the percent of informative and cultural shows. Still, the next program grid changes (2012) would lead to modifications through which the entertainment type of shows covered two thirds of the total of broadcasting time in Hungarian. In the lack of their content analysis one could not precisely conclude that the public radio adopts a commercial type of attitude. The current research cannot confirm such an affirmation.

The presumption that the informative type of shows are constantly present got confirmed: the number of minutes allocated to news and journals remain almost constant, including the case of broadcasting time extension allocated to Hungarian shows. The comparison of these shows' content is not possible due to the lack of archived registrations. In the same time, one can observe a significant decrease (from 8 to 2) of the number of correspondents and of the number of reporters on field. As a conclusion, the news journals cannot keep their balance from the geographical point of view, more than that, certain events in Cluj remain uncovered. We can notice, however, the presence of the regional and local news, in a greater percent than the national news; the news regarding the minorities have a decreased percent (10%). All of these facts prove the editors' desire regarding an ample and diversified information.

In completion, I presumed that the informative shows use a diversified resource and an elevated language. By my researches I concluded that the hypothesis can be considered as confirmed, also one can identify some expression and diction mistakes. With all of the several Romanian language resources used, we cannot talk about the preponderance of some incorrect translations, nor about the unjustified use of some foreign language expressions.

The presumption that the structure of the programmes remained but the number of educational and service provision type of shows decreased (from the cycle: live, with the listeners) is confirmed. In the studied period, two grid modifications lead to the decrease of their percentage and only in one of the cases we registered their increase, they being permanently kept in the Hungarian program grid.

From the language's point of view I presumed that the public radio offers a standard for the Hungarian population from etnospora. The research results that one can notice some expression mistakes, some of them being probably caused by the alert working rhythm. Still, it is necessary to pay great attention to the expression and composition of the radiophonic text.

Altogether, it is confirmed that the public radio is rather „relocated” towards a more entertainment-like content. But from my point of view, we cannot declare that this would underline the overdue concept of the ideal public radio, on the contrary: it shows that the public radio is capable of changes permanently. More than that, the contents of commercial or communitary type media attract different groups of listeners, each one of them responding to

different needs. The same listener might listen to different types of radio, even ones received via Internet in different parts of the day or week.

The research had other collateral results. I found out that there is an (unexhaustive) archive regulation of the Romanian Radio broadcasting Society. This does not mean that the Radio Cluj territorial stations' shows for minorities would be archived. As a result, their longitudinal study-research is much clogged. Thus, the researchers can base on the personal archives of the editors or in the case of some pre-established researches, they can require archived registrations according to the regulation of the National Audio-visual Council.

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